



Where do behavioural science practitioners learn about the science?

Results from a Survey



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Correspondence and Acknowledgements

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Summary

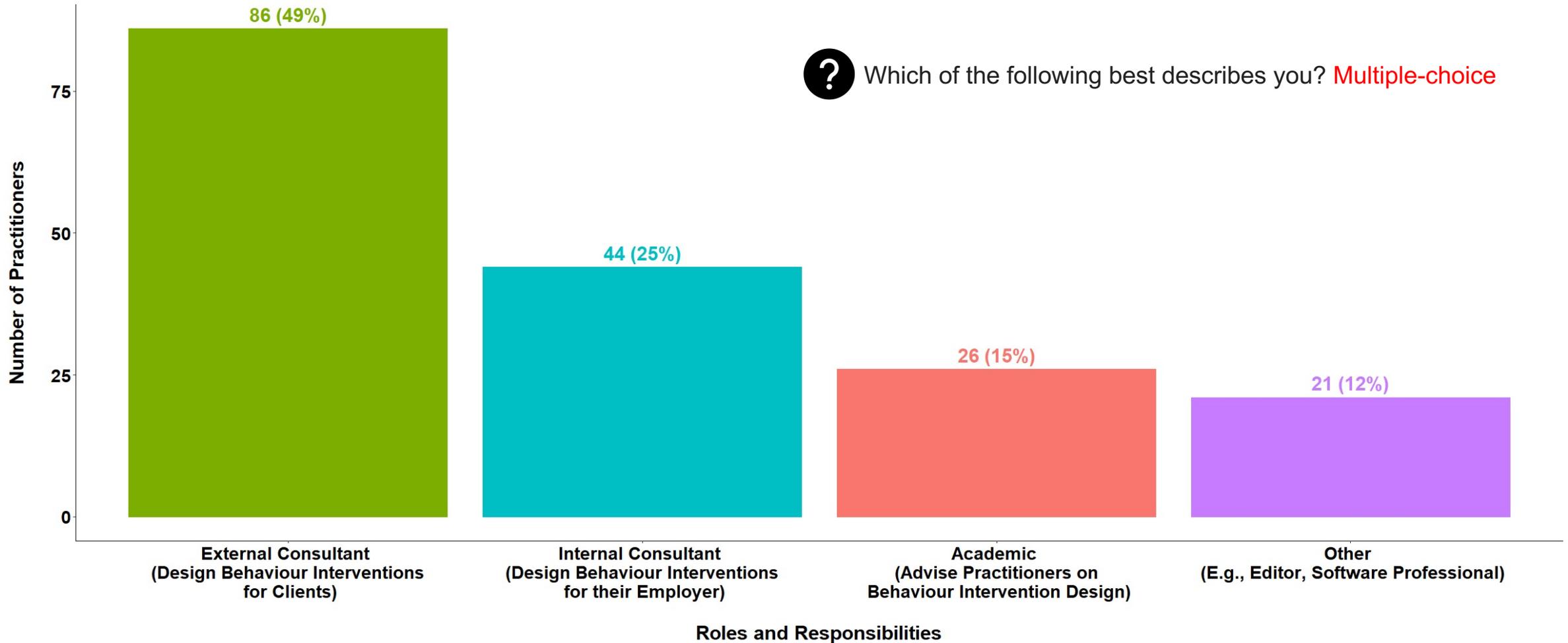
We are interested in learning more about the sources that practitioners who apply Behavioral Science to practical problems draw from, in designing interventions. In particular, we are interested in learning about what sources practitioners lean on to a) learn about the latest in behavioural science and b) get inspiration for designing their own interventions.

The survey, conducted from Feb 4th to Feb 17th, 2022, received valid responses from 177 practitioners. This report presents the results and insights gathered from these practitioners across four dimensions:

- Practitioners' roles and responsibilities.
- Practitioners' practice areas.
- Practitioners' primary source for learning about behavioural science research and the latest insights.
- Practitioners' selection of the top five most helpful academic journals for their applied work, categorized into two groups:
 - Selection from all practitioners.
 - Selection from non-academic practitioners only.



Practitioner Profile: Roles and Responsibilities (N = 177)

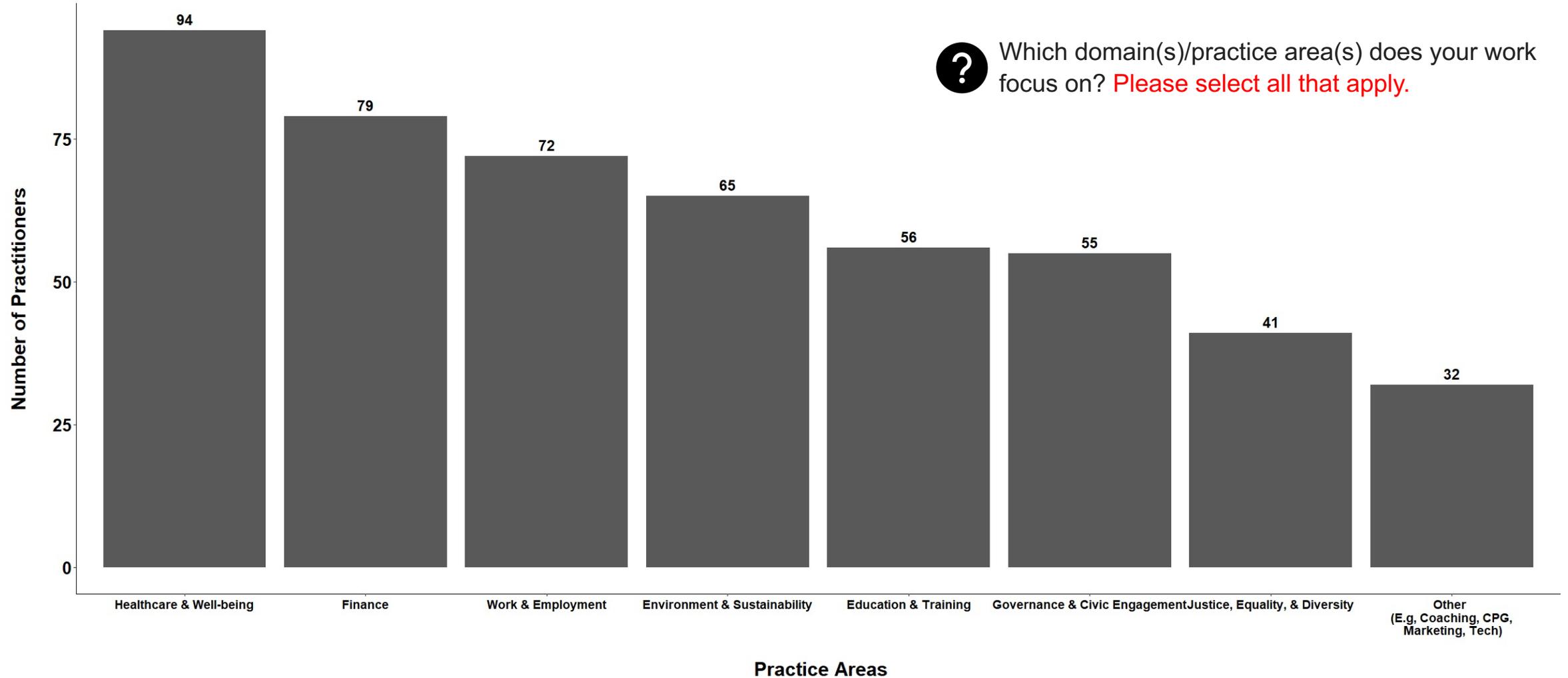


Note. In this report, respondents are collectively referred to as practitioners. To provide clarity, the roles are displayed as follows:

- A practitioner who designs behavioural interventions for your employer is labelled as “External Consultant.”
- A consultant that advises clients on the design of behavioural interventions is labelled as “Internal Consultant.”
- An academic or student that works with or advises practitioners on the design of behavioural interventions is labelled as “Academic.”



Practice Areas of Practitioners (N = 177)



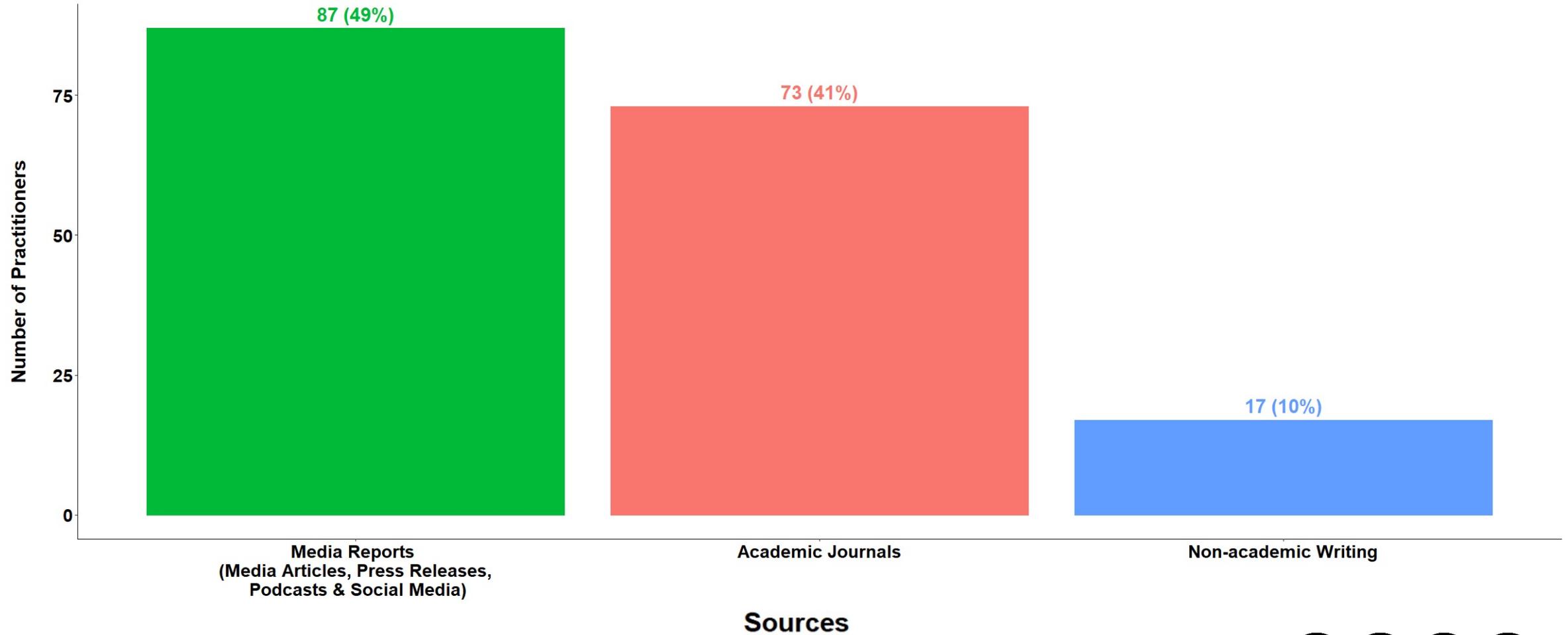
Our survey draws insights from practitioners spanning diverse domains/practice areas, reflecting the representativeness of our findings.



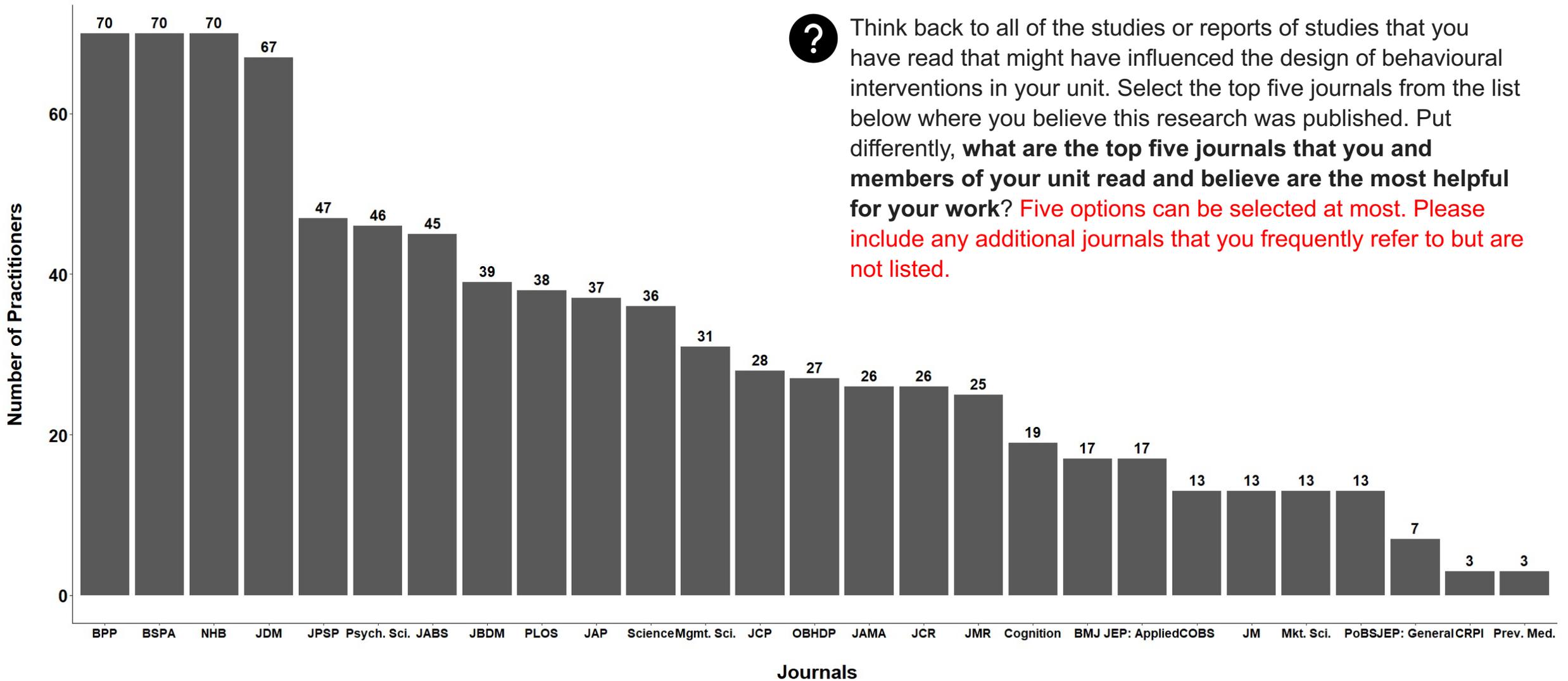
Primary Source for Practitioners to Understand Behavioural Science Research (N = 177)



Which of the following would you say is your **primary source** for learning about the science



Top Five Academic Journals: Most Useful for Academic and Non-Academic Practitioners (N = 177)

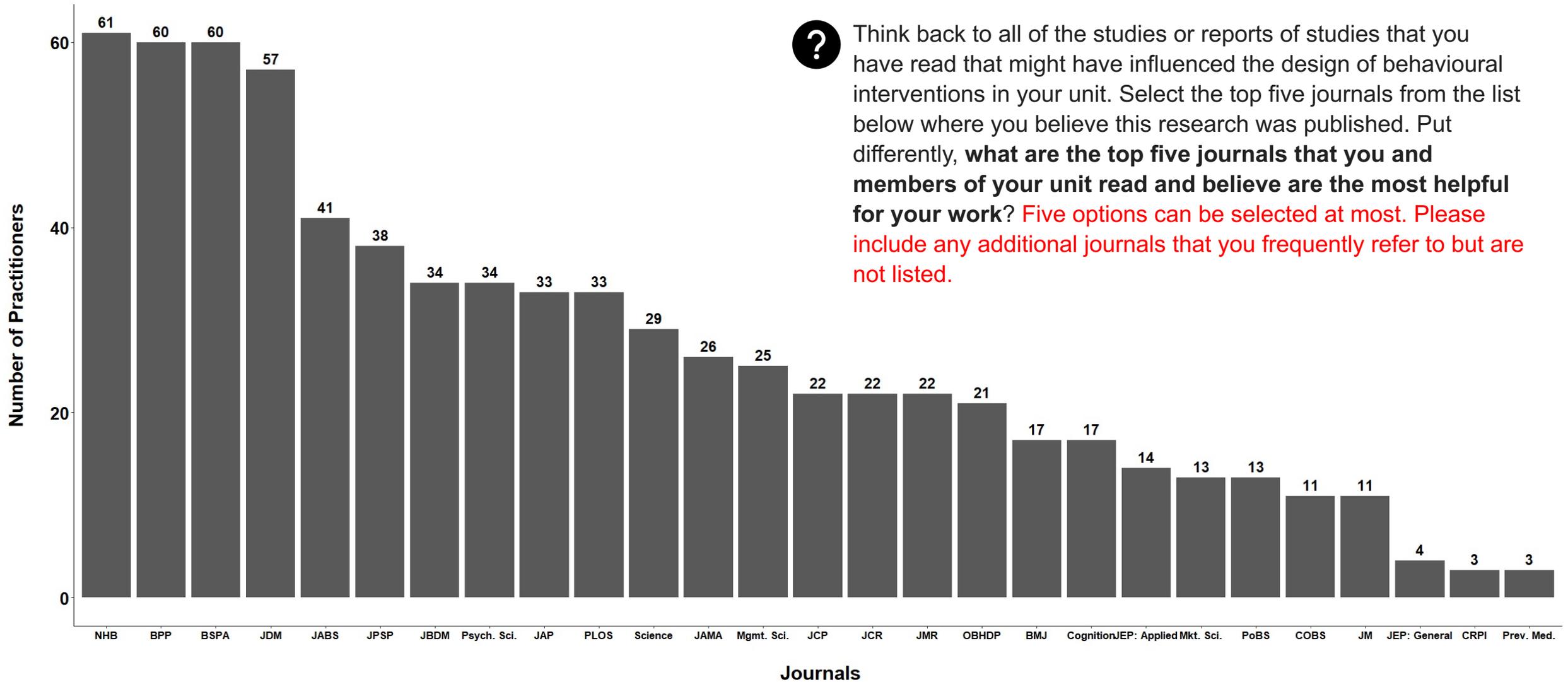


? Think back to all of the studies or reports of studies that you have read that might have influenced the design of behavioural interventions in your unit. Select the top five journals from the list below where you believe this research was published. Put differently, **what are the top five journals that you and members of your unit read and believe are the most helpful for your work?** Five options can be selected at most. Please include any additional journals that you frequently refer to but are not listed.

Notes. This result illustrates choices made by **both academic and non-academic practitioners.** Additional journals mentioned not on the list: *Nature, PNAS, JEBO, AER, HBR*, etc.



Top Five Academic Journals: Most Useful for Non-Academic Practitioners (N = 151)



 Think back to all of the studies or reports of studies that you have read that might have influenced the design of behavioural interventions in your unit. Select the top five journals from the list below where you believe this research was published. Put differently, **what are the top five journals that you and members of your unit read and believe are the most helpful for your work?** Five options can be selected at most. Please include any additional journals that you frequently refer to but are not listed.

Notes. This result illustrates choices made by **non-academic practitioners only**.
 Additional journals mentioned not on the list: *Nature*, *PNAS*, *JEBO*, *AER*, *HBR*, etc.



Abbreviation	Journal
BSPA	Behavioral Science & Policy Association
BPP	Behavioural Public Policy
BMJ	British Medical Journal
Cognition	Cognition
CRPI	Cognitive Research: Principles and Implications
COBS	Current Opinion in Behavioral Sciences
JAP	Journal of Applied Psychology
JBDM	Journal of Behavioral Decision Making
JCP	Journal of Consumer Psychology
JCR	Journal of Consumer Research
JEP: Applied	Journal of Experimental Psychology: Applied
JEP: General	Journal of Experimental Psychology: General
JM	Journal of Marketing
JMR	Journal of Marketing Research
JPSP	Journal of Personality and Social Psychology
JAMA	Journal of American Medical Association

Abbreviation	Journal
JDM	Judgment and Decision Making
Mgmt. Sci.	Management Science
Mkt. Sci.	Marketing Science
NHB	Nature Human Behaviour
OBHDP	Organizational Behavior and Human Decision Processes
PoBS	Perspectives on Behavior Science
Prev. Med.	Preventive Medicine
Psych. Sci.	Psychological Science
PLOS	Public Library of Science
Science	Science
JABS	The Journal of Applied Behavioral Science
Nature	Nature
PNAS	Proceedings of the National Academy of Sciences
JEBO	Journal of Economic Behavior & Organization
AER	American Economic Review
HBR	Harvard Business Review



Appendix A. Survey of Academic Journals That You Draw On

Full name:

Email address:

Organization / Unit that you work for:

1. Which of the following best describes you: **Multiple-choice**
 - A practitioner who designs behaviour interventions for your employer
 - A consultant that advises clients on the design of behaviour interventions
 - An academic or student that works with or advises practitioners on the design of behaviour interventions
 - Other (briefly describe) _____
2. Which of the following would you say is your primary source for learning about the science and the latest studies? Please rank order the options below. **Rank order 1-5, no two options can get the same rank.**
 - Academic journals
 - Popular press articles (e.g., Behavioral Scientist) or follow Podcasts (e.g., Hidden Brain)
 - Books other than non-academic writing by the original authors (e.g., blogs or essays)
 - Press reports/coverage in newspapers and periodicals
 - Social media (e.g., Twitter or LinkedIn)



Appendix A. Survey of Academic Journals That You Draw On (Cont'd)

3. Think back to all of the studies or reports of studies that you have read that might have influenced the design of behavioural interventions in your unit. Select the top five journals from the list below where you believe this research was published. Put differently, what are the top five journals that you and members of your unit read and believe are the most helpful for your work? **Five options can be selected at most.**

Behavioral Science & Policy Association (BSPA)	Journal of Behavioral Decision Making (JBDM)	Journal of Personality and Social Psychology (JPSP)	Perspectives on Behavior Science (PoBS)
Behavioural Public Policy (BPP)	Journal of Consumer Psychology (JCP)	Journal of American Medical Association (JAMA)	Preventive Medicine (Prev. Med.)
British Medical Journal (BMJ)	Journal of Consumer Research (JCR)	Judgment and Decision Making (JDM)	Psychological Science (Psych. Sci.)
Cognition	Journal of Experimental Psychology: Applied (JEP: Applied)	Management Science (Mgmt. Sci.)	Public Library of Science (PLOS)
Cognitive Research: Principles and Implications (CRPI)	Journal of Experimental Psychology: General (JEP: General)	Marketing Science (Mkt. Sci.)	Science
Current Opinion in Behavioural Sciences (COBS)	Journal of Marketing (JM)	Nature Human Behaviour (NHB)	The Journal of Applied Behavioral Science (JABS)
Journal of Applied Psychology (JAP)	Journal of Marketing Research (JMR)	Organizational Behavior and Human Decision Processes (OBHDP)	Other (Please specify)

If you strongly feel that there were more than 5 that you routinely draw from, please add any additional names here.



Appendix A. Survey of Academic Journals That You Draw On (Cont'd)

4. Which domain(s)/practice area(s) does your work focus on? Please select all that apply. **Checkbox**

- Healthcare and well-being
- Finance
- Education and training
- Environment and sustainability
- Justice, equality, and diversity
- Governance and civic engagement
- Work and employment
- Other (Please specify) _____

