So you want to change the world?

Change behaviour to change the world!

I. WHY?

✓ Some of the most pressing collective problems could be solved by transforming our everyday behaviours (think of problems like corruption, littering, or domestic violence)

✓ The best regulations, educational programmes, policies and management systems will fail if users don't change their everyday behaviours (yet not many of these initiatives target them directly)

Typical
(i.e. "most people do it")

OR

Desirable
(i.e. "most people should do it")

Practical models for behavioural change:

• Steps and tools developed in 14 widely used models[1] of behavioural change include:

Physical environment and objects
(i.e. chairs, tables, walls)

Psychological embodied interpretive systems and competences
(i.e. knowledge, skills)

PREPARATION	IMPLEMENTATION	EVALUATION
✓ Identify and prioritize target behaviours ✓ Diagnostics (contexts, groups and behaviours) ✓ Previous research and practical experiences ✓ Basic intervention characteristics	✓ Pilots and pre-tests ✓ Short term and early wins	✓ Reliable outcome measures ✓ Expanding effects and institutionalizing

Social regulation by others (i.e. feedback, instructions)

TRANSVERSAL ACTIONS

✓ Create collective action
✓ Promote stakeholder and participant engagement
✓ Monitoring and evaluation cycle
✓ Linking behavioural and social change

Redesign of 3 layers that channel behaviour locally

Relevant narratives

Fuel consumption and safety interventions among truck drivers:

Other intervention examples:

Traffic accidents prevention

References and notes: Brinberg, D., & Hamby, A. (2012). Narrative Persuasion: Applications and Reflections on This Approach from Three Disciplines. Advance in Consumer Research, 40, 191–194. - Lahlou, S. (2017). Installation Theory: The Social Construction and Control of Individual Behaviour. Cambridge: Cambridge University Press. - Tankard, M., & Paluck, E. L. (2016). Norm Perception as a Vehicle for Social Change. Social Issues and Policy Review, 10(1), 181—211 || [1] See complete list of models reviewed in goo.gl/UgPu8h || All images used taken by the author except the one about "traffic accidents prevention", which was taken from the public profile of the project "Impacto Vial "Frenas O Te Estrellas"" with their permission. || Icon in section II used under Creative Commons License, made by Freepik from www.flaticon.com

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