



University  
of Essex

60

WHERE CHANGE HAPPENS 1964–2024



# BEHAVIOURAL SCIENCE: INSIGHTS FOR CHANGE



# Contents

3	<b>Welcome</b>
4-5	<b>Excellent infrastructure</b>
6-7	<b>Our vision for behavioural science</b>
8-9	<b>Our unparalleled research lab</b>
10-11	<b>Making the most of working with us</b>
12-13	<b>How we've made a difference</b>
14-15	<b>A lab that transforms research</b>
16-17	<b>Improving public health messaging</b>
18-19	<b>Improving access in museums and galleries</b>
20-21	<b>Overcoming bias against female teachers</b>
22-23	<b>Accent prejudice perpetuates inequalities</b>
24-25	<b>Do workers really 'choose' unstable jobs?</b>
26-27	<b>Camaraderie is the secret to men losing weight</b>
28-29	<b>Supporting our research students</b>
30-31	<b>Our student team</b>

**In 2024, we're celebrating 60 years of making change happen. At Essex, we're big believers in the power of change to create hope for a brighter future. Our journey together is just getting started.**

## Understanding behaviour to improve lives

**The human brain is an incredibly complex computer that governs how we think, feel and act. Understanding it is critical to all progress.**

At Essex, our research community is committed to influencing policy, practice and understanding, to change lives and reduce inequalities. But no new policy, technology, or innovative practice can succeed if we don't understand how humans will respond to it.

For more than three decades, we have been leaders in behavioural science research and our work, like that on the wellbeing benefits of green exercise, has been hugely influential.

Now is the time to build on that established expertise and expand the possibilities for collaboration, which is why we've launched our new Centre for Behavioural Science.

Our behavioural science offer is unparalleled, with a critical mass of multidisciplinary researchers studying human judgement, decision-making, emotion, behaviour and cognition, uniquely combined with exceptional testing facilities.

But we don't just want to advance our own research. We know we have something to offer that will benefit everyone interested in human behaviour and we want you to join us.

**Professor Chris Greer,  
Pro-Vice-Chancellor Research**



# Excellent infrastructure

## Behavioural science at Essex is multidisciplinary, with researchers making an impact across science and health, social sciences and the arts and humanities.

At their fingertips are exceptional testing facilities open to all, opportunities to collaborate, support to access funding for research and development, and major social science projects collecting data about peoples' lives.

By partnering with us, you'll have access to everything Essex has to offer.

### International data expertise

In 2023, the Economic and Social Research Council awarded £138m to:

- UK Data Service, the national research infrastructure providing access to social science and humanities data
- Understanding Society, the largest longitudinal household panel study of its kind, providing evidence on life changes and stability

### Exceptional testing lab

Our Behavioural Science Lab is an agile testing hub, facilitating world-class research and transformational research-led education, with:

- Specialist biometric equipment including eye tracking, heart rate monitoring and emotion recognition software
- 32 computer terminals with noise-cancelling headphones for controlled experiments
- 32 mobile lab devices for in-field experiments
- A dedicated team of managerial and support staff
- A subject pool of over 2,000 participants ready to participate in experiments

### Centres of research excellence

- Human Rights Centre
- Institute for Analytics and Data Science
- Institute for Social and Economic Research
- Institute of Public Health and Wellbeing

### Knowledge transfer

- Number 1 university in the UK for Knowledge Transfer Partnerships, the flagship Innovate UK programme based on the number of partnerships
- A growing community of 800 academic experts across 17 departments ready to provide consultancy or contract research

### World-class research

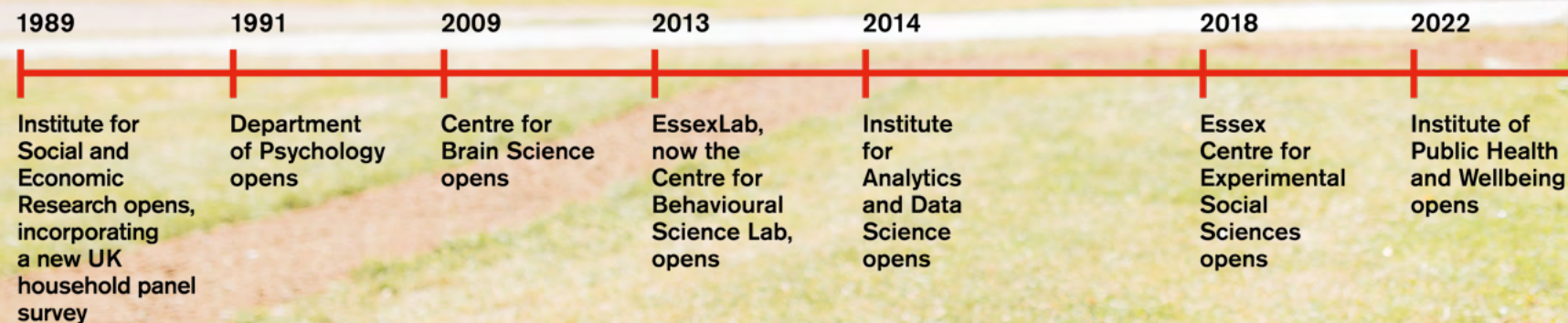
- Five subjects in UK top 10 for research power (Times Higher Education 2022)
- 56th in the global Times Higher Education Impact Rankings 2023

### Multidisciplinary collaboration

Researchers across departments working in behavioural science:

- Business analysts
- Criminologists
- Computer scientists
- Data scientists
- Economists
- Environmental scientists
- Health experts
- Linguists
- Mathematicians
- Political scientists
- Psychologists
- Sociologists
- Sports scientists

## Our behavioural science milestones



# Our vision for behavioural science

**Understanding human behaviour is crucial in dealing with vast challenges, such as the spread of misinformation, digital safeguarding and climate change.**

**Dr Dennie van Dolder, Director of the Centre for Behavioural Science, explains.**

“Behavioural science - the interdisciplinary study of behaviour through systematic experimentation and observation - can help us design better policies, products and services, and improve outcomes in a range of domains.

“In health, it sheds light on things like vaccine hesitancy, non-adherence to treatment regimens, and unhealthy lifestyle choices, and in business, it helps companies understand consumer behaviour and tailor their products and services.

“It plays a pivotal role in tackling global challenges, like climate change, too, because understanding people’s choices about energy consumption, recycling, and sustainable practices gives us the tools to design policies that encourage environmentally friendly choices.

“The increased realisation of the importance of behavioural science has led to corporations employing behavioural scientists and to the establishment of behavioural insights teams at all levels of government.

“Essex has an exceptionally strong background and reputation in social sciences central to this interdisciplinary field, with our research in economics, sociology, and government all ranked in the UK top 10 for research power by Times Higher Education.

“Add to that the world-class behavioural science done more widely at Essex, particularly in science and health and in law, and it’s clear we have an impressive critical mass of researchers.

“On top of our human capital, we have world-class physical infrastructure. Our Behavioural Science Lab opened in 2013 and provides researchers with a purpose-built, and controlled environment to study human judgment, decision-making, emotion, cognition, and behaviour.

“Furthermore, Essex is home to internationally renowned research institutes. The Institute for Social and Economic Research and the Institute for Analytics and Data Science provide unique data and tools for increasing our understanding of human behaviour. Our Institute of Public Health and Wellbeing and Human Rights Centre rely on behavioural insights to maximise their impact. All work with governments and international organisations to improve policy and deliver insights.

“Our new Centre for Behavioural Science is part of an ambitious strategy to increase our capacity to support research of the highest quality across all departments. It enables researchers to tackle global challenges using robust experimental evidence and offers fresh opportunities to external partners who can benefit from our expertise.”



**£24m in research funding for researchers who are members of the Centre for Behavioural Science, since 2017**

# Our unparalleled research lab

**To address global challenges it is necessary to understand human behaviour, and for that you need a testing facility with capacity that is adaptive, agile and controlled.**

**Our Behavioural Science Lab is an essential testing facility providing state-of-the-art technology that transforms research and research-led education.**

Formerly known as EssexLab, the Behavioural Science Lab is designed to give researchers the greatest degree of control over their study environment and measurement, so they can be confident of their results. It's 32 workstations with noise-cancelling headphones provide stimuli-free environments in which participants can be fully immersed in a research study.

The Lab also features nearly half a million pounds worth of specialist biometric equipment with eye and heart rate monitoring, skin response measuring and webcam-based emotion recognition, all controlled through an integrated software package, iMotions. These biometric tools provide objective and precise measurements that can reveal influential underlying mental processes and emotional states otherwise contaminated by self-report biases or not easily observed at all.

An experienced and dedicated lab team ensures every experiment runs smoothly, managed by the Centre's Deputy Director,

Dr Patrick Lown. Dr Lown has over a decade of experience managing research and is an expert in experimental design, causal inference, and analysing the results of behavioural experiments. The lab team is made up of highly-trained Essex students interested in pursuing careers of their own in behavioural research.

As well as Essex researchers, academics from around the world have benefitted from conducting their experiments in our Behavioural Science Lab. Academics from universities such as the European University Institute, Gothenburg University and the University of California Davis have all used the Lab to enhance their research.

"If you want access to the best space in the UK for experimental behavioural science, supported by an excellent lab team, and with access to a wide range of interdisciplinary expertise and several major research council-funded research institutes, then Essex is the place to come," said Dr Lown.



**"The Behavioural Science Lab offers researchers, businesses and other external partners testing opportunities that are unmatched."**

Dr Patrick Lown

# Making the most of working with us

## Understanding how people think, feel and act in different situations can help us design better policies, products and services, and improve outcomes in everything from healthcare to business.

Behavioural experiments in controlled environments are a critical tool in achieving this and our experience shows that businesses, non-academic partners and government departments can all benefit from working with us.

We're already working with a regional health technology company aiming to improve people's health by discovering and delivering more effective brain health assessments and methods of completing them at home and in-clinic. We believe our biometric testing equipment could be invaluable to their mission, and those of other external partners, providing unique insights into how people engage with their software tools.

Essex is number one in the UK for working with business through Innovate UK's Knowledge Transfer Partnerships scheme with over 40 active projects between researchers and companies, the most of any university. In the latest Knowledge Exchange Framework national review, Essex was ranked 14th overall and 4th for 'working with the public and third sector', so you can be sure you're working with the best when you partner with us.

We have a dedicated knowledge exchange team with experience of developing partnerships that unlock the potential of our business partners.

The Institute for Social and Economic Research's framework for policy engagement makes Essex a national leader in responding to the needs of government departments and delivering the data that can help them develop policies that change lives.

If you want to use our lab for your experiment, we've got a pool of more than 2,000 subjects who we can invite to take part. If you are new to academic research, our dedicated Lab Manager can ensure your planned research is safe and secure, and that your results are publishable, by overseeing the ethical approval for your project, including a data sharing agreement that meets your needs.

Academic researchers can conduct their research under ethical approval from their home institution.

If you want help designing your study, thinking through project logistics, or collecting data, we can do that too. All you need to do is bring your brilliant ideas.





# How we've made a difference

## Trustworthy behavioural science research depends on the best quality testing facility which is exactly what our Behavioural Science Lab delivers.

One hundred percent of researchers who completed a recent survey of users were positive about their experience of using the Lab and working with our dedicated team of staff and we know many have returned time and again.

Damien Bol is a Professor of Political Behaviour at King's College London. He studies people's experience of elections across countries and needed a lab with capacity to run eight sessions of a group experiment with 21 participants.

"I'm very happy with my overall experience. Before the experiment, Patrick Lown, who is very professional and efficient, facilitated greatly the preparation.

"During the experiment, I had the chance to be assisted by competent and helpful lab assistants. If the experiment went

so smoothly, it is because of them," Professor Bol said.

Lynn Prince Cooke is Emeritus Professor in the Department of Social and Policy Sciences at the University of Bath.

She chose our Lab to conduct experiments for her project The New Shape of Family-Related Gender Stratification, which maps gender differences in employment, earning and domestic divisions among and between women and men.

"The Lab has a pool of participants, which helps an experiment recruit a sufficient number for the study. The facility is also very well maintained. The lab assistants are very helpful, so much so that a researcher doesn't have to pay attention to all the details when conducting the study," Professor Cooke said.

# A lab that transforms research

**Our Behavioural Science Lab has been instrumental in taking economist Dr Friederike Mengel's research to the next level. Her recent studies on employer discrimination and gender bias against teachers have benefited from our state-of-the-art testing facility. She explains how the Lab has ensured her studies are the best they can be.**

"Put simply, the Behavioural Science Lab gives me access to some of the best tools available.

"As probably the best environment to make clean causal inference it has shaped the way I plan and conduct my research in a number of ways because different treatments – or conditions – can be created that differ only in one parameter of interest. This allows you to infer the causal effect of that single change you have made.

"Using the Lab benefits my research because it gives me the best of both worlds: the Lab's artificial environment gives me data that allows for clean causal interpretation that I can then combine with evidence from the field.

"I have conducted a number of studies on how people update and change their beliefs when they receive new information. In a recent study I found that people tend to underreact to new information and this can generate labour

market discrimination, even if there is no bias or discrimination to begin with.

"A lot of my research is on how beliefs are formed in social networks. Do people account for correlation in the information they receive from their network neighbours and to which extent do they account for the fact that the sample of people they interact with is highly selected?

"Studying questions like this outside a lab is very difficult as there are so many factors at play which simultaneously impact all these dimensions. Our Lab allows me to isolate certain factors I want to focus on.

"Another complication when studying these questions is that people usually choose who they interact with and what information they consume, complicating causal inference. For clean causal inference you usually need some exogenous variation in what information people see. Our Lab allows us to do this quite easily."



**"The Behavioural Science Lab gives me access to some of the best tools available."**

**Dr Friederike Mengel**







**“Our findings can also be applied to other public health needs, such as encouraging people to book appointments for cancer screenings or recommended annual health checks.”**

**Professor Marie Juanchich**



## Improving public health messaging

**COVID-19 illustrated just how important vaccinations are to public health and that reducing vaccine hesitancy will be critical in protecting people during future pandemics.**

**Studies by behavioural psychologist Professor Marie Juanchich have provided policymakers with the evidence they need to encourage vaccine take-up.**

Working with the British Academy, she explored how people responded to NHS text messages about booking vaccines, revealing that the lack of information and the use of third-party hyperlinks made recipients think they were being targeted by fraudsters.

She found that 50% didn't trust the messages, only 26% believed following the link would lead to an NHS page and only 35% used it to book their appointment.

She also showed that giving more information on the benefits of the shots and being clear about potential adverse reactions encouraged uptake.

Her recommendation, that clear NHS links are used – such as NHS-Book-Your-Vaccine.uk – have already been implemented and her findings also have wider implications.

“Our findings can also be applied to other public health needs, such as encouraging people to book appointments for cancer screenings or recommended annual health checks,” she said.

A leading behavioural researcher in the Department of Psychology, Professor Juanchich's work has supported change in a number of organisations:

- Working with Colchester City Council, she helped encourage more considerate driver behaviour to cut pollution. She advised how wording on road signs could be tailored to appeal to drivers' better nature and encourage them to turn off their engines while waiting in pollution hotspots.
- Working with civil servants, she helped ensure diversity is boosted in the heart of government by providing advice on attracting more disabled applicants, and those from Black, Asian and minority ethnic or lower socioeconomic backgrounds. The Open Innovation Team in the Department for Education implemented changes as a result.

# Improving access in museums and galleries

## Understanding how people move around cultural spaces is crucial if we want to ensure everyone has the best chance to access, engage with, enjoy and learn from art.

An interdisciplinary collaboration between a behavioural psychologist and an art historian has helped local and national galleries, including the Victoria and Albert Museum (V&A), ensure they have the evidence they need to enhance the viewing experience for all.

Using mobile cameras and eye tracking software, Dr Tom Foulsham from the Department of Psychology and Dr Michael Tymkiw from the School of Philosophical, Historical, and Interdisciplinary Studies, studied biases in the way people move around galleries.

They observed what people paid attention to and looked at, and whether wheelchair users or others with restricted mobility viewed art differently.

Working in Colchester's Firstsite gallery, the V&A and the Essex Collection of Latin American Art (ESCALA), they found that spectators were biased towards starting from the top left of artworks and moving rightwards, and these visitors favoured looking at artworks roughly displayed at eye-level. Such left-to-right movement however was much less pronounced among wheelchair users who also tended to spend more time looking at artworks at or below eye level.

Their research also showed that wheelchair users found it harder to view artworks positioned more deeply within display cabinets.

Taken together, the findings raised questions about how 'normal' ways of displaying art encourage audiences to view works in a particular way and how curators often rely on normative assumptions about people's mobility.

Dr Foulsham and Dr Tymkiw hope their work can help museums and galleries critically review and improve their approaches to exhibiting objects so that they don't inadvertently hinder access for disabled visitors.

"These findings are incredibly valuable to curators. I, like others working in our sector, want to ensure everyone has the best experience possible when they visit our museums and galleries so to have insights about how people move around our spaces, particularly those with limited mobility, helps us design exhibitions that maximise every visitor's enjoyment and education," said Dr Sarah Demelo, ESCALA Curator.



**"To have insights about how people move around our spaces, helps us design exhibitions that maximise every visitor's enjoyment and education."**

**Dr Sarah Demelo, ESCALA Curator**

# Overcoming bias against female teachers

**Mounting gender gaps in academia can hinder teachers and their students but a study by Professor Friederike Mengel has provided evidence which led universities around the world to change the way they assess their teachers.**

Professor Mengel, from the Department of Economics, is one of the most prolific users of the Behavioural Science Lab. Concerned with how social identity and discrimination affect people's chances of success in work, she used it to turn her attention to discrimination against female teachers.

She examined almost 20,000 teaching evaluations completed by students at a top business school in the Netherlands, comparing them with information on teacher performance to assess whether poor assessment was linked to poor performance.

"We found no differences in performance between male and female teachers, but we found causal, not just correlational, evidence of bias in the way women teachers were evaluated, particularly by their male students.

"This bias has potentially harming effects on junior women's careers, both directly

as it means they are less likely to be promoted, and indirectly by knocking their confidence in their teaching ability," she explained.

Her findings resulted in universities across Europe, Canada and the USA changing the way they conduct teacher assessments, in a bid to eliminate the potential for bias.

According to one university, without her evidence they would not have been able to successfully illustrate the potential harm being caused to female staff when teaching evaluation relies predominantly on potentially biased student ratings.

Professor Mengel's work is not just benefitting teachers. It is also being used in teacher training, with participants reporting it has made them reflect on their teaching style and make changes for the better.



# Accent prejudice perpetuates inequalities

**Ensuring everyone can reach their full potential, regardless of class, ethnicity or where they are from, is crucial for an equal society but Essex research has shown that accent prejudice continues to hold many back.**

Dr Amanda Cole, from the Department of Language and Linguistics, has shown that working class people continue to be judged as less intelligent, friendly and trustworthy than the middle-classes because of their accent.

Her findings show that accent bias perpetuates assumptions that the social and political elite, who typically speak with more neutral accents, are more competent.

Using the Behavioural Science Lab, she conducted experiments in which participants listened to ten-second clips of people from across London and southeast England reading the same sentence.

Her results showed that people from Essex, London, and those who are working-class and/or from an ethnic minority background were judged by participants as less intelligent.

She also discovered a self-bias effect, with participants from working-class

backgrounds judging other working-class people as less intelligent and those from ethnic minority backgrounds judging white people as the most intelligent group based on their accent.

Dr Cole hopes her findings can be the first step towards challenging the concept that there is a correct way of speaking.

“Prejudice towards an accent nearly always reflects societal prejudices towards the groups that speak with that accent, but no-one should feel that they have to forsake their accent to get along better in life.

“We live in a vicious cycle in which the most privileged speak with the most esteemed accent and so are judged as the most competent and intelligent which helps them maintain their privilege. This way of thinking is so pervasive that it goes completely unchallenged,” she said.



**“No-one should feel that they have to forsake their accent to get along better in life.”**

Dr Amanda Cole

# Do workers really ‘choose’ unstable jobs?

**Over the last decade there has been a huge rise in less secure employment such as zero-hours contracts and while there are claims that workers enjoy the flexibility they offer, Essex research has shown workers avoid uncertainty wherever possible.**

Using the Behavioural Science Lab, Dr Silvia Avram has shed new light on how workers feel about these atypical and unstable jobs.

Her experimental study, funded by the Nuffield Foundation and the Economic and Social Research Council, explored how workers react to uncertainty about work availability and associated pay.

Over 300, low income, UK residents took part in the study. They were asked to complete work tasks for varying amounts of pay. For one group work was always available but in two treatment groups participants had to choose whether to work before a coin flip that determined whether work was available.

Far from preferring it, the study showed that workers avoided uncertainty where possible. Those facing uncertain work availability

were less likely to choose to work, even when they were offered increased pay.

Dr Avram, from the Institute for Social and Economic Research, hopes her findings can help shape policy and has suggested that benefits changes could be used to encourage people to take up these insecure but flexible contracts.

“My research suggests workers perceive working hours flexibility they have no control over, and the associated income instability, as very costly.

“The current payment in arrears design of Universal Credit tends to accentuate rather than alleviate any fluctuations in income. The government should consider ways in which the benefit system can help low paid workers smooth their income and consumption in the face of earnings instability,” she said.



**“Workers perceive working hours flexibility they have no control over, and the associated income instability, as very costly.”**

Dr Silvia Avram



“Men reported that this atmosphere was in sharp contrast to their experiences of commercial weight management programmes.”

Dr John Day



## Camaraderie is the secret to men losing weight

**For men living with obesity who want to lose weight traditional weight management programmes (WMPs) that target women can be a barrier, but Essex research has shown how male-only schemes improve mental health as well as weight loss.**

Using data he collected as a researcher at Healthwatch Essex, Dr John Day, from the School of Health and Social Care, showed that the sense of support and togetherness in male-only football-based WMPs surpassed weight loss as the principal driving force for wanting to attend, making participants more likely to achieve their goals.

The findings have informed Essex County Council's wellbeing and public health policy with more funding now available for football-based WMPs across the county.

Dr Day interviewed men between 20 and 59 taking part in sport-focussed initiatives including the MAN v FAT programme which consists of a weekly weigh-in followed by a six-a-side football match. All aspects of the programme are competitive with weight gains and losses

achieved by participants contributing to their team's overall score along with the goals scored during the match.

The fact that many of the men shared similar, negative experiences at more conventional women-focused WMPs brought an immediate sense of connection within the group.

“Men reported that this atmosphere was in sharp contrast to their experiences of commercial weight management programmes, which have a more feminine-focused environment that men found difficult to integrate themselves within.

“This sense of collective action against the stigma commonly felt by men living with obesity trying to lose weight brought about these unanticipated benefits for their mental health,” Dr Day said.

# Supporting our research students

## Not content with transforming research, our Behavioural Science Lab also plays a critical role in delivering transformational research-led education.

Opportunities to design, conduct and analyse experiments can be pivotal in the early stages of academic careers, which is why we provide funding to support research students.

Each year we allocate a total of £25,000 in 'seedcorn' grants, allowing junior researchers to conduct pilot studies which we help them scale up to attract external funding.

**Gabriele Navyte** is a student in the Department of Psychology and Institute for Social and Economic Research. She was inspired by working as a visiting carer to study how affectionate touch impacts physiological health among older adults.

Attracted by its ability to test multiple participants and collect data from several psychophysiological markers simultaneously, Gabriele used the Lab's biometric testing equipment to study how people responded to videos of hugs.

"The grant, the size of the laboratory, and the iMotions software system opened up an ideal avenue for investigating whether witnessing affectionate touch could serve as a stress buffer. Using the Lab meant I was able to test over 270 paid participants in next to no time.

"This was my first experience collecting psychophysiological data on this scale and I acquired a range of new skills. Now that I have experience in the Lab, I wouldn't be nervous about ruly exploring the effect that varying tangibility and ownership has on the 'endowment effect'.

"The 'endowment effect' suggests we value something an experiment of this scale in the future."

**Natasha Brooks** is a student in the Department of Economics. She used the Lab to inform two chapters of her thesis, most recentng more when we own it than when we do not. In my experiments participants were asked to value a coffee mug. In each session they were either buyers or sellers."

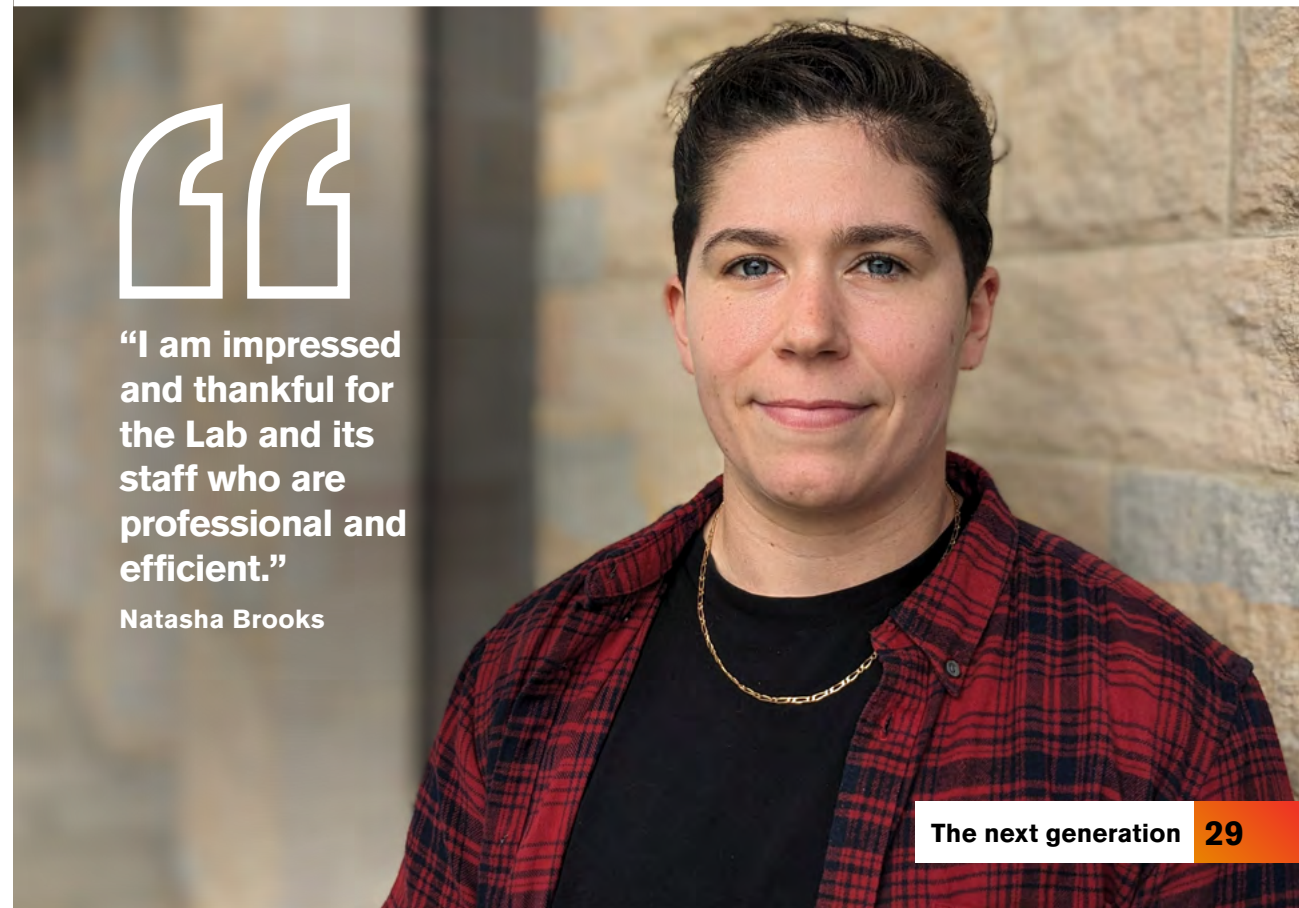
Using the Lab allowed Natasha to easily vary whether participants could see or hold the mug and whether they had property rights, and incorporate specialist software she needed for her experiment.

"One of the biggest issues in conducting experiments can be finding people to do it but using the Lab meant I could recruit from their large participant pool. It has enabled me to confidently conduct research. I am impressed and thankful for the Lab and its staff who are professional and efficient."



"I would recommend other PhD students to use the Lab. I mean, why wouldn't you?"

Gabriele Navyte



"I am impressed and thankful for the Lab and its staff who are professional and efficient."

Natasha Brooks



“The most rewarding part has been supporting new lab assistants and watching the Lab grow each year, knowing I’ve been part of its success.”

Anca Sticlaru



## Our student team

**As well as a dedicated manager, the Behavioural Science Lab is staffed by a team of highly-trained student lab assistants, ensuring experiments run smoothly while giving students the opportunity to cultivate the skills they need to excel.**

They are at the forefront of our experimental research, trained to oversee the Lab environment and work with researchers and participants.

Experienced assistants are assigned specific areas of responsibility such as recruiting participants, troubleshooting technical problems, and acting as primary contacts for questions about biometric equipment.

Lab assistant study coordinators are assigned to individual researchers, working one-to-one to deliver specific experiments successfully.

With one senior lab assistant as well, who deputises for the manager and coordinates the rest of the team, our Lab is one of the best staffed experimental testing labs in the UK.

Senior lab assistant **Anca Sticlaru** has worked in the Lab throughout her undergraduate and postgraduate study. The role has been pivotal to her Essex experience and even shaped the course of her studies.

“While I expected technical and soft skills working in the Lab, what surprised me was the exposure to research and data analysis. This curiosity led me to pursue a Masters that involved software research and technical data analytics skills.

“My role has taught me the value of embracing change and working with people. I have learned so much. The most rewarding part

has been supporting new lab assistants and watching the Lab grow each year, knowing I’ve been part of its success,” she said.

Former lab assistant **Kristina Enger** is now a Senior Consultant at Deloitte, focusing on sustainable supply chains. She explains how working in the lab has shaped her career:

“While the lab environment may seem distinct from the corporate world, the skills I gained in data analysis, problem-solving, and attention to detail have proven to be transferable and highly valuable.

“My time in the Lab taught me the importance of rigorous methodology and the ability to work with complex datasets, skills that are directly applicable to auditing and consulting roles.”

### Integrated education

Behavioural science is integrated into our education with courses and modules on offer to undergraduates and postgraduates in a range of subjects, including business, economics, government, and psychology.

Innovative modules offering students practical experience in our Behavioural Science Lab include one on neuromarketing, which explores how people respond to marketing stimuli, and an experimental economics module which gives students a grounding in how to use our Lab.





University  
of Essex



WHERE CHANGE HAPPENS 1964–2024

# Join us

Our behavioural science expertise and resources have been influencing practice, policy and understanding for more than three decades.

Now we are expanding.

Do you want our Centre for Behavioural Science to help you transform your research or business?

Just bring your brilliant ideas to work with us.

## How to get in touch

For more information, please email the  
Centre for Behavioural Science

**[BehaviouralScience@essex.ac.uk](mailto:BehaviouralScience@essex.ac.uk)**



Search 'behavioural science' at:

**[essex.ac.uk](https://www.essex.ac.uk)**



This booklet is  
printed on FSC  
carbon-neutral paper