



# Behavior Science Report Summary

## Simplified Chinese (行为科学报告摘要)





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**ORIGINAL AUTHOR**

RISK &amp; REGULATORY CONSULTING

**SPONSOR**Actuarial Innovation & Technology  
Steering Committee**TRANSLATORS**Yihong Lu  
Translation Consultant  
LEAD Insurance Consulting

Tinny Tsun, FSA, FCIA

Yuan Yuan, FSA, MAAA  
Consultant  
Ernst & Young**Caveat and Disclaimer**

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## Behavior Science Report Summary (行为科学报告摘要)

The Behavioral Science Report is designed to provide general familiarity in the subject of Behavioral Economics (BE) and motivate readers to consider additional research on the topic. The research report was completed by RRC in June of 2019. RRC is an insurance consulting firm serving the regulatory community and has performed a range of research projects for the SOA.

BE is a method of economic analysis that applies psychological insights into human behavior to explain and nudge economic decision-making. The field of BE blends insights of psychology and economics, and provides some valuable insights that individuals are not behaving in their own best interests. BE provides a framework to understand when and how people make errors. Systematic errors or biases recur predictably in particular circumstances.

The brain is best thought of as an organization of systems that interact with each other. A crucial insight is that the brain is a democracy. That is, there is no leading decision-maker. Although the behavioral goal of an individual can be stated as maximizing happiness, attaining that goal requires contributions from several brain regions. BE attempts to integrate psychologists' understanding of human behavior into economic analysis.

Lessons from BE can be used to create environments that nudge people toward wiser decisions and healthier lives. There are many benefits of BE for insurance, including better educating applicants on the benefits of truthful and correct disclosure, which can improve the underwriting process and result. This, in turn, results in more reliable applications being submitted, which leads to a reduction in the time to obtain underwriting approval. An added benefit is the opportunity to provide more life insurance to more consumers by improving the buying process and making the process more personalized and relevant.

行为科学报告旨在提供行为经济学 (BE) 的总体认识，并鼓励读者对该主题进行其他研究。该研究报告是由 RRC 于 2019 年 6 月完成。RRC 是一家为监管机构服务的保险咨询公司，并已为 SOA 进行了一系列的研究。

BE 是一种将心理洞察力应用于人类行为，以解释和推动经济决策的经济分析方法。BE 融合了对心理学和经济学的见解，并对一些不符合个人利益最大化的行为提供了合理的解释。BE 提供了一个框架以理解人们何时以及如何犯错，亦可在特定情况下预测系统性错误或偏见的再次发生。

大脑可被视为一种互动系统。一个重要的观点是大脑是民主的，也就是说，没有领先的决策者。虽然每个人的行为是以尽可能提高幸福感为目标，但是要达到这个目标则需要大脑不同区域的贡献。BE 试图将心理学家对人类行为的理解整合到经济分析中。

来自 BE 的经验可促使人们朝着更明智的决策和更健康的生活发展。BE 对保险业有很多好处，包括更好地教育申请人，让他们了解如实告知的益处，这可以改善承保流程和结果，令提交的申请更为可靠，从而缩短承保的时间。另一个好处便是可以通过改善购买流程为更多的消费者提供更多的人寿保险，并使购买流程更具个性化和相关性。

There are potential drawbacks to BE and some elements to consider include a negative impact on client experience (if done poorly) and the resource-intensive nature of BE. While customer experience is critical, there is the balance of needing to mitigate mortality and morbidity risk with improvements to the client experience.

The report reviews several BE techniques that could be applied to guide product design, modeling, and underwriting. The focus of this research is on life insurance underwriting, and much of the research being done is to test how BE can be utilized to improve applicant disclosures. Current insurance applications encourage fast thinking, resulting in people providing less accurate information in applications for insurance.

The research reviewed existing literature regarding industry approaches and primarily summarized industry perspectives from interviews conducted with 13 panelists using a questionnaire developed by RRC. Panelists included members from insurance, reinsurance, and consulting.

BE techniques considered in the report include Framing, Nudges, Cognitive aids, Social Norming, Availability heuristics, Anchoring, Messenger effect, Managing inertia, Fluency, Choice Architecture, Sentinel Effect, Scaling, Hovering Effect, Psychological Manipulation, and Prospect Theory. These BE techniques are evaluated against a series of improvements that can be made to the Underwriting process. Regulatory considerations are also briefly discussed as Regulatory requirements are often a concern around underwriting application changes. The techniques are also evaluated for their ability to improve marketing and distribution of products, to improve advisor behavior, and deliver post-sale customer engagement.

BE 也有潜在的弊端，BE 需要投入大量的资源，如果做得不好便有可能对客户的体验带来负面影响。尽管客户体验很重要，我们需要在降低死亡率和发病率的风险和改善客户体验之间取得平衡。

该报告回顾了几种可用于指导产品设计、建模和承保的 BE 技术。这项研究的重点是人寿保险的承保，而正在进行的许多研究都是为了测试如何利用 BE 来改善申请人的信息披露。当前的保险申请过程鼓励快速思考，导致人们在保险申请中提供不太准确的信息。

该研究回顾了有关行业的现有文献，并利用 RRC 编制的问卷调查表对 13 位专家小组成员进行了访谈，初步总结了行业观点。小组成员分别来自保险、再保险和咨询公司的成员。

报告中考虑的 BE 技术包括框架、轻推、认知辅助、社会规范、可用性启发法、锚定、信使效应、管理惯性、流利性、选择架构、前哨效应、缩放、悬停效应、心理操纵和前景理论。这些 BE 技术是根据一系列可以改善承保过程的方法来进行评估的。报告中还简要讨论了监管方面的考虑。监管部门通常最为关注的，便是任何关于承保申请的变更。该报告还评估了这些技术在改善产品营销和分销、改善顾问行为以及提供客户售后参与互动的能力。

In summary, the report provides an overview of how BE can be applied to introductory changes in the existing paradigm of Insurance customer journeys. Readers are also provided with additional resources to consider to further their understanding of BE.

总之，该报告概述了如何将 BE 应用于现有保险客户的购买经验，还为读者提供了其他资源以进一步了解 BE。

The full research report can be found here:  
<https://www.soa.org/globalassets/assets/files/resources/research-report/2019/behavioral-sciencereport.pdf>.

请点击以下网 阅 报

<https://www.soa.org/globalassets/assets/files/resources/research-report/2019/behavioral-sciencereport.pdf>.

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This paper was translated from English by SOA members Yuan Yuan, FSA, MAAA and Tinny Tsun, FSA, FCIA, along with Yihong Lu, a translation consultant.

Yuan Yuan works in the Financial Services practice at Ernst & Young LLP where she is a manager in the Insurance and Actuarial Advisory Services team. She can be reached at [yuan.yuan@ey.com](mailto:yuan.yuan@ey.com).

Tinny Tsun is an actuary with almost 20 years of diverse work experience in Toronto, Beijing and Hong Kong. She can be reached at [Tinny.tsun@gmail.com](mailto:Tinny.tsun@gmail.com).

Yihong Lu is a translation consultant at LEAD Insurance Consulting. She can be reached at <https://leadinsuranceconsulting.com>.

At the Society of Actuaries:

Korrel Crawford, Senior Research Administrator

Mervyn Kopinsky, FSA, EA, MAAA, Experience Studies Actuary

Jingxin (Jessie) Li, FSA, Lead China Representative

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The SOA supports actuaries and advances knowledge through research and education. As part of its work, the SOA seeks to inform public policy development and public understanding through research. The SOA aspires to be a trusted source of objective, data-driven research and analysis with an actuarial perspective for its members, industry, policymakers and the public. This distinct perspective comes from the SOA as an association of actuaries, who have a rigorous formal education and direct experience as practitioners as they perform applied research. The SOA also welcomes the opportunity to partner with other organizations in our work where appropriate.

The SOA has a history of working with public policymakers and regulators in developing historical experience studies and projection techniques as well as individual reports on health care, retirement and other topics. The SOA's research is intended to aid the work of policymakers and regulators and follow certain core principles:

**Objectivity:** The SOA's research informs and provides analysis that can be relied upon by other individuals or organizations involved in public policy discussions. The SOA does not take advocacy positions or lobby specific policy proposals.

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**Relevance:** The SOA provides timely research on public policy issues. Our research advances actuarial knowledge while providing critical insights on key policy issues, and thereby provides value to stakeholders and decision makers.

**Quantification:** The SOA leverages the diverse skill sets of actuaries to provide research and findings that are driven by the best available data and methods. Actuaries use detailed modeling to analyze financial risk and provide distinct insight and quantification. Further, actuarial standards require transparency and the disclosure of the assumptions and analytic approach underlying the work.

Society of Actuaries  
475 N. Martingale Road, Suite 600  
Schaumburg, Illinois 60173  
[www.SOA.org](http://www.SOA.org)