

## **Applying Behavioral Science to Programme Design: Findings from Low-income Households with Debt**

Presenter: Dr Ong Qiyang, Research Fellow, Social Service Research Centre

Date: 20 Feb 2017

Time: 4pm to 5:30pm

Venue: AS7-01-17, The Shaw Foundation Building, Block AS7, Level 1  
National University of Singapore, 5 Arts Link, Singapore 117570

### **Abstract:**

This presentation will provide a brief introduction to behavioural science and how behavioural science has been employed in social programmes worldwide to improve programme effectiveness. Based on findings from a study on low-income Singaporean households with debt, it will then discuss how behavioural science may be incorporated in the local context to develop programmes targeted at low-income households..

### **Presenter's profile:**

Qiyang is a research fellow with the Social Service Research Centre. She specializes in using behavioral and applied economics to study individual decision-making and the effects and performances of different policy designs. Her research spans a range of behavioral domains. Her recent research includes studies on cognitive reasons for debt in low-income households, performance of transnational marriage support programs and social service office models, as well as performance of different types of incentives on motivating prosocial behavior.

## **REGISTRATION IS CLOSED**

**Registration closes on Friday, 17 Feb 2017.**

**Seats are on a first-come, first-served basis. All are welcome.**

**For enquiries, please contact [Ms Jess Tan](#)**