1 Research approaches used by grantees

All six grantees who participated in interviews noted that they used research to inform their behavior change work. Research topics included: critical behaviors to target among their target audiences, behavioral drivers, effective behavior change approaches, behavior change best practices, and specific messaging content relevant to target populations. Exhibit 1 shows grantee research topics and some of the specific research methods they used.

Exhibit 1. Research topics and methods

Research topic	Method(s) used
Target behaviors among target audience	Stakeholder consultations (including interviews/focus groups with target audience, people affected by target audience behaviors, and academics)
	Literature review (focusing on corruption-related literature on target audience)
	Analysis of news stories (focusing on corrupt behaviors/acts of integrity among target audience)
Behavioral drivers of target behavior among target audience	Stakeholder consultations (including interviews/focus groups with target audience, people affected by target audience behaviors, and academics)
	Literature review (focusing on corruption-related literature on target audience)
Behavior change approaches: best practices	Literature review (focusing on research on what approaches have been effective in the past in other contexts)
	Analysis of program monitoring data (including surveys, interviews/focus groups with stakeholders and program participants, attendance records, and social media monitoring)
Specific messaging content	Stakeholder consultations (including interviews/focus groups with target audience, people affected by target audience behaviors, and academics)
	Religious organization grantee only: Analysis of scriptural text for relevant anti-corruption behavioral messaging

In addition, the technical assistance (TA) provider explained that the behavior change methodology they introduced to grantees incorporates research throughout, from an initial exploratory phase (including identifying audiences, behaviors, and pathways to change those behaviors) to an end-of-project evaluation.

2 Behaviors Targeted by Grantees

Nine grantees named specific target behaviors. Of these, five named "bribery" as one of the behaviors they target, making it the most frequently cited behavior. However, "bribery" was never the only behavior grantees named, and the majority of grantees target multiple behaviors, many of which are closely related. For example, a grantee who noted that they wanted to reduce "nepotism" as a negative action also described several positive actions that would directly serve to reduce nepotism, including "merit-based selection in recruitment" and "open disclosure of contract selection." Another grantee is targeting both "reluctance to report official violations" and "lack of consequences for officials who commit violations," while a third is targeting both vote buying and vote selling. Two grantees provided long lists of behaviors (six and eight behaviors, respectively) that they believe are some of the most common corruption issues in Nigeria. Both lists include "bribery" and "fraud." **Error! Reference source not found.** shows the number of grantees who named a p articular number of behaviors.

Exhibit 2. Number of behaviors targeted by grantees

Number of behaviors targeted	Number of grantees who target this number of behaviors
1	2 (both encouraging anti-corruption advocacy/conversations)
2	0
3	3 (note that one grantee is included here who specifies two closely related behaviors but also mentions unspecified other behaviors)
4	2
5	0
6	1
7	0
8	1

3 TA Provider Definition of Effectiveness

The TA provider defined effectiveness as grantees demonstrating an improved understanding of how to design and apply behavior change approaches, including by using tools shared by the TA provider. Moving forward, the TA provider hopes to see more grantees broaden the use of provided tools across more programming and to see grantees evaluate their behavior change approaches.

> "This is sort of where you can build the capacity and the skills of grantees to deeply understand behavioral problems because they know how to design solutions and they are very good at designing solutions for their programs, but having that deep understanding of human behavior based on the exploratory research, based on targeting of really impactful behaviors and actors, is where we felt like a lot of the capacity building happens so they can use those insights to do the work that they do every day."

4 How do grantees collaborate with PRIMORG?

Three grantees noted that they collaborate or receive technical assistance from PRIMORG in some way. Of these, one explained that they are currently exploring an opportunity for PRIMORG to support media engagement, while a second mentioned that PRIMORG promotes their work on the radio by sharing stories about acts of integrity identified and highlighted by the grantee. The third grantee did not provide any additional information about their collaboration with PRIMORG.