

PILOT STUDY: SOCIAL PATHWAYS TO INCREASE FEMALE EMPLOYMENT

Abstract

This pilot study will explore the feasibility of increasing female labor force participation using social and behavioral pathways and by leveraging social media. The pilot is informed by a large body of well-regarded economic research on how the interactions of intrinsic preferences, social motivations, and material incentives affect behavior. We will first design and implement lab-in-the-field experiments to test the relative importance of these three factors to ensure policies target the most effective levers of change. Based on the initial evidence, we plan to design a full research project with the ultimate goal of increasing female labor force participation using these mechanisms in collaboration with Glowork by shifting norms about FLP among men.

Expected Impact

Identify cost-effective social pathways to increase female labor force participation to guide policy and program development.

PRINCIPAL INVESTIGATORS

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PROGRAMS & POLICIES EXAMINED

- Female Employment

POLICY PARTNERS

- MLSD
- Glowork



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Evidence for Policy Design



Ministry of Labor
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Kingdom of Saudi Arabia



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