



What is WBIT?

The **Warwick Behavioural Insights Team** are students from WBS, Psychology, Economics (and sometimes beyond) and are supported by those departments

It is an organization where students come together to widen their understanding of behavioural and economic science and solve problems using behavioural insights.

And where interesting events are organized to promote Behavioural Scientific and Behavioural Economic Research

Our structure and goals



Engagement

Organising Behavioural
Science Summit

Crash Courses

Behavioural Science x
Consultancy

Q&A



Research

Energy Consumption
Recycling
Uber
Fast-fashion

Innovation
Consumer Behaviour



Board

Day-to-day running of WBIT
Supporting both Units
Representation of WBIT

Career Event

Co-organized with UCL, LSE, Oxford and Cambridge

>300 Attendees

17 companies

CogCo (main sponsor)
Gorilla Experiment Builder
Human First Collective
Cowry Consulting
Oxford Risk
Copy & TV
Caja Ltd
Dectech
The Team

Arcadis
Behive consulting
Innovia Technology
FCA (Financial Conduct
Authority)
Hamell
NatWest Group
Prolific
Thinks Insight & Strategy



NatWest

[cowry
consulting]



Find more on [Instagram](#) and [Linkedin](#)

Nudgeathon

3-day event for PGT/PGR students

Challenge – Developing an intervention to foster creativity among early learners

Team projects evaluated by academic and non-academic experts



Academics and Guests

Amy Brann

- Amy Brann is the Founder and Director of Synaptic Potential, an organisation using neuroscience to help organisations unlock their people's potential.
- Over 18 years, Amy has advised businesses globally, including Tesco, Warner Brothers, EY, and Twinkl.
- Amy's evidence-based insights and practical frameworks help close the gap between potential and performance, driving individuals and organisations toward their Whole Brain Potential.

Dr. Umar Taj

- Umar Taj is an Associate Professor of Behavioural Science at Warwick Business School.
- He is also the co-founder of Nudgeathon, as well as the behavioural consultancy CogCo.
- Umar's research focuses on helping organisations to apply the latest insights in behavioural science to improve decision making in the fields of health, finance, and politics.

Dr. Thomas Hills

- Thomas Hills is a Professor of Psychology at the University of Warwick, and the Director of the Behavioural and Data Science MSc. He is a Research Fellow of the Royal Society.
- His work aims to understand how humans navigate complex information environments and how these environments evolve in response.
- His research uses experiments, big data, network science, natural language processing, artificial intelligence, machine learning, and mathematical models, with applications to behavioural and cognitive science.



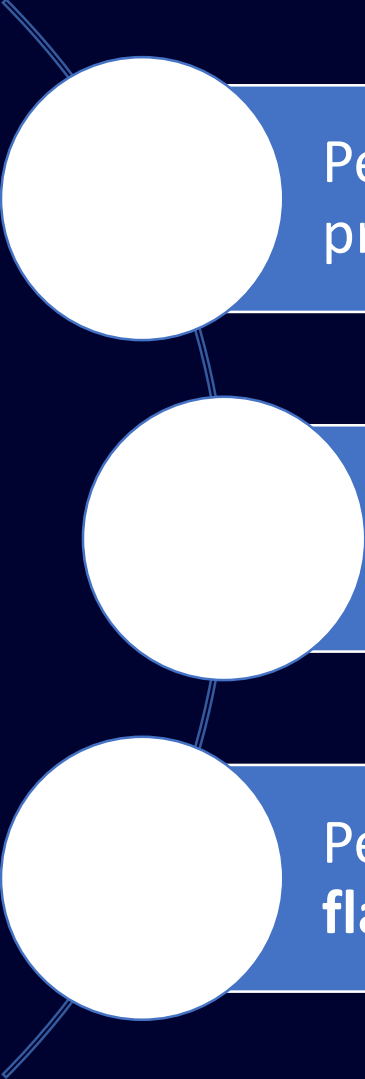
Guest Speakers

Guest Speakers

Presentations given by industry experts on behavioural change, academics, and alumni.



What we are looking for



People who are enthusiastic about organizing events for promoting BE and BehSci. Freedom to come up with own events!

People who are interested in doing research (e.g. applying theory to the real world). Freedom to come up with own research!

People who are willing to put in consistent time and effort. **No flaking, benching or ghosting!**

Research Spotlights



How Do I Get Involved?

1. We need the leadership team.

1. President
2. Vice President

2. General recruitment

1. Team leads
2. Marketing, finance coordinators
3. Regular members

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If you are interested, complete the form:

<https://warwick.ac.uk/research/spotlights/behaviour/news-events/wbit/>