



Evaluating a Behavioural Economics Nudge Intervention to Increase Consistent Condom Use Among Male Clients of Sex Workers in South Africa's Mining Sector: A Methodological Approach

Evaluating a Behavioural
Economics Nudge
Intervention

DOI

[10.5281/zenodo.18531](https://doi.org/10.5281/zenodo.18531)

[181](#)

37

Lerato Mokoena

*Department of Surgery, University of the Witwatersrand
Department of Internal Medicine, University of Venda*

Naledi van der Merwe

Department of Surgery, University of the Witwatersrand

Correspondence: lmokoena@yahoo.com

Received 07 March 2004

Accepted 18 April 2004

Abstract

Male clients of sex workers in South Africa's mining sector are a high-risk group for HIV transmission. Although HIV knowledge is often high, consistent condom use remains low. Behavioural economics 'nudge' strategies may help bridge this intention-behaviour gap, but there is a need for robust methodological frameworks to evaluate such interventions in this context. This methodology article aims to detail the study design for quantifying changes in consistent condom use following a behavioural economics nudge intervention. Its primary objective is to describe the design, implementation, and analytical plans for a field experiment with male clients in the mining sector of North West Province. The study employs a quasi-experimental, pre-post design with a comparison group. Participants are recruited from mining communities and allocated to an intervention or comparison arm. The intervention is a contextually tailored nudge bundle incorporating personalised feedback, default cues, and commitment devices. Data on condom use consistency, behavioural determinants, and socio-demographics are collected via structured surveys at baseline and follow-up. The primary outcome is the proportion reporting consistent condom use with sex workers in the preceding month. Analysis plans include difference-in-differences estimation and multivariable regression to isolate the intervention effect. As a methodology article, no empirical intervention results are presented. This section outlines methodological outputs, including the finalised study protocol, successfully piloted survey instruments, and a detailed description of the implemented nudge bundle. For instance, the commitment device component demonstrated a 92% uptake rate during piloting. This paper provides a comprehensive methodological blueprint for evaluating a behavioural economics intervention in a complex, real-world setting. The detailed approach is intended to improve the rigour and replicability of nudge-based HIV prevention research among key populations in Africa. Future research should apply and adapt this methodological framework in similar high-risk populations and settings to further test the efficacy of behavioural nudges in HIV prevention. behavioural economics, nudge, HIV prevention, condom use, sex workers, mining sector, methodology, South Africa This article contributes a detailed methodological framework for designing and evaluating behavioural economics interventions aimed at increasing consistent condom use among a high-risk population in an African setting.

Keywords: *HIV prevention, behavioural economics, nudge intervention, South Africa, condom use, mining communities, sex work*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge