

Social Outcomes Conference 2023

Macarena Cea > Director of Development and Evaluation

# Overcoming Information Asymmetries:

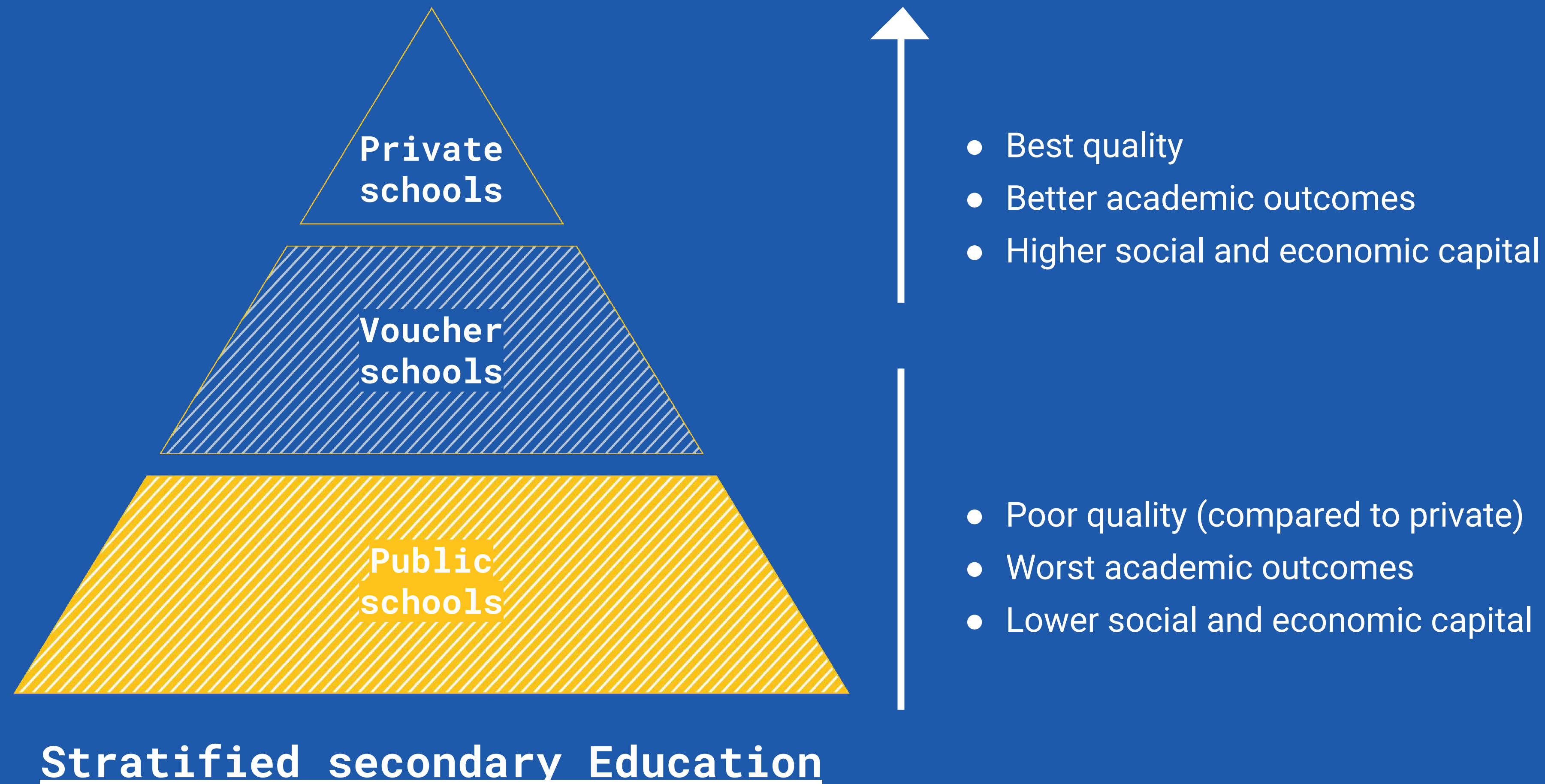
## End-user experiences in educational initiatives in Chile



# Case of Chile



Asymmetries of information deepen due to Chilean structural inequalities

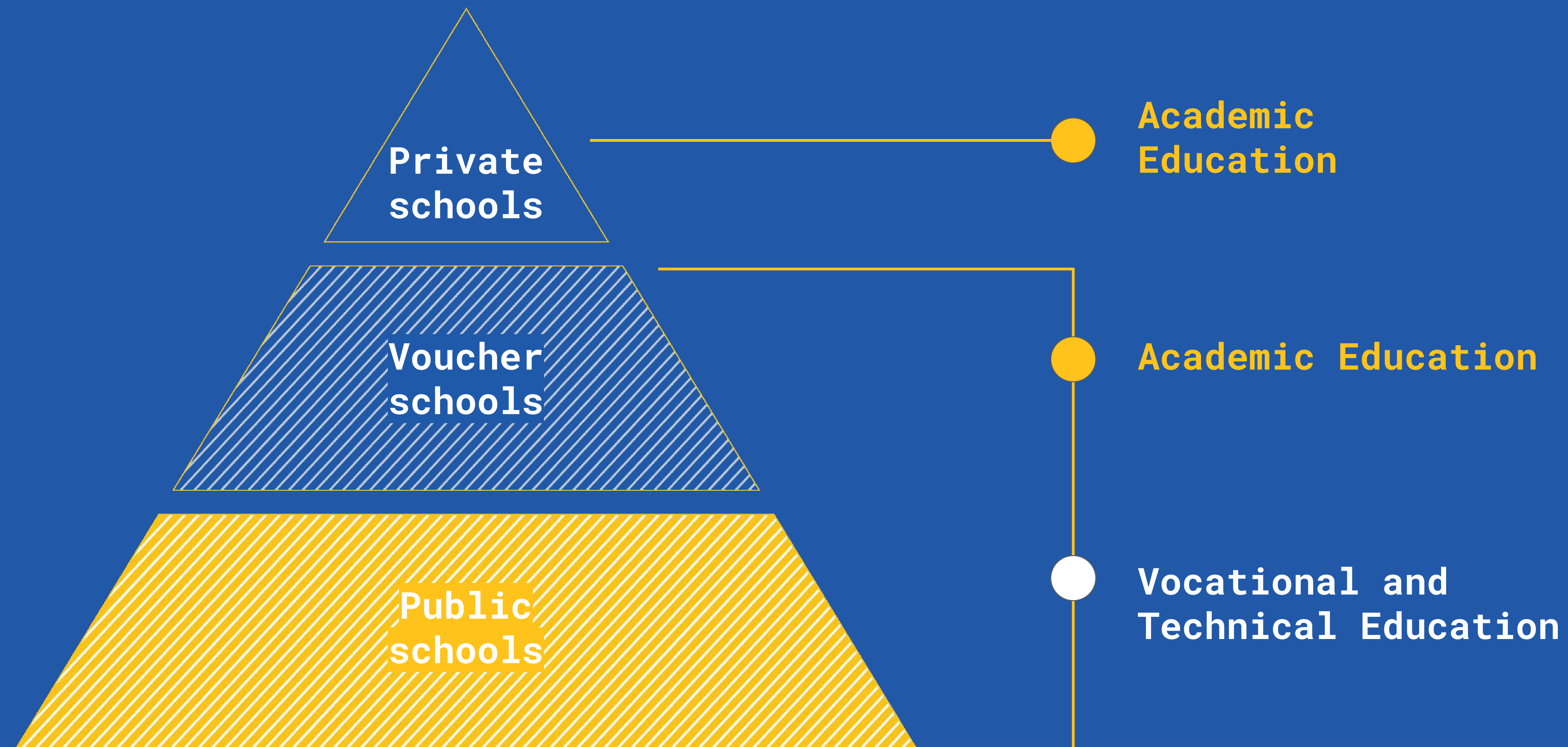




# Case of Chile



Asymmetries of information deepen due to Chilean structural inequalities



Stratified secondary Education

# Case of Chile



Asymmetries of information deepen due to Chilean structural inequalities

**65%**  
Academic  
Education

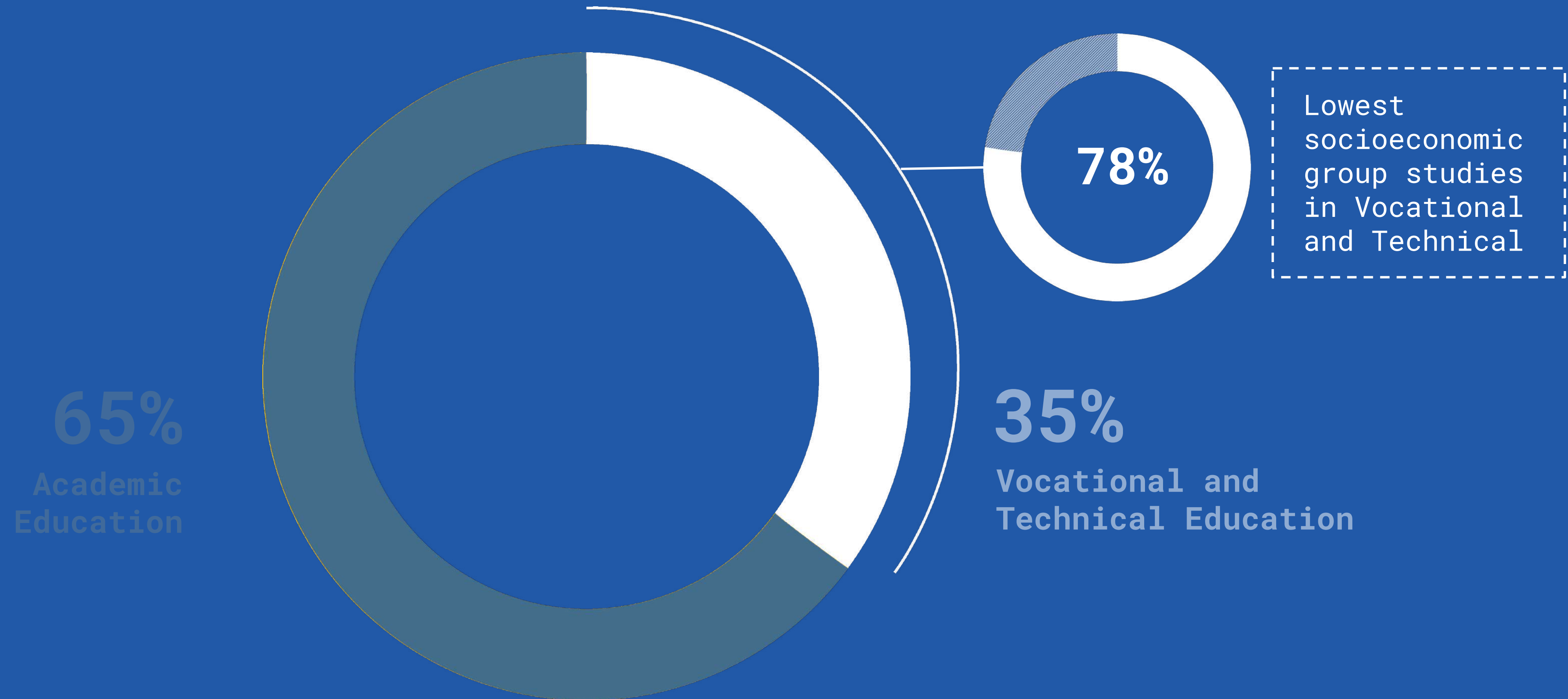


**35%**  
Vocational and  
Technical Education

# Case of Chile



Asymmetries of information deepen due to Chilean structural inequalities

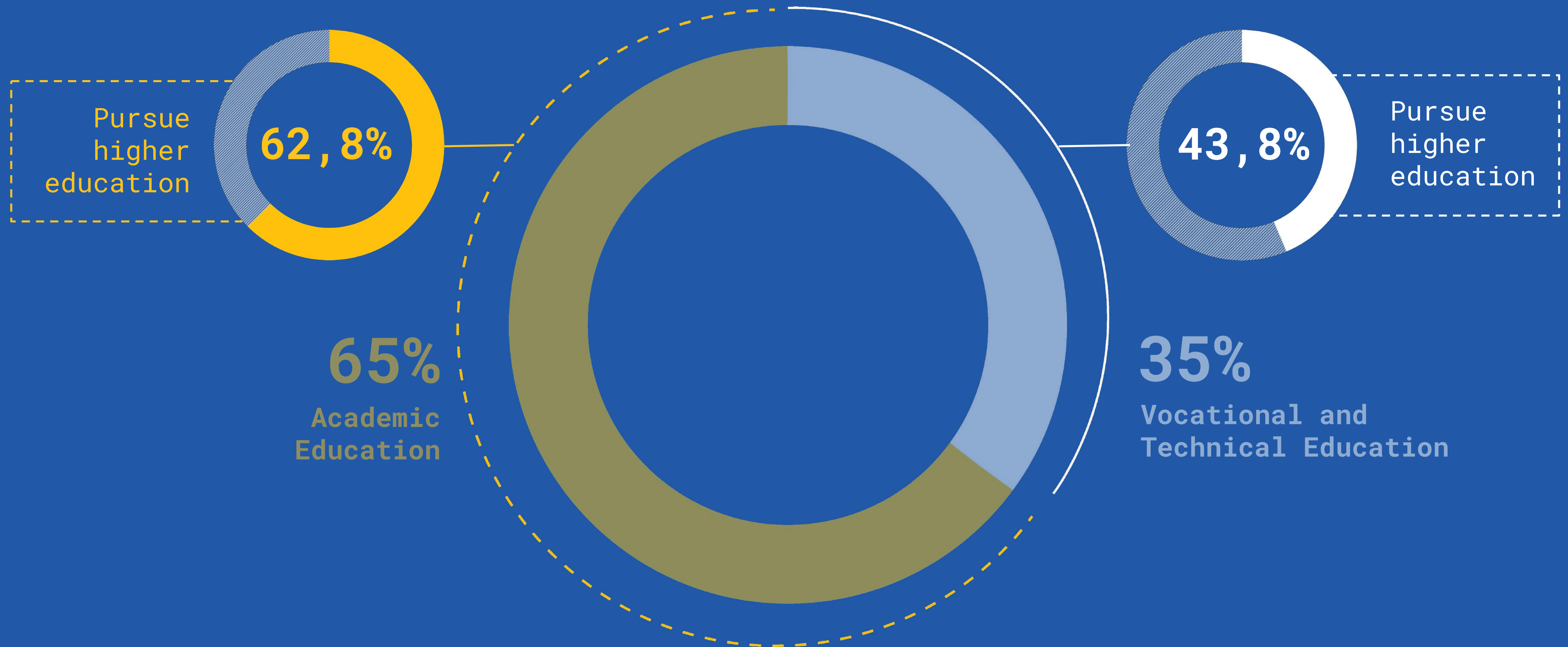




# Case of Chile



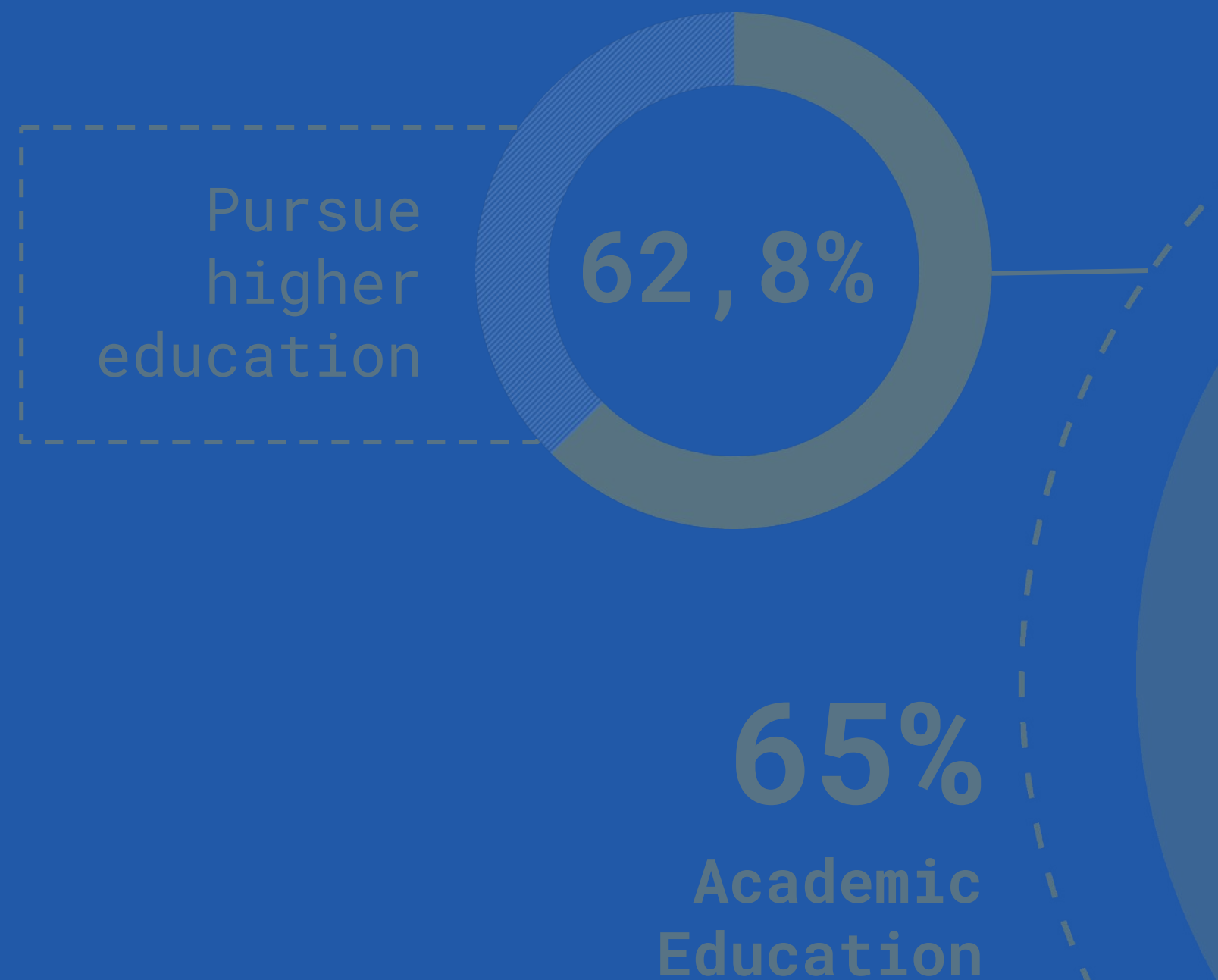
Asymmetries of information deepen due to Chilean structural inequalities



# Case of Chile

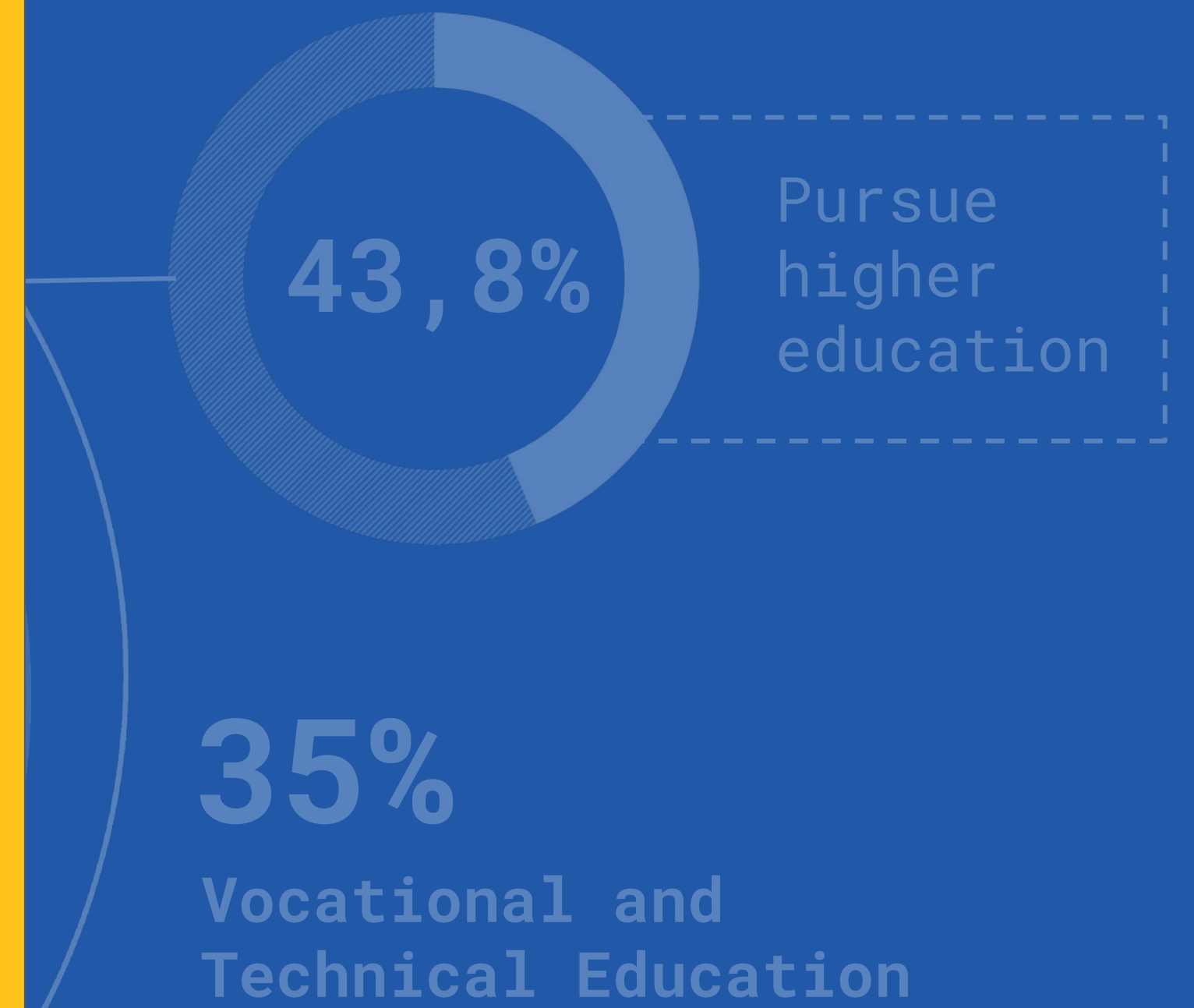


Asymmetries of information deep



Academic Education

Vocational and Technical Education



# Case of Chile



Asymmetries of information deepen due to Chilean structural inequalities

**Our  
target**

**35%**  
Vocational and  
Technical Education

43,8%

Pursue  
higher  
education

Pursue  
higher  
education



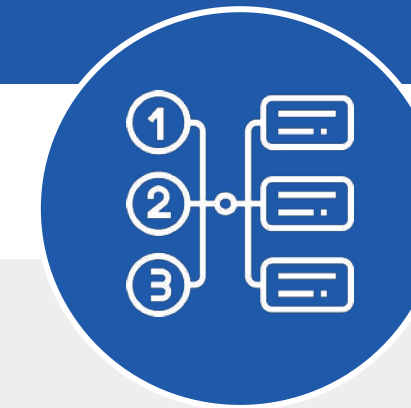


## Information Asymmetries



### Definition

Situations where one party possesses more or superior information than another, resulting in an imbalance of knowledge and potential advantage



### Consequences

In an unequal background, information asymmetries produces and reproduces social, cultural, and economic advantages and disadvantages.

Educational systems suffer of “information gap” due to asymmetric information



# Information Asymmetries



## Information Gap

### Individual Decision

Selection  
of  
schools

Access to  
higher  
education  
institutions

Selection of  
higher  
education  
institutions

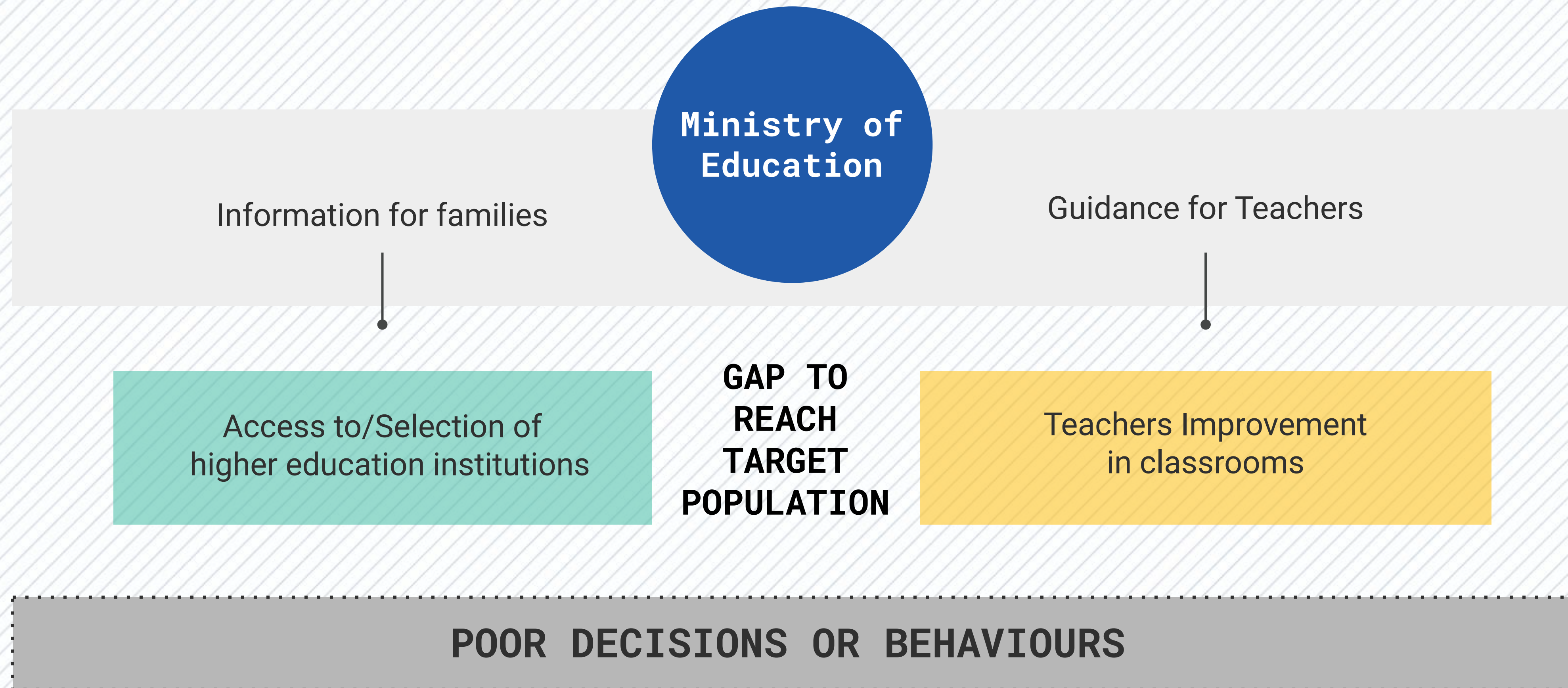
### Organizational Behaviours

Vocational schools implementing  
Ministry of Education public policy

Educational systems suffer of “information gap” due to asymmetric information



# Information Asymmetries





# Information Asymmetries



Ministry of  
Education

Information for families

Guidance for Teachers

Aspiraciones  
Sobre el  
Futuro

USER  
EXPERIENCE TO  
REACH TARGET

REMA

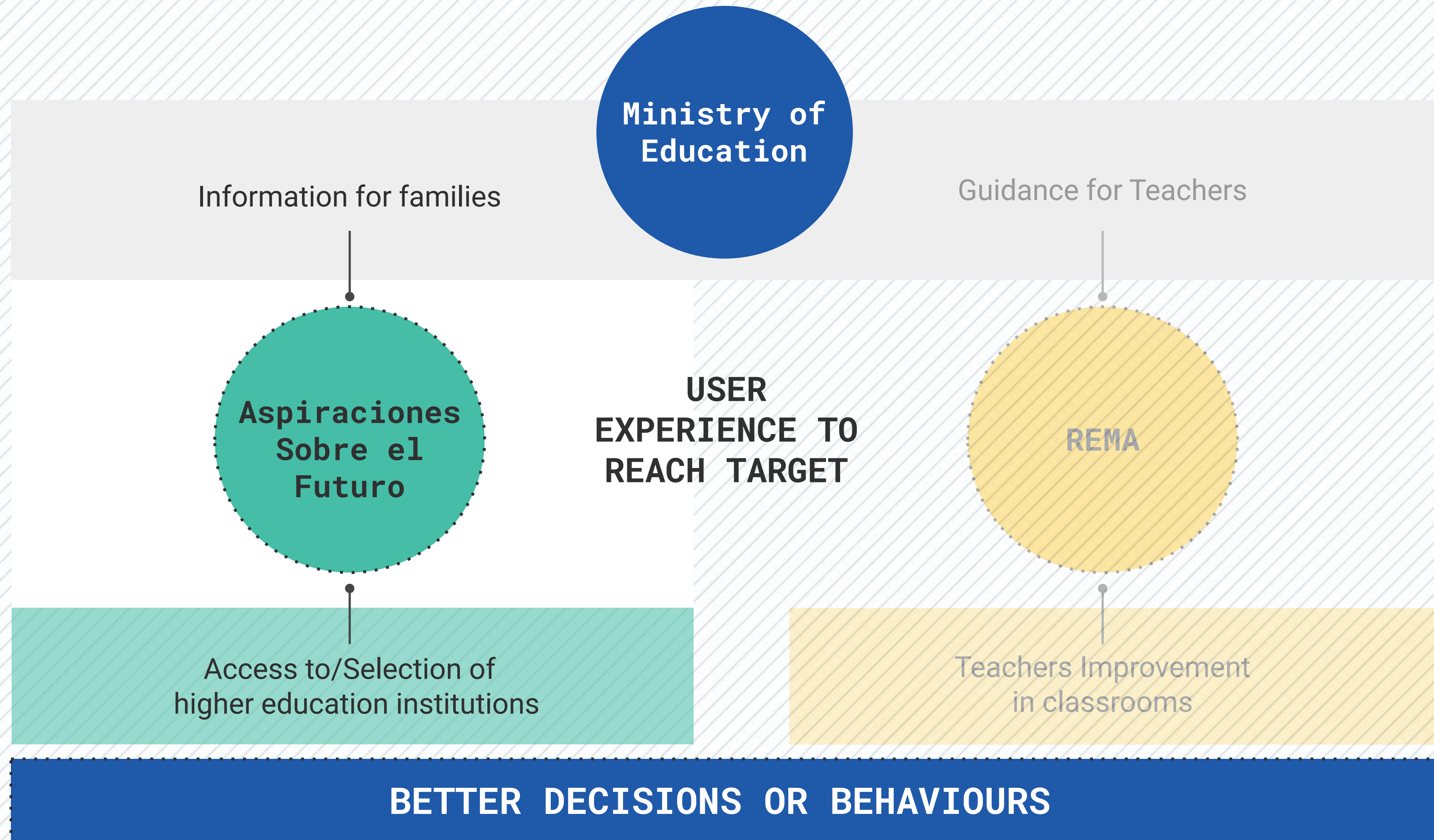
Access to/Selection of  
higher education institutions

Teachers Improvement  
in classrooms

BETTER DECISIONS OR BEHAVIOURS



# Information Asymmetries





# Information Asymmetries



Information Gap

Individual Decision

Organizational Behaviors

Selection  
of  
schools

Access to  
higher  
education  
institutions

Selection of  
higher  
education  
institutions

Vocational schools  
implementing Ministry of  
Education public policy

—● **Our  
programs**

Educational systems suffer of “information gap” due to asymmetric information



# Information Program



Participatory Approach >



Fundación  
Luksic

1

Individual survey  
and tailored  
brochure for  
students

Aspiraciones  
Sobre el  
Futuro



Students taking the survey > Authorization provided to use image

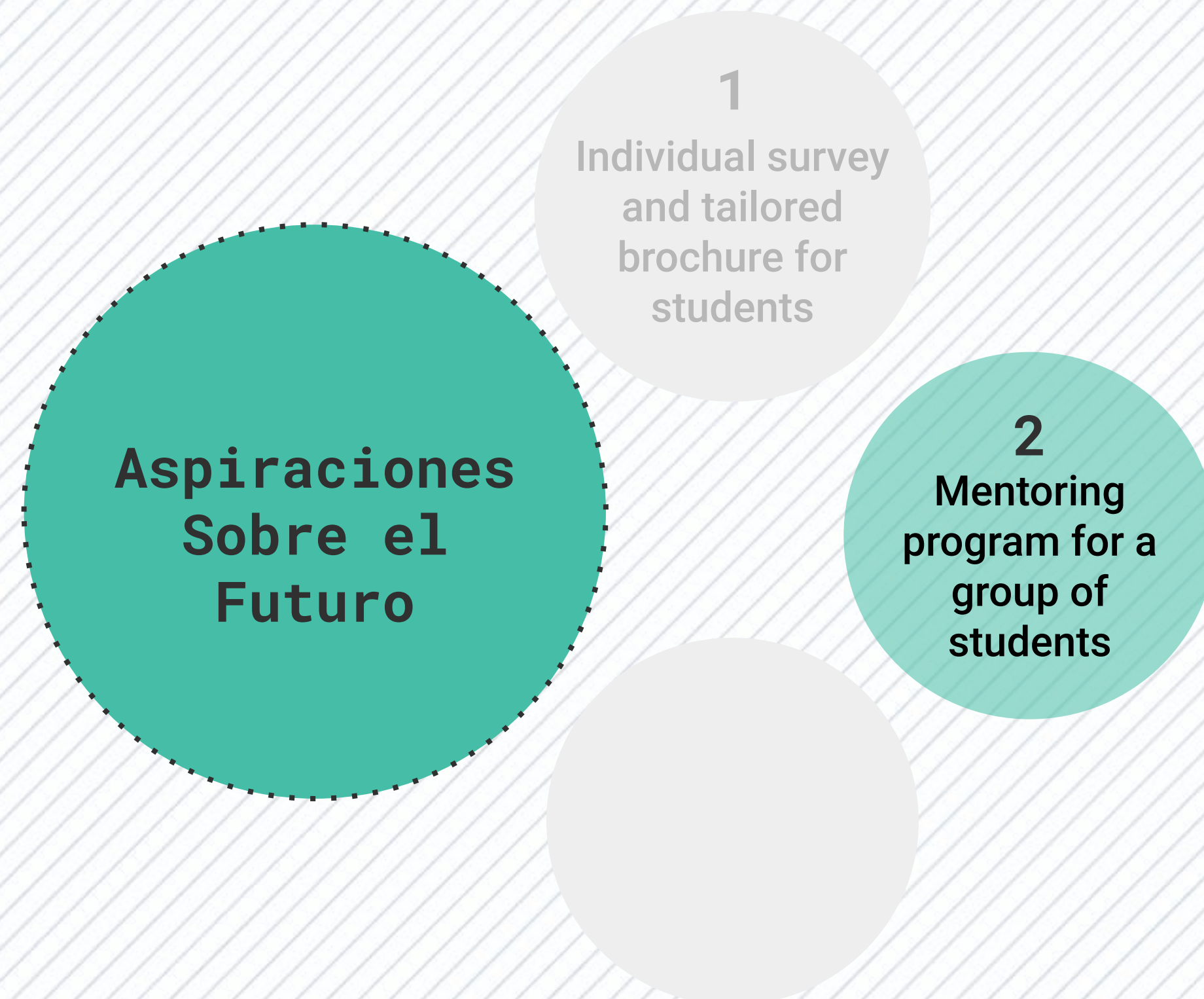
USER EXPERIENCE TO REACH TARGET



# Information Program



Participatory Approach >



Participants of "Aspiraciones Sobre el Futuro" > Authorization provided to use image

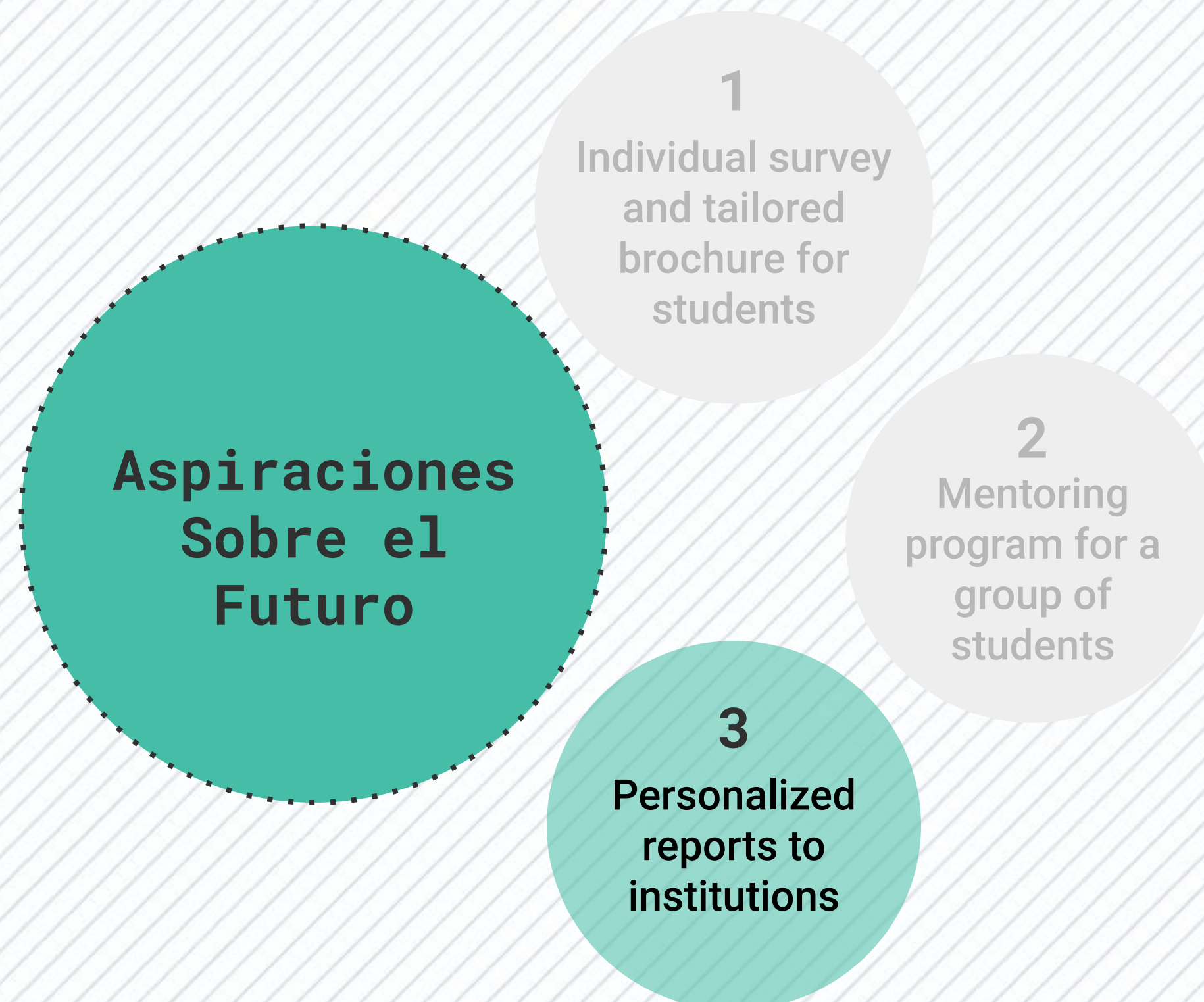
**USER EXPERIENCE TO REACH TARGET**



# Information Program



Participatory Approach >



School's staff and Fundación Luksic's members> Authorization provided to use image

**USER EXPERIENCE TO REACH TARGET**



# Better decisions or behaviours



## Aspiraciones Sobre el Futuro

12.8

percentage points higher probability of **registering and taking the college admission exam.**

10.3

percentage points higher probability of **applying for funding.**

4.7

percentage points higher probability of **enrolling in higher education.**



Delivery of tailored brochure > Authorization provided to use image



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## End-user experiences in educational initiatives in Chile

