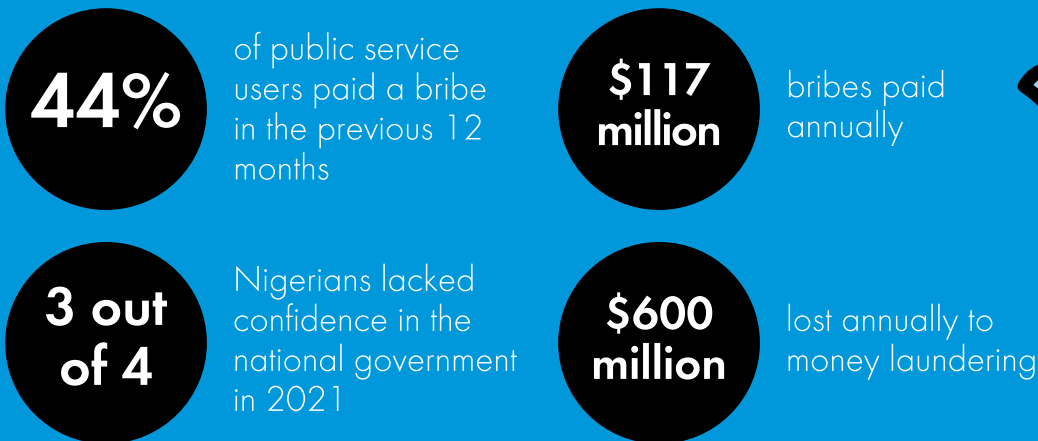# BEHAVIORAL INSIGHTS AND ANTI-CORRUPTION

A summary of our work with the MacArthur Foundation in Nigeria

From 2021 to 2023, BIT partnered with the John D. and Catherine T. MacArthur Foundation on their On Nigeria Big Bet. Together with local partners, we delivered a series of behaviorally-informed projects and a capacity-building program to help Nigerian organizations enhance their digital tools and edutainment to fight corruption.
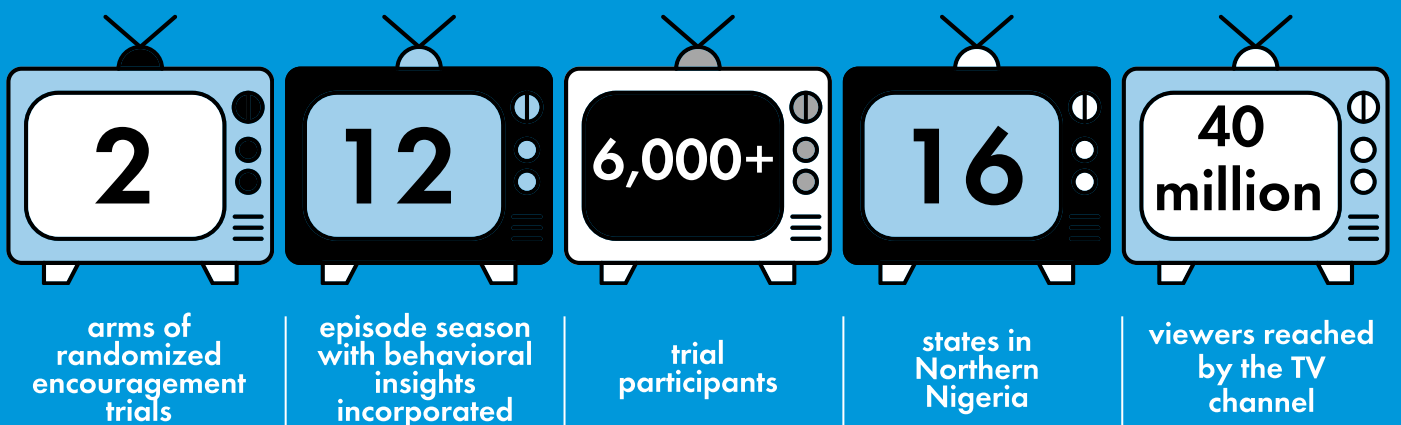
The challenge

Corruption affects many countries. But it is widespread in Nigeria, which ranks 145 of 180 on Transparency International's Corruption Perceptions Index.

44% of public service users paid a bribe in the previous 12 months

$117 million bribes paid annually

3 out of 4 Nigerians lacked confidence in the national government in 2021

$600 million lost annually to money laundering

Measuring the impact of broadcast TV

We partnered with Equal Access International and Griot Studios on a real world-world field trial of an edutainment TV series intervention to encourage electoral corruption reporting. While the results are pending publication and cannot yet be publicly shared, here's a snapshot of the trial:

2 arms of randomized encouragement trials

12 episode season with behavioral insights incorporated

6,000+ trial participants

16 states in Northern Nigeria

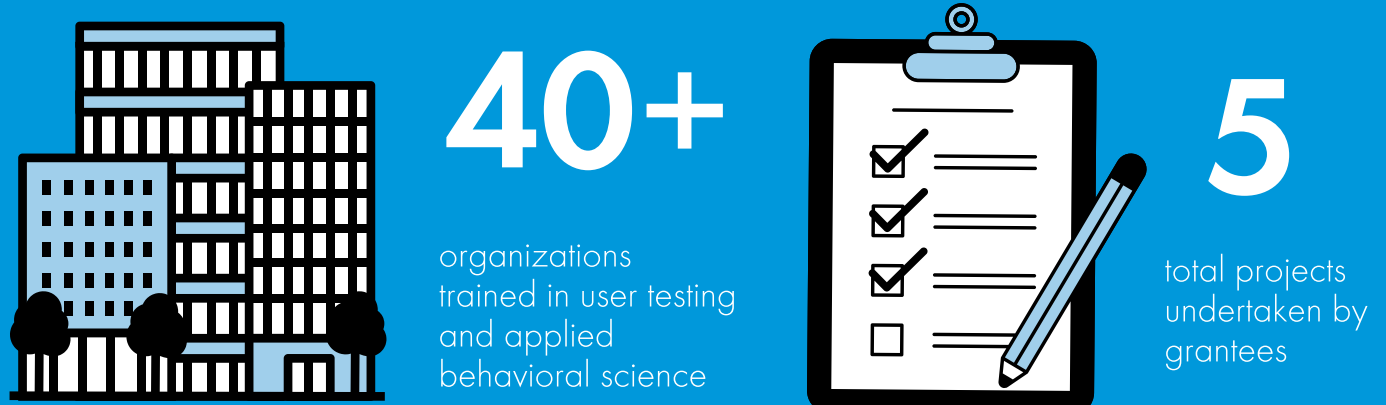**40 million** viewers reached by the TV channel

Optimizing tech

The Akin Fadeyi Foundation, Palace of Priests Assembly, Integrity Organization, and the Public and Private Development Centre focused on making integrity actions easier with digital tools.

- An app redesigned to increase road users' reporting of bribe solicitation
- WhatsApp campaign to influence ministers to incorporate anti-corruption messages in services
- An open data contracting portal redesigned to help non-state actors identify red flags in public procurement
- A landing page encouraging professionals to use anti-corruption business tools

Building capacity

40+ organizations trained in user testing and applied behavioral science

5 total projects undertaken by grantees

Why behavioral science?

Behavioral science is the rigorous study of human behavior and the ways our actions are shaped by different contexts. A behavioral science lens offers a new, valuable perspective. It reveals corruption not as a single problem, but as a collection of individual behaviors that can be influenced. Behavioral science's vast body of evidence lays the foundation for developing promising anti-corruption interventions.

Enhance your view of corruption solutions

If you'd like to learn more about our work in Sub-Saharan Africa or explore using behavioral science to complement and enhance your anti-corruption efforts, please contact us here.

THE BEHAVIOURAL INSIGHTS TEAM

MacArthur Foundation

GRIOT STUDIOS