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U.S. News & World Report on IPA's Behavioral Interventions in Kenya

The U.S. News & World Report discusses IPA's behavioral science research and RCT studies that are being conducted throughout Kenya. From the article:

Thanks to IPA and outfits like it, the next frontier for nudge theory is being developed in the developing world itself. The epicenter is Kenya – a country with relatively robust infrastructure that serves as a regional hub for international agencies and technology start-ups.

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