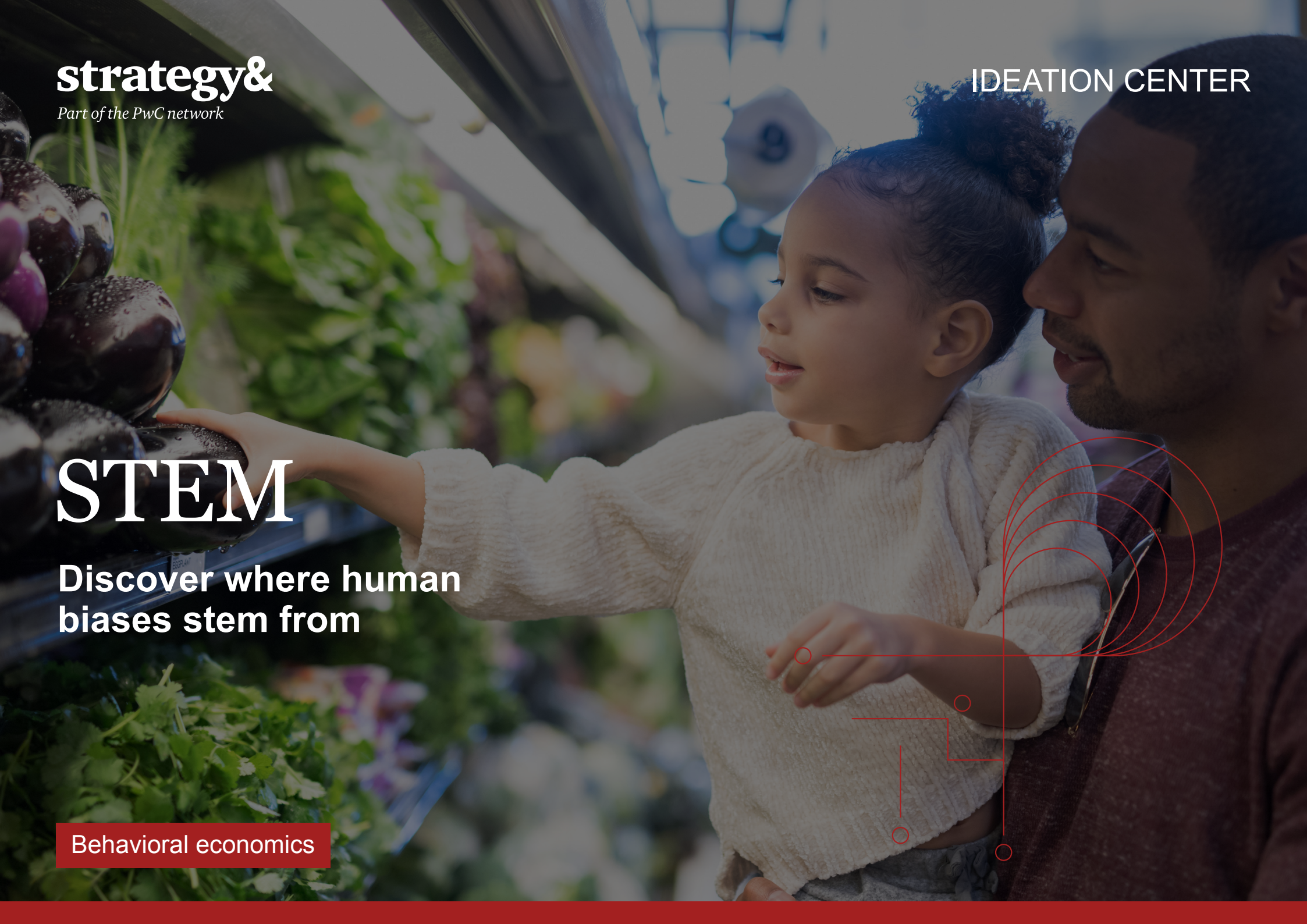


STEM

Discover where human
biases stem from

Behavioral economics

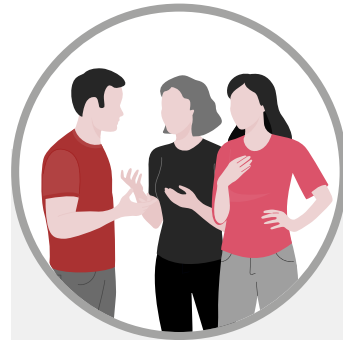




Behavioral biases can undermine even the best intentions, so how can we support optimal decision-making? At the Ideation Center, we have conducted a variety of experiments and interventions to test different approaches.

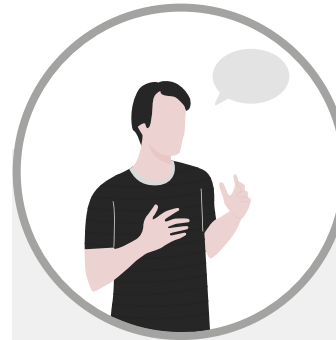
One gap we noticed when applying different behavioral frameworks is the importance of context on how a bias might manifest in real-world conditions. As a result, we have developed our own dynamic framework called STEM, which captures four drivers of human behavior (Society, Thoughts, Emotions, and Motivation) to support organizations and policymakers with innovative, behaviorally informed insights and solutions.

STEM



Social People

Social biases and barriers arise from our tendencies to adapt our behaviors based on the actions of others



Thought-based Cognition

Thought-based biases and barriers stem from our mental shortcuts and cognitive limitations



Emotional Feelings

Emotional biases and barriers often lead to irrational and sub-optimal decision making



Motivational Incentives

Motivational biases are deeply rooted in our desires and aspirations

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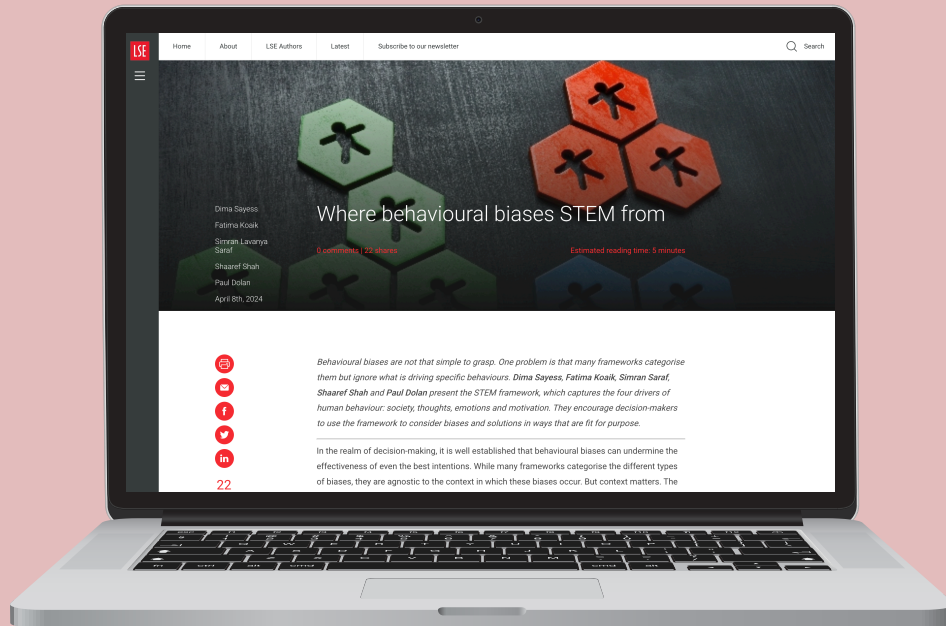
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How can STEM help you?

Deep dive

STEM has been developed in collaboration with academics from the **London School of Economics and Political Science (LSE)**. Read our article to learn more about the four dimensions of STEM, and how organizations and government departments can use STEM to improve their behavioral interventions.

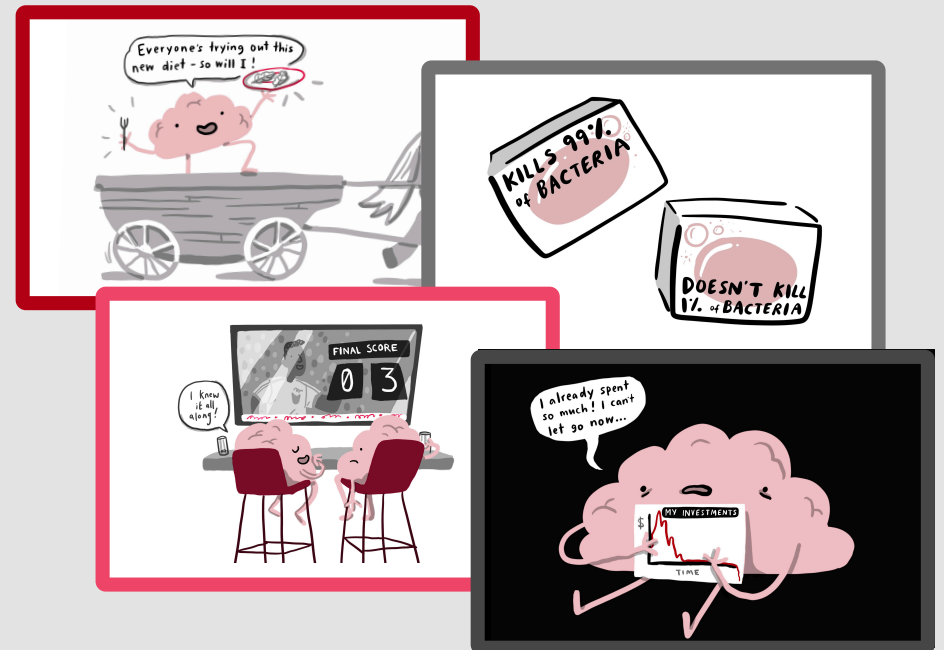
Read now



Apply in practice

Our behavioral scientists created a game that defines, describes and provides playful examples of various influential behavioral biases. Designed for interactive workshops, groups can explore 26 most prevalent behavioral biases and apply the learnings to a specific challenge.

Request the game pack





Discover other frameworks and solutions from our behavioral economics team:

ideationcenter.com

