

PILOT STUDY: INCREASING EMPLOYMENT WITH PEER EFFECTS

IMPROVING JOB SEARCH AND JOB PLACEMENTS THROUGH PEER EFFECT INTERVENTIONS

Abstract

The Saudi government implements several policies to assist the integration of youth into the private labor market. Behavioral or non-pecuniary interventions, such as peer network interventions, have the potential to increase the effectiveness of these policies. This pilot aims to assess the need for, and the feasibility of, introducing peer networks in the job search process. Our hypothesis is that positive peer effects can help youth overcome the unavoidable frustrations of looking for a job in the Saudi private labor market and persevere in their search. Peer networks provide emotional support and access to new information and experiences that can help motivate youth. In addition, they can help change youth beliefs about non-government jobs. This pilot will identify the potential obstacles, especially for women, in forming peer networks that meet online as well as in person. We will do this through a small-scale randomized control trial that will help in the design of a full proposal.

Expected Impact

Assess opportunities to introduce peer networks in the job search process for Saudi youth as a means to improving youth job search outcomes and improving policy effectiveness.

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PROGRAMS & POLICIES EXAMINED

- Peer Networks
- Job search
- Hafiz – Unemployment Insurance

POLICY PARTNERS

- Taqat
- TVTC
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