Behavior Change
## Benefits of Behavior Change

<table>
<thead>
<tr>
<th>Action</th>
<th>Individual Annual Savings</th>
<th>Campus Annual Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turn off computer or enable power</td>
<td>$38</td>
<td>$61,000</td>
</tr>
<tr>
<td>management</td>
<td></td>
<td>(quantity = 1600)</td>
</tr>
<tr>
<td>Turn off copiers at night/weekend – use</td>
<td>$160</td>
<td>$12,800</td>
</tr>
<tr>
<td>power management</td>
<td></td>
<td>(quantity = 80)</td>
</tr>
<tr>
<td>Shut off lights every time</td>
<td>$100-$400</td>
<td>$10,000+</td>
</tr>
<tr>
<td>Shut fume hood sash</td>
<td>$500 +</td>
<td>$170,000+</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(quantity = 340)</td>
</tr>
</tbody>
</table>
Basics of Behavior Change

• Many factors influence behaviors
• Education → behavior change
• Address beliefs, values, and attitudes
• Learn your coworkers’ barriers to change
Community-Based Social Marketing

1. Select behaviors
2. Identify barriers & benefits
3. Develop strategies
4. Pilot
5. Broad scale implementation & Evaluation
1. Selecting Behaviors

- What problem do you want to solve?
- What behavior change is needed?
- Whose behavior needs to change?

*Stages of Change Model*
2. Identifying Barriers & Benefits

- Don’t assume you know what they are!
- Find through observations, group discussions, surveys
- Develop strategies that decrease barriers and increase benefits
• Different barriers/benefits for different value modes
  - Settlers
  - Prospectors
  - Pioneers

• Tailor messages to all 3 value modes
3. Developing Strategies

- Convenience
- Commitments
- Social Diffusion
- Prompts
- Incentives
• Social Norms
  – Descriptive (what people do)
  – Injunctive (what people approve of)
  – Explicit
  – Implicit
  – Subjective
  – Personal

<table>
<thead>
<tr>
<th>Message</th>
<th>Reuse rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect Environment</td>
<td>38%</td>
</tr>
<tr>
<td>Cooperate to protect environment</td>
<td>36%</td>
</tr>
<tr>
<td>Descriptive norms</td>
<td>48%</td>
</tr>
</tbody>
</table>
## Picking the Right Strategies

<table>
<thead>
<tr>
<th>BARRIERS</th>
<th>TOOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Lack of Motivation</td>
<td>• Commitments</td>
</tr>
<tr>
<td>• Forget to Act</td>
<td>Norms</td>
</tr>
<tr>
<td>• Lack of Social Pressure</td>
<td>Incentives</td>
</tr>
<tr>
<td>• Lack of Knowledge</td>
<td>Prompts</td>
</tr>
<tr>
<td>• Structural Barriers</td>
<td>Norms</td>
</tr>
<tr>
<td></td>
<td>Social Diffusion</td>
</tr>
<tr>
<td></td>
<td>Convenience</td>
</tr>
</tbody>
</table>
Tips for Developing Strategies

- Overcoming resistance
  - Reactance → stories
  - Skepticism → change comparison
  - Inertia → disrupt and reframe

- Reduce scarcity

- Liking principle

- Frame your message attractively
Community-Based Social Marketing

1. Select behaviors
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5. Broad scale implementation & Evaluation
Effecting Long-term Change

• “Small steps” as a great starting point, but follow up with larger steps

• Look for the good in your colleagues

• Focus on the behavior you want people to engage in

• Focus your attention in the right places