

Behavioural and Social Science

The CSN model is founded on the theory that protracted racial and socioeconomic inequality, deprivation and injustice informs varying degrees of trauma conditioned responses; behavioural conditioning that heightens vulnerability to the **predictable irrational mistakes** identified by Richard Thaler, Professor of Behavioural Science & Economics and co-author of Nudge theory. Expounded in his 'Science of Scarcity' research, Sendhil Mullainathan, Professor of Computation & Behavioural Science, further observed that poverty can cause greater cognitive impairment than severe sleep deprivation, concluding that under these conditions predictable irrational mistakes are not only understandable, without appropriate intervention, they are inevitable and *failure* is almost certainly guaranteed. Consequently, the way choices are presented has as much effect on decision making as the options. A third influence, Professor Philip Zimbardo's Stanford Prison Experiment, establishes the extent to which external forces can impel uncharacteristic, irrational and even inhumane behaviour.

Therefore, effective support to sustainably overcome pervasive racial and or socioeconomic hardship must:

- Correct the contributory underlying situational forces and conditions;
- Counteract the practical or material repercussions of scarcity; and
- Acknowledge, repair and or mitigate psychological damage and cognitive barriers;

EDEN City Outreach is inviting interest in exploring opportunities to collaborate with academics and research teams in the disciplines of social and behavioural science, including but not limited to: behavioural economics, social and cultural anthropology, psychology, psychiatry, neuroscience and political science.

Research & Development Overview:

- Research, test and develop the EDEN City Outreach theory, empirically assessing the impact of substantive racial and or socioeconomic trauma on psychological and cognitive abilities;
- Explore the potential for behavioural insight in conjunction with CSN disruptive technology to facilitate social, economic and cultural transformation; mitigating the natural propensity for predictable irrational mistakes, without undermining freedom of choice;
- Develop and or incorporate simple, effective tools, aids and resources, to be administered via CSN communal solutions, to inform healthy behavioural change and facilitate psychological recovery;
- Inform the development of the CSN digital platform and prototype and participate in a proof of concept pilot;

Visit <https://www.edencityoutreach.org.uk> to submit an expression of interest or for more information.



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