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<https://www.usnews.com/news/best-countries/articles/2017-03-27/kenya-and-the-ne...>

## **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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