

Behaviour Change :

practical suggestions from an
impractical academic

Daniel Read



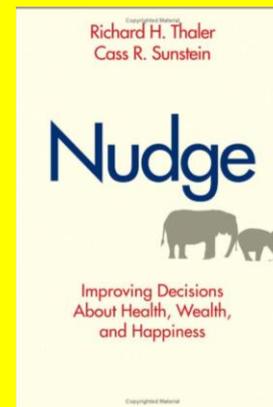
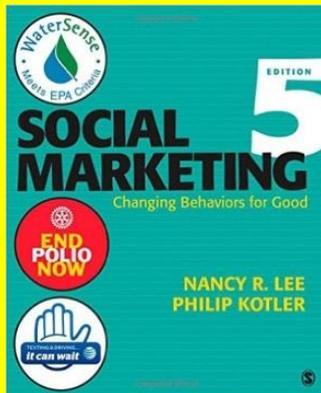
BEHAVIOURAL
SCIENCE



nudgeathon

Nudge marketing

The systematic use of **influence technology** and **choice architecture** to achieve **behavioral change** and increase **social or individual good**, when the **marketplace** alone does not supply enough of the desired behaviour.



What do we want people to do?

- Stop a bad behavior
 - Quit cocaine; pay taxes; Stop littering
- Reduce a bad or overindulged behavior
 - Eat less sugar; Consume less packaging
- Increase a desirable behaviour
 - Exercise more; switch off the lights
- Start a good behavior
 - Regular testicular self-examination; recycle; Weigh portions

Why is it hard to change behaviour?

- When the market is not already supplying “enough” of a desired behaviour, the **price** is too high for the benefit provided

This chocolate bar weighs 1.5 oz and costs £169.



The **PRICE** of being good

- **We ask people to do what they would not ALREADY doing.** This can cost...
- Money
- Time
- Discomfort
- Fear of failure
- Reduced pleasure
- Embarrassment
- Inconvenience
- Disgust
- Loss of dignity



Sometimes the market does provide

The ideal “nudge” is one that people are willing to pay for ...

Science
Sifting the evidence

E-cigarettes: a consumer-led revolution

E-cigarettes are used by millions in the UK, but information about them is sometimes conflicting. So what *is* the current evidence on them?

Olivia Maynard

Friday 23 October 2015 11:58 BST

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Save for later



The panel was unanimous: e-cigarettes may not be the key to reducing smoking, but they are certainly an important part of the solution. Photograph: Yui Moki/PA

It has been described as a 'disruptive technology' potentially capable of breaking our fatal relationship with tobacco. So the setting for a public debate on e-cigarettes - a museum part-funded by the tobacco industry, in a city home to the

STOP SMOKING START VAPING



In 8 hours
Excess carbon monoxide is out of your blood

In 3 months
Your lung function begins to improve

In 5 days
Feel better from drinking more water and less favoured drinks

In 12 months
Your risk of heart disease has halved

In 1 week
Your sense of taste and smell improves

In 1 year
A pack-a-day smoker will save over £3,000

In 12 weeks
Your lungs regain the ability to clean themselves

In 5 years
Your risk of a stroke has dramatically decreased

EVERY CIGARETTE YOU DON'T SMOKE IS DOING YOU GOOD

Typology: Level of perseverance

- One shot behaviour
 - Buy a fridge; choose a mortgage
- Behaviours carried out repeatedly for a finite period
 - Complete a course of medication; train for a marathon
- Behaviours carried out repeatedly forever
 - Dieting; measuring food portions; washing hands; cooking food to the required temperature

Typology: Personal control

- Out of control
 - Drive or social context overwhelmingly supports old behaviour
- In control
 - No conflict between new behaviour and habits, social norms, ..
 - Change easy to implement

What works depends on the strength of the countervailing pull

<u>Give information</u>	<u>Nudges or reminders</u>	<u>Make consequences salient</u>	<u>Threats or promises</u>	<u>Offer alternatives</u>	<u>Denial</u>
'Cigarettes increase the risk of cancer.'	'I wouldn't smoke that if I were you.'	'If you don't smoke you'll feel much better.'	'Smoking will increase your insurance premiums'	'Have a nicotine patch instead.'	'You can't have a cigarette.'



In control



Out of control



Typology: System 1 versus System 2 Nudges

- System 1: Automatic, unconscious, parallel, associative
 - Defaults, Crowding out, Impatience
- System 2: Controlled, conscious, serial, logical
 - Information, reminders, planning

Rule 1: Make interventions scalable

- Will the effects “span” the problem?



Musical staircase



Fly encased urinal

Rule 2: Reduce barriers to desired behaviors



Amendment to Rule 2: Definitely don't increase barriers



Rule 3: Simple, specific, doable, effective behaviors

Support your child to walk to school at least 1 day a week.	Take a special strength and balance fitness class.	Test toilets for leaks.	Apply for an absentee ballot.
Do not offer after-school snacks high in fat and sugar.	Don't buy the latest flip-flop shoes.	Install water softening systems only when necessary.	Do not submit an application if you have a permanent absentee ballot.
Encourage your child to order sliced fruit instead of french fries with a fast-food meal.	Rise slowly from a sitting position.	Time your shower to keep it under 5 minutes.	Read details about candidates and issues before voting.
Use fat-free cooking methods like baking or steaming.	Don't walk downstairs without holding onto a handrail.	Use a broom instead of a hose to clean your driveway or sidewalk.	Don't wait until the last minute to mail your ballot.

... As much as possible (examples from Nancy Lee)

Rule 4: Self efficacy beliefs

- “How capable am I or organizing and executing this course of action?”
- Unless people believe they can perform the desired action, they have little reason to try or persevere – even if they desire the goals and believe the actions could achieve the desired effect.

*“They are able
who think they are able.”*

Virgil



Rule 5: Free choice

- If people believe they are constrained by circumstances, their attitudes will not change, even if their immediate behaviour does.
- (But at the same time a skill acquired under constraint remains a skill.)

What justifies "nudging?"

- Internalities
 - Those nudged **want** to be nudged
 - There is a **clear personal benefit** to those nudged
- Externalities
 - There is a strong **social benefit** from nudging

Libertarian paternalism

- Attempt to both **change behaviour**
- And **respect freedom of choice**
- The choice set is unaffected, but the context in which the choice is made is changed.
- Not all nudging falls under this heading.
- And there remains controversy over any attempts to modify behaviour.

Beware competition between nudges



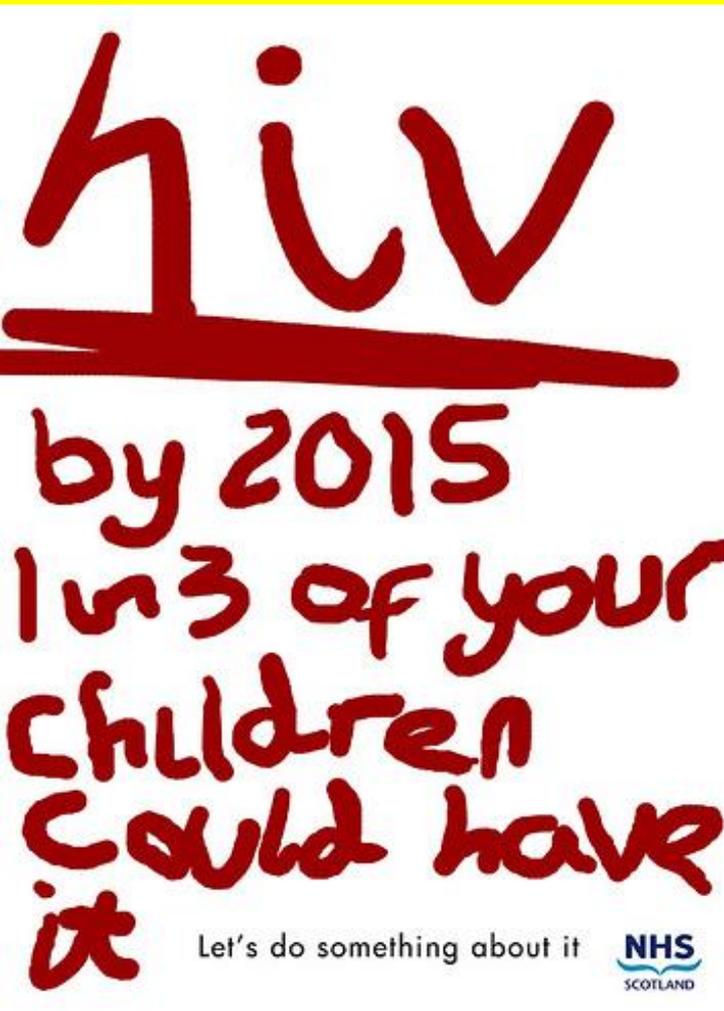
National Everything Awareness Day

If we nudge one behaviour, we may be “un-nudging” others

Applies in particular (but not only) to System 2 nudges.

If we add another issue into the mix, do we subtract more benefit from all other issues than we add with ours?

Avoid deception



Norms are recognised as powerful levers of change.

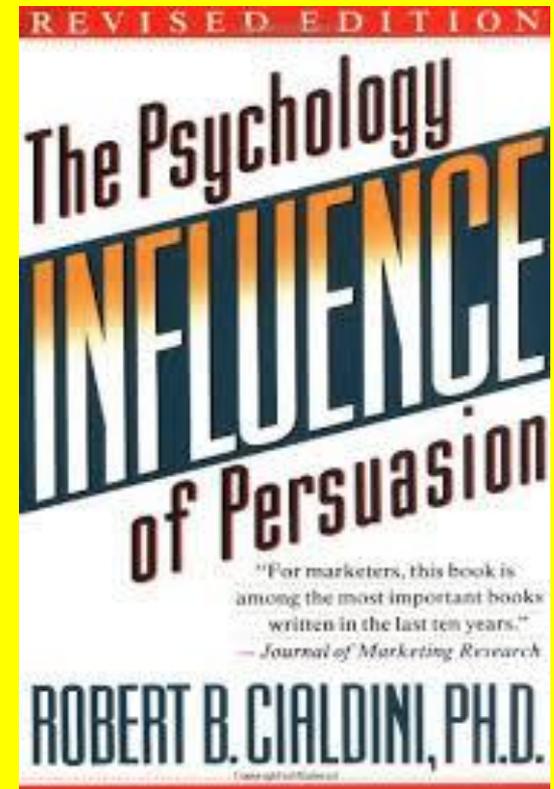
But this could tempt us to exaggerate or lie.

Important figures and concepts

- Lewin: Channel factors
- Festinger & Carlsmith: Cognitive dissonance
- Mischel: Discounting and self control
- Bandura: Self-efficacy and social learning theory
- Kahneman & Tversky: Loss aversion; heuristics and biases
- Cialdini: Principles of influence
- Ross & Jones: Fundamental attribution error
- Sunstein & Thaler: Nudge

Cialdini's six principles of influence

- Reciprocation
- Commitment and consistency
- Social proof
- Authority
- Scarcity
- Liking



Some texts

