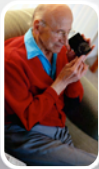


Fostering Sustainable Behavior

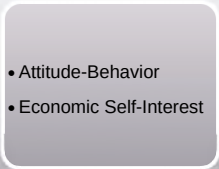
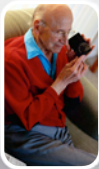
Doug McKenzie-Mohr, Ph.D.
Environmental Psychologist
Environmental Psychologist
Doug McKenzie-Mohr, Ph.D.

TOURNAI

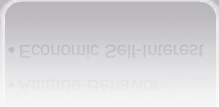
Information-Intensive



Information-Intensive

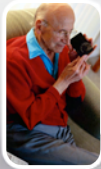


- Attitude-Behavior
- Economic Self-Interest



- Economic Self-Interest
- Attitude-Behavior

Attitude-Behavior



- Attitudes = Behavior
- Little Connection



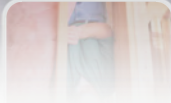
- Little Connection
- Attitudes = Behavior



Attitude-Behavior

Cases Prevalence CDSM

- Energy Efficiency Workshop
- Attitudes & Knowledge
- Evaluation
 - 1 of 40 Lowered HWH
 - 2 of 40 Installed Wrap
 - 8 of 40 Showerhead



Attitude-Behavior

Cases Prevalence CDSM

- Water-Use Handbook
 - Described Wasteful Water Use
 - Water/Energy Relationship
 - Detailed Conservation Methods
- No Reduction in Water Use



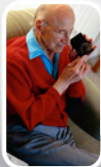
Attitude-Behavior

Cases Prevalence CBPM

- 500 Interviews
- 94% Admit Responsibility
- 2% Pick up Litter



Economic Self-Interest



- Systematically Evaluate
- Act in Self-Interest
- Enlightenment = Change



- Enlightenment = Change
- Act in Self-Interest



Economic Self-Interest

Cases Prevalence CBPM

- Residential Conservation Service
- Gas and Electric Utilities
 - Audits, Loans, Contractors
- Evaluation
 - 6% Request Audit
 - 50% Acted, 2-3%
 - Waiting List Control, < 1%



Cases	Prevalence	CBSM
-------	------------	------

-

Cases	Prevalence	CBSM
-------	------------	------

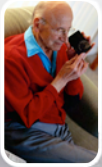
-
- A photograph of a window with green shutters and a flower box. The window has white curtains and is surrounded by a flower box filled with red and pink flowers.

Cases	Prevalence	CBSM
-------	------------	------



Information Intensive

Cases Prevalence CSBM



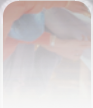
- Underestimate Difficulty
- Expediency
- Ineffective Models
- Relative Ease
- Lack of Evaluations



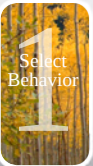
- Lack of Evaluations
- Relative Ease
- Ineffective Models



Community-Based Social Marketing



Community-Based Social Marketing



Community-Based Social Marketing



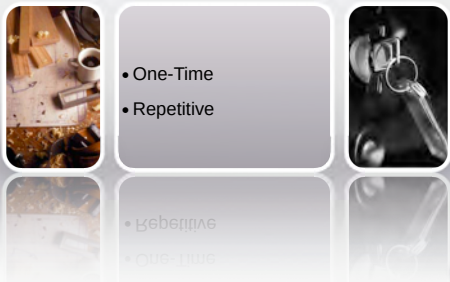
Selecting Behaviors

Categories Type Selecting



Selecting Behaviors

Categories Type Selecting



Selecting Behaviors

CategoriesTypeSelecting

List Behaviors

1

2

3

4

1

2

3

Impact

Probability

3

1

2

4

Menu

Community-Based Social Marketing

Select Behavior

Uncover Barriers & Benefits

3

4

5

Behavior

Barriers & Benefits

3

4

5

Uncovering Barriers

ReviewObservationsFocus GroupsSurveys

Literature Search

Observation

Focus Groups

Surveys

Search

Organization

Groups

Surveys

Menu

Uncovering Barriers

[Review](#)[Observations](#)[Focus Groups](#)[Surveys](#)

- Clarify Mandate
 - Barriers and Benefits Unique
- Review
 - Trade Magazines
 - Governmental & NGO Reports
 - Academic Articles
- Speak to Authors
- Consult Website



Menu

Uncovering Barriers

[Review](#)[Observations](#)[Focus Groups](#)[Surveys](#)

- Unobtrusive Observations
- Behavior versus Activity



Menu

Uncovering Barriers

[Review](#)[Observations](#)[Focus Groups](#)[Surveys](#)

- Break Behaviors Down
- Uncover Barriers to Activities
- 3 Actions for Programmable Thermostats?



Menu

Uncovering Barriers

[Review](#)[Observations](#)[Focus Groups](#)[Surveys](#)

- Unobtrusive Observations
- Behavior versus Activity
- Context



Menu

Uncovering Barriers

[Review](#)[Observations](#)[Focus Groups](#)[Surveys](#)

- Use Literature Review
- 6-8 Participants per Group
- Notetaker & Facilitator
- Limitations
 - Not Random
 - Group Effects
 - Statistically "Challenged"

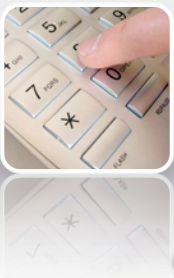


Menu

Uncovering Barriers

[Review](#)[Observations](#)[Focus Groups](#)[Surveys](#)

- Survey Type Comparison
- Barrier & Benefit Identification
 - Multivariate Statistics
- Refusal Survey
- Increasing Participation Rates
- Limitations



Menu

Community-Based Social Marketing

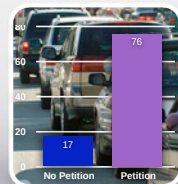


Develop Strategy

Specific Behavior	Barriers	Benefits
Encourage	↓	↑
Discourage	↑	↓

Commitment

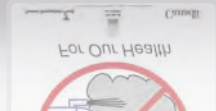
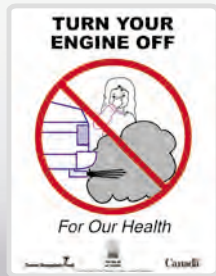
- Sign Petition Favouring Safe Driving
- Billboard on Lawn



Commitment

Cases Graphics Checklist

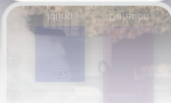
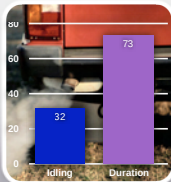
- Barriers Research
- Developed Barrier-based Strategy
- Implemented with Schools and TTC "Kiss and Ride" sites



Commitment

Cases Graphics Checklist

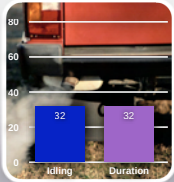
- Barriers Research
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- Implemented with Schools and TTC "Kiss and Ride" sites



Commitment

Cases Graphics Checklist

- Barriers Research
- Developed Barrier-based Strategy
- Implemented with Schools and TTC "Kiss and Ride" sites



Menu

Commitment

Cases Graphics Checklist

- NRCan Turnkey Toolkit
- 100 Canadian Communities
 - Double by late 2008
- 50 Municipalities are Idle-Free
- Module used Internationally
 - US, India, Australia, Japan

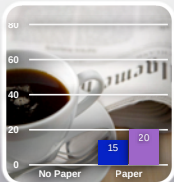


Menu

Commitment

Cases Graphics Checklist

- RCS Home Audit
- Could Names be Published?
- Measurements One Year Later
 - Evaluation is Unobtrusive



Menu

Commitment

Cases Graphics Checklist



Commitment

Cases Graphics Checklist



Commitment

Cases Graphics Checklist



Commitment

Cases Graphics Checklist



Commitment

Cases Graphics Checklist



Commitment

Cases Graphics Checklist

- Avoid Coercion
- Request Call-Backs
- Make Public & Durable
- Promote Involvement
- Enhance Self-Perceptions
- Facilitate Social-Diffusion



Menu

Prompts

Cases Graphics Checklist

- Not Designed to Change Attitudes
- Overcome Forgetting
- Slogans ≠ Prompts
 - Think Global, Act Local
 - Every Litter bit Helps
 - Don't be Fuelish



Prompts

Cases Graphics Checklist

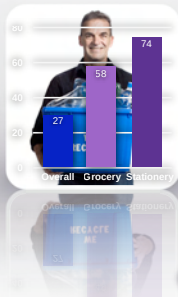
- Barriers
 - Price, Quality
 - Locating, Availability, Cynicism
- Campaign
 - Posters, Media
 - Shelf Talkers (Prompts)



Prompts

Cases Graphics Checklist

- Electronic Inventories
- October versus September



Prompts

Cases Graphics Checklist

- Three Communities
- 500 Homes in Each
- Compare Information vs CBSM
- Unobtrusive Evaluation



Prompts

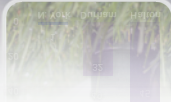
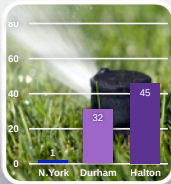
Cases Graphics Checklist

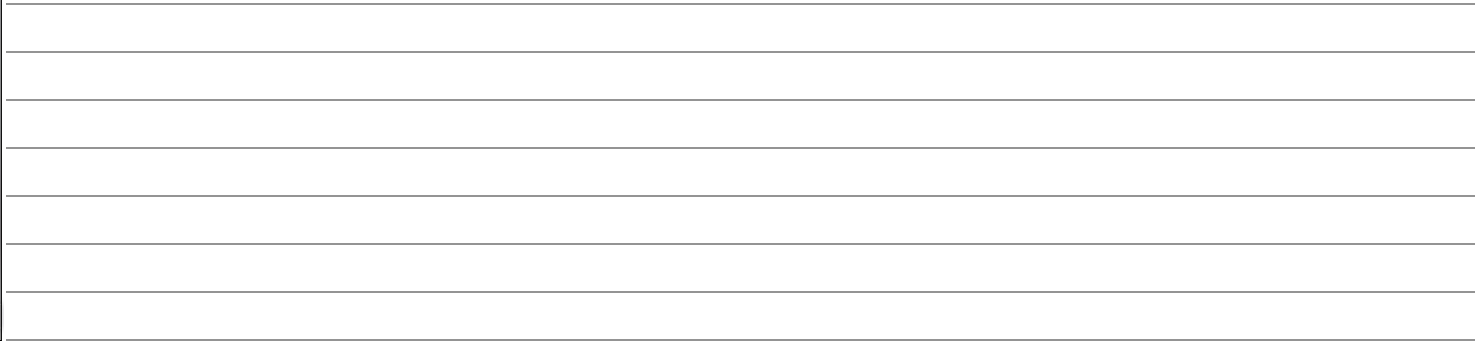


Prompts

Cases Graphics Checklist

- Three Communities
- 500 Homes in Each
- Compare Information vs CBSM
- Unobtrusive Evaluation



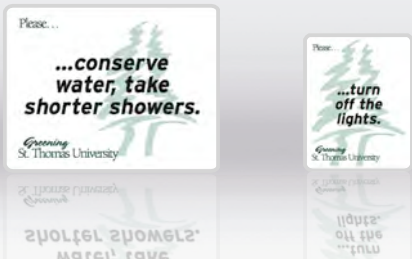
[illegible]

Prompts



Prompts

Cases Graphics Checklist



Prompts

Cases Graphics Checklist



Prompts

Cases Graphics Checklist

- Make Noticeable
- Make Self-Explanatory
- Close in Space & Time
- Encourage Positive Behavior
- Combine with other Tools



Norms

Cases Graphics Checklist

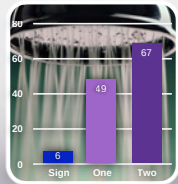
- Power of Norms
- Indicate Expected Behavior
- Two Forms
 - Descriptive
 - Injunctive



Norms

Cases Graphics Checklist

- Sign in Shower Room
- Observe One or Two Models



Norms

Cases Graphics Checklist



Norms

CasesGraphicsChecked

For Our Air



I Turn My Engine Off
When Parked

When Parked
I Turn My Engine Off



▶Menu

Norms

CasesGraphicsChecked



Our Lawn is Pesticide Free

www.letsourbpesticides.ca



Brought to you by the Region of Waterloo and your area municipality.



www.letsourbpesticides.ca

▶Menu

Norms

CasesGraphicsChecklist

- Make Noticeable
- Close in Space & Time
- Encourage Positive Behavior





▶Menu

Communication

AttentionContentFeedbackFramingMedium

- Persuasion 101





Communication

AttentionContentFeedbackFramingMedium

- Vivid Messages
 - Capture Attention
 - Short to Long-term
 - Enhance Recall





Communication

AttentionContentFeedbackFramingMedium

- Avoid Extreme Messages
- Latitudes of Acceptance
 - Key Benefits
- Fearful Messages





Communication

Alignment Content Feedback Framing Medium

- Reinforces Repetitive Behavior
- Builds Public Support
- Develops Community Norms
- Dedham Recycling



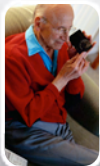
Communication

Alignment Content Feedback Framing Medium



Communication

Alignment Content Feedback Framing Medium



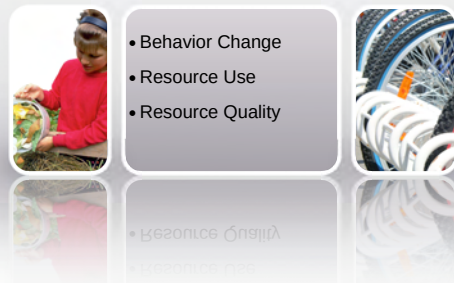
Community-Based Social Marketing



Pilot Choices



Evaluation



Community-Based Social Marketing

