



Behaviour change network

Dominic Ridley-Moy
Behaviour Change Network

People behaviour irrationally

▶ People behave irrationally....bringing predictability to unpredictable human behaviour.

▶ And bring scientific rigour to predicting human behaviour.

“Nudge is about choices - how we make them and how we can make better ones. Every day we make decisions...

Unfortunately we often choose poorly”

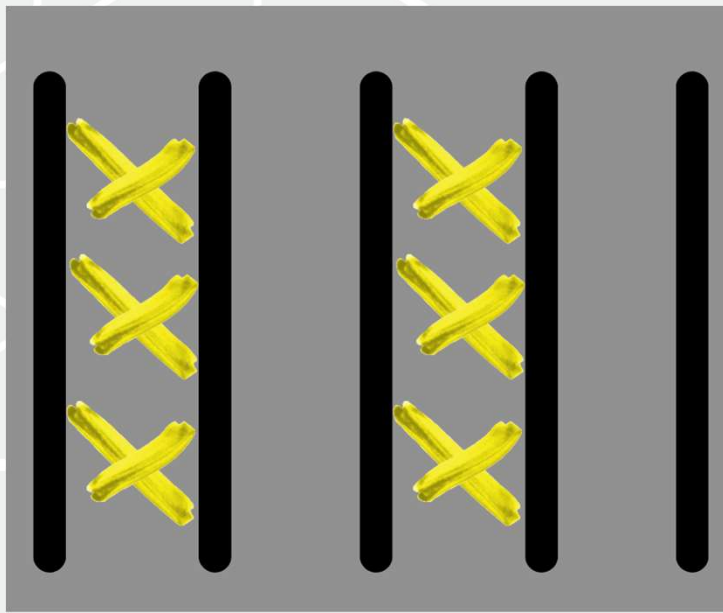
Richard Thaler, 2008



Group One

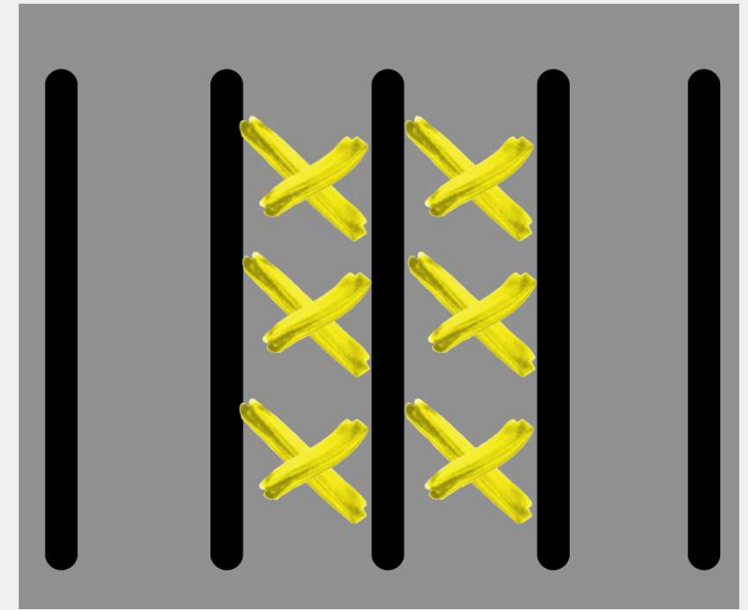


Group Two



A

B



My local tip: changed parking lanes from A to B, but everyone ignores the new layout



Fly tipping



Enviro Crime

**This rubbish is being investigated by
Wandsworth Council as a potential
fly-tipping offence**

~~**This rubbish will be removed**~~

The council will issue a £400 fine for fly-tipping offences, when we catch offenders, with a maximum fine of £50.000

Issued by:

Date:

Time:

Report fly-tip offenders

flytipwitness@wandsworth.gov.uk





What affects decision making?

Emotions

**Social
influence**

**Cognitive
biases**

Beliefs

**Socio-economic
status**

Decisions: 80% driven by emotion, 20% by practicality and objectivity



Context

Fast thinking/automatic,
intuitive, effortless

**Deciding what to eat in the
fridge, on the way to work**


Slow thinking/reflective,
deliberate, analytic

**Installing new heating
system**



35,000 decisions a day

Roughly 2,000 an hour



Mental shortcuts ➡ Cognitive biases

- ▶ Mental short cuts (heuristics) = make judgements quickly & efficiently.
- ▶ Helpful = quick decision
- ▶ But lead to cognitive biases



Cognitive biases

- ▶ The human brain is powerful but **subject to limitations**.
- ▶ We make **unconscious errors** – due to memory, attention, and other mental mistakes.
- ▶ **Cognitive biases** are often a result of your **brain's attempt to simplify information**

Cognitive biases

Anchoring bias

Please help Ronald McDonald House Charities UK.

(reg charity England & Wales 802047, Scotland SC040717)

We are proud to support the Charity's mission of providing families with free 'home away from home' accommodation when their child is in hospital.

With 13 Houses across the UK, Ronald McDonald House Charities UK relies on the generosity of supporters to keep families together at a critical time.

100% of your donation goes directly to the Charity

Round-up £0.71

Or

Donate £0.01

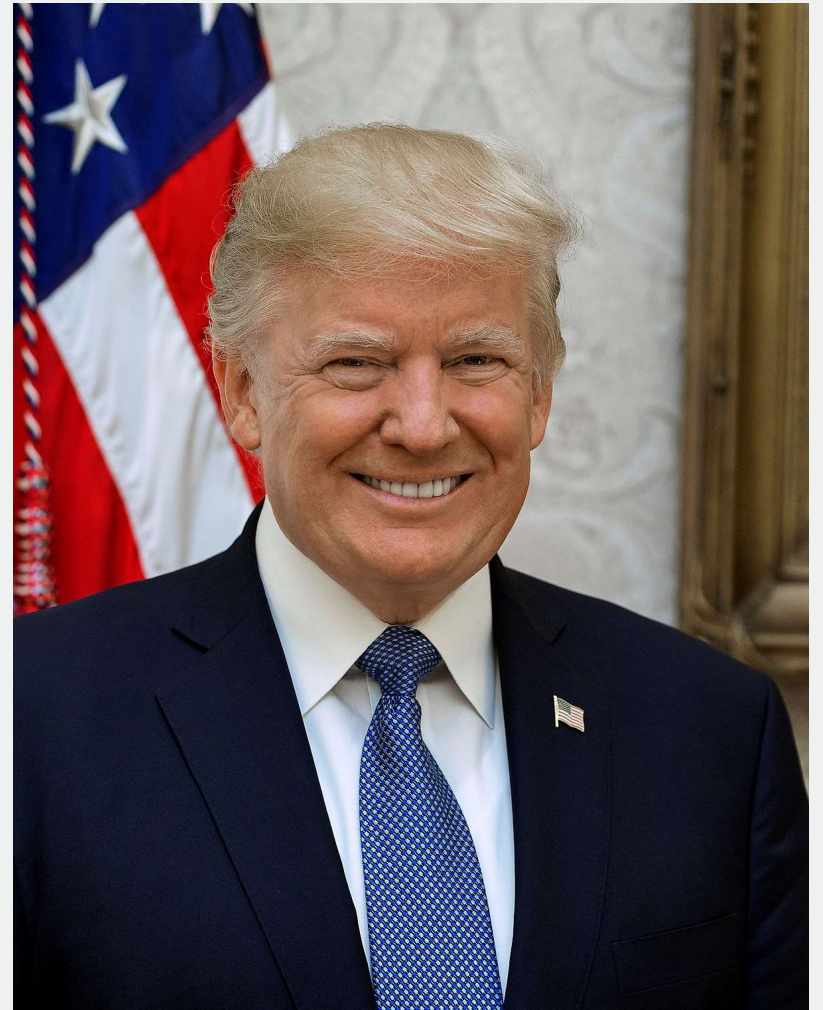
Donate £0.10

Donate £0.20

Not Today

Cognitive biases

**Confirmation
bias**



COM-B

CAPABILITY



Physical: our physical strength, skill, or stamina.

Psychological: our knowledge, psychological strength, skills, or stamina.

Does your audience have...

- the right skills and knowledge?
- the physical and mental ability to do what you are asking them to do?
- Know how to do it?

OPPORTUNITY



Social: factors like cultural normal and social cues.

Physical: our environment, including factors like location, resources, and time.

Does your audience have...

- the physical resources and the right environment around them to do what you asking them to do?
- the right people around them who will support them or prevent them from carrying out the behaviour?

MOTIVATION



Automatic: automatic decisions, made quickly based on desires, impulses, and inhibitions.

Reflective: reflective decisions, that are slower and more deliberate, e.g. making plans.

Does your audience...

- have the motivation to do what you are asking?
- want to do it and are able to build habits to do it?

**TARGETED
BEHAVIOUR
CHANGE**

What are the barriers to behaviour change?

How can you overcome those barriers?

WHAT	What do we want people to do?	Get people to.... <ul style="list-style-type: none"> • Put the right items in the recycling bag • Reduce food waste • Make more use of recycling facilities
HOW	How are people doing it already?	The problem is that.... <ul style="list-style-type: none"> • Only one person does the recycling • There's only one recycling bin
WHY	Why aren't they doing it already?	The barriers to change are because.... <ul style="list-style-type: none"> • Lack of knowledge • Confusing labelling • People think they are doing the right thing • Lack of space/facilities (e.g. in flats)
WHO	Who are we trying to reach? Audiences / Advocates	We're trying to reach... <ul style="list-style-type: none"> • People living in flats • Certain households • Social housing
WHEN & WHERE	When and where are people conducting the behaviour	We need them to do this: <ul style="list-style-type: none"> • When people are new to the borough • Moving house • Evening before bin day

EAST

EASY

WE LIKE THINGS THAT ARE EASIER.



Reducing effort, steps and choices to make it easier for people to do something makes a huge difference to whether they carry out that behaviour.

- Endowment effort
- Status quo bias
- Cognitive overload

ATTRACTIVE

WE ARE DRAWN TO THINGS THAT GET OUR ATTENTION AND ARE APPEALING.



Presenting benefits in a certain way means people are more likely to choose them.

- Availability bias
- Anchoring bias
- Loss aversion
- Optimism bias
- Scarcity

SOCIAL

WE ARE HEAVILY INFLUENCED BY THE BEHAVIOUR OF OTHERS AROUND US.



Harnessing social or peer pressure, by highlighting what others around you are doing means you are more likely to perform the desired behaviour, especially when you share your commitment with those around you.

- Social norms
- Confirmation bias
- Commitment bias

TIMELY

TIMING MATTERS – WHEN YOU DELIVER INFORMATION IS REALLY IMPORTANT.



Prompting people when they are most likely to be receptive will make a huge difference and encourage them to take action now rather than as a later date.

- Present bias
- Discounting for the future
- Duration neglect

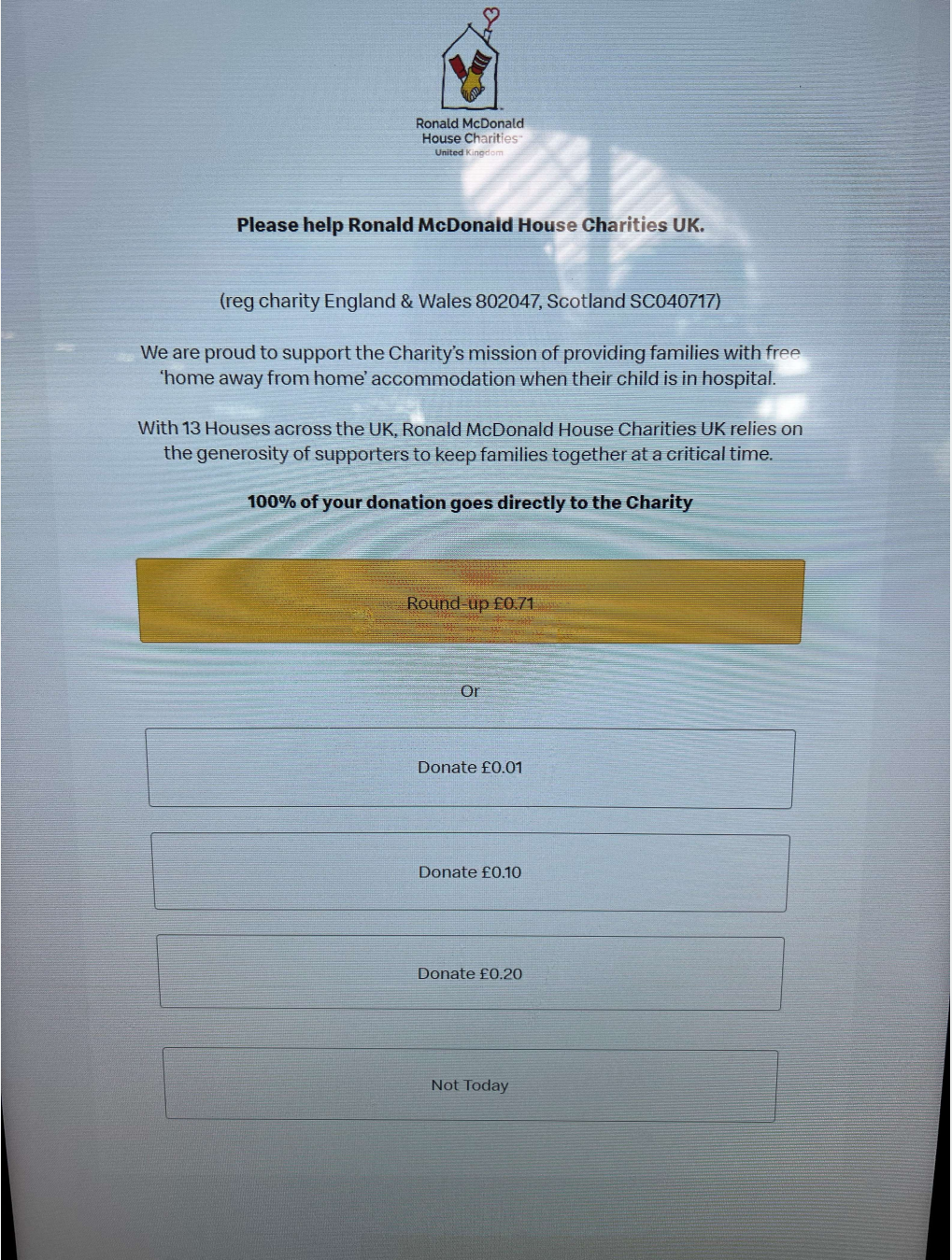


Make it easy

- ▶ As humans, we're inherently **cognitively lazy**
- ▶ **Reduce the effort required**
- ▶ **Make it easier for people** to take the choice you want them to take.

Make it easy

- ▶ McDonalds – **make it easy**
- ▶ Partnership with DIY providers to make it easier **to install loft installation easier**. E.g. combine with a loft clearance service.



The screenshot shows the Ronald McDonald House Charities UK donation page. At the top is the charity's logo, which features a house with a heart and the text 'Ronald McDonald House Charities United Kingdom'. Below the logo, the text reads: 'Please help Ronald McDonald House Charities UK. (reg charity England & Wales 802047, Scotland SC040717)'. A paragraph follows: 'We are proud to support the Charity's mission of providing families with free 'home away from home' accommodation when their child is in hospital. With 13 Houses across the UK, Ronald McDonald House Charities UK relies on the generosity of supporters to keep families together at a critical time.' Below this, a bold statement says '100% of your donation goes directly to the Charity'. The main donation area has a large yellow button labeled 'Round up £0.71'. Below this, the word 'Or' is centered. There are four more buttons: 'Donate £0.01', 'Donate £0.10', 'Donate £0.20', and 'Not Today'.

Ronald McDonald House Charities
United Kingdom

Please help Ronald McDonald House Charities UK.

(reg charity England & Wales 802047, Scotland SC040717)

We are proud to support the Charity's mission of providing families with free 'home away from home' accommodation when their child is in hospital.

With 13 Houses across the UK, Ronald McDonald House Charities UK relies on the generosity of supporters to keep families together at a critical time.

100% of your donation goes directly to the Charity

Round up £0.71

Or

Donate £0.01

Donate £0.10

Donate £0.20

Not Today

Make it easy

- ▶ Put your message **near the fridge**.
- ▶ **Trust their senses:** does it look out of date?
- ▶ **Eat soon shelf**, with stickers on the food.





Make it attractive

- ▶ **Not just pretty!**
- ▶ The world is **FULL of cognitive stimulation.**
- ▶ Our brains process **11 million pieces of information** every second, but we can only attend to 50 of them.
- ▶ **Get attention. Get noticed.** Personalise. Make it novel, emotive and accessible.
- ▶ What **motivates people**, rewards, scarcity?

Make it attractive





Driver & Vehicle Licensing Agency

DIRECT Debit

Tax it – don't risk it
If you don't tax your vehicle it may be clamped or towed away.
Tax it now – don't break the law.
gov.uk/vehicle-tax

Vehicle Registration Number:
[Redacted]

IMPORTANT – ACTION NEEDED

To continue paying your vehicle tax by Direct Debit you will need:
A TEST CERTIFICATE

What you need to do:

- If you get this in place by the date the vehicle tax runs out, your Direct Debit will automatically renew and you will not need to re-tax your vehicle.
- If you do not get this in place by the date your vehicle tax runs out, your Direct Debit will not renew and you will need to tax your vehicle.

For more information on vehicle tax and Direct Debit go to www.gov.uk/vehicle-tax-direct-debit

Your vehicle tax runs out on:
31 August 2022

If your vehicle has had an MOT or been insured (Northern Ireland only) in the past few days, you don't need to do anything.

CUSTOMER EXCELLENCE
INVESTORS IN PEOPLE
We invest in people Gold

www.gov.uk/vehicletaxrules
V1100-0421

Make it social

- ▶ We are **social creatures**.
- ▶ We are **influenced by what others do**.
- ▶ We look to others **for cues on how to behave**.
- ▶ Highlighting **what the group does**.
- ▶ Using the **power of networks**.
- ▶ Encouraging people to **make a commitment**.





Make it social

- ▶ Show **who else around you** is reducing dairy, reducing meat consumption. Basic comms.
- ▶ **Pride, fun and humour**, rather than guilt.
- ▶ Turn activity into a habit. Gradual. Make it easy.

Will come back to this...



**Clean me and
recycle.**

**Enter the prize
draw to win any
prize.**

Make it social

- ▶ Show **who else around you** is tackling litter.



NO LITTER BUSINESS PLEDGE

We pledge to...

1

Pick-up litter

We'll pick up litter around our premises and dispose of or recycle it.

2

Ask customers to bin it

We'll ask you to 'Bin It' so the area stays litter free.

3

Keep waste off our streets

We'll keep our waste safely on our premises until it's time for collection.

4

Use a legal waste carrier

We've checked who collects our rubbish and we dispose of our waste responsibly.

5

Promote the campaign

We'll encourage other businesses to sign up to the campaign.

#MyWANDSWORTH



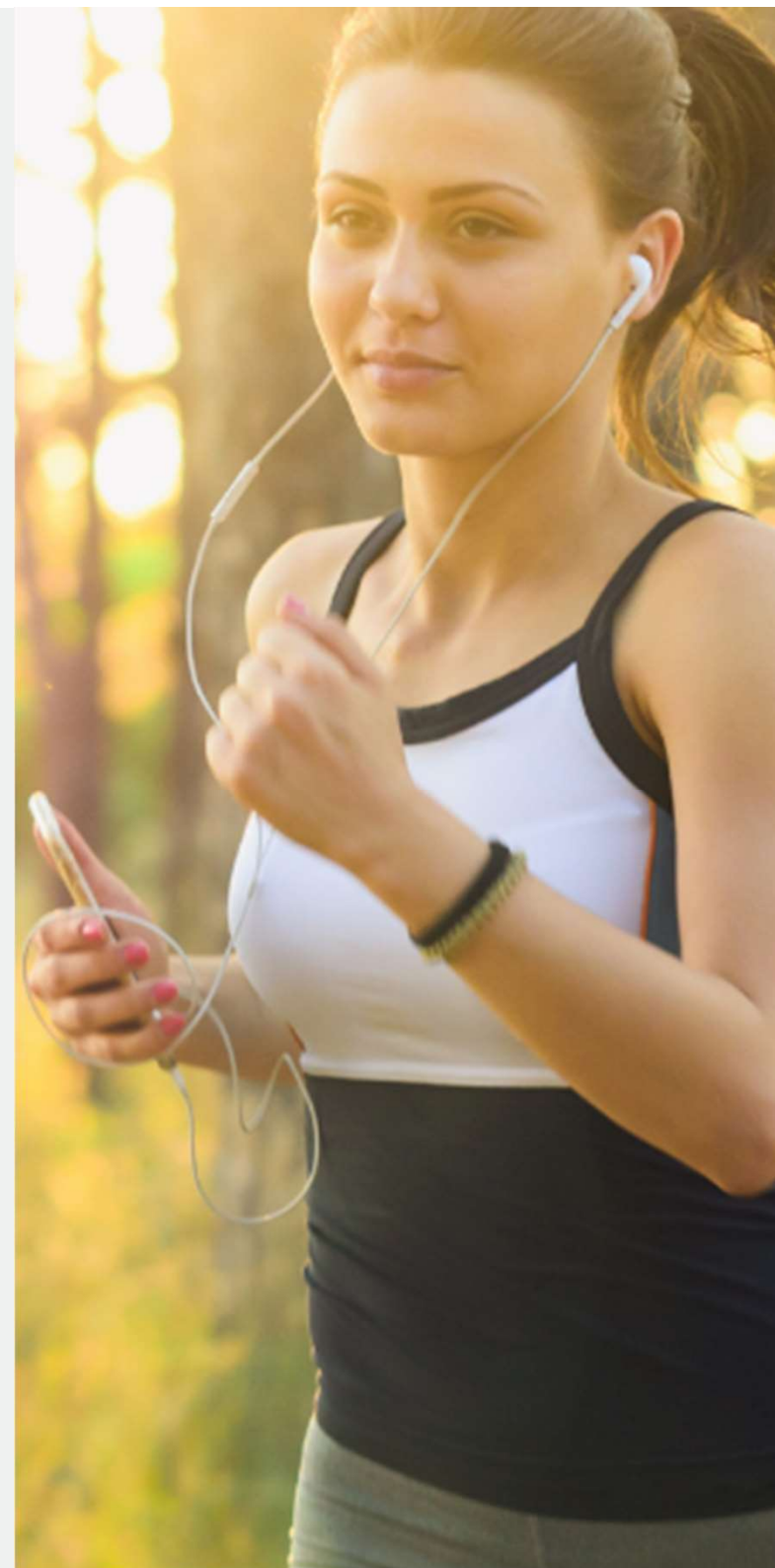
Make it timely

- ▶ **Timings matter.**
- ▶ Can often be **overlooked**.
- ▶ **Respond differently** depending on timing.
- ▶ Think about when the **behaviour is taking place**
- ▶ E.g. Food waste, when people are **by the fridge**.
- ▶ When **habits are disrupted**, coronavirus, moving house, having a baby = more likely to be receptive to information.



6 steps to forming habits

- 1) Supportive environment
- 2) Make it easy
- 3) Practice and repeat
- 4) Think about the context
- 5) Develop cues and rewards
- 6) Building meaning and motivation.





Behaviour change
network

MASTERCLASS

5 WEEKS COURSE + 1 HOUR FOLLOW UP

Enrol: 19 January 2023

behaviourchangenetwork.com