So you want to change the world?

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Change behaviour to change the world!

I. WHY?

Collective problems and everyday behaviours

- ✓ 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)

Practical models for behavioural change:

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

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

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

II. HOW?

The power of social regulation

"Humans are especially motivated to understand and to follow the norms of groups that we belong to and care about" (Tankard & Paluck, 2016, p. 184)

- **Social norms** are the **rules that describe behaviours** that in a certain situation **are considered to be** (Tankard & Paluck, 2016, p. 184):

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

- **Three layers that determine human behaviour in local contexts** (Lahlou, 2017):

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

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

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

- Most of our **everyday interactions** (including **social regulation**) occurs by **sharing stories -> narratives are more effective to persuade people than arguments** (Brinberg & Hamby, 2012)

PROPOSED MODEL

Redesign of 3 layers that channel behaviour locally **+** Relevant narratives ➤ Change of perceptions about social norms ➤ Collective changes in behaviour

III. PRACTICAL EXAMPLES:

Fuel consumption and safety interventions among truck drivers:

- A field experiment to reduce fuel consumption and increase safety in a 200-driver truck company in Colombia
- First person video ethnography to research and design relevant interventions
- Automatic measurement of target behaviours by truck computers to test efficacy of proposed intervention model (results available end of 2018)

Other intervention examples:

Traffic accidents prevention

Public spaces appropriation

Public sector ethics and integrity

Peaceful coexistence

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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