

**Article Link**

<http://opinionator.blogs.nytimes.com/2014/05/14/peer-pressure-can-be-a-lifesave...>

## New York Times on IPA's safe water research and harnessing peer pressure for good

Innovations for Poverty Action leads [this New York Times Fixes column](#) on using positive social influence (research terminology for "peer pressure") for good health outcomes. Specifically, they look at our work on chlorine dispensers, which relies on social spreading of behavior, along with several other interventions which use the same principle.

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