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Fakultät für Psychologie

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veranstaltet durch das Institut für Arbeits-, Wirtschafts- und Sozialpsychologie

"THE I-FRAME AND THE S-FRAME: HOW FOCUSING ON INDIVIDUAL-LEVEL SOLUTIONS HAS LED
BEHAVIORAL PUBLIC POLICY ASTRAY"

Many behavioral scientists propose and test policy interventions that seek to 'fix' problems with individual behavior (adopting an "i-frame") rather than addressing the system in which individuals operate (an "s-frame"). The impact of such i-frame interventions has been disappointing and can reduce support for much-needed systemic reforms. Highlighting individual responsibility for societal problems is a long-established objective of corporate opponents of s-frame policies such as regulation and taxation. Thus, researchers advocating i-frame solutions may have unwittingly promoted the interests of the opponents of systemic change. Behavioral scientists can best contribute to public policy by employing their skills to develop and implement value-creating system-level change.

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