

Biggest Adversary is COMMON SENSE

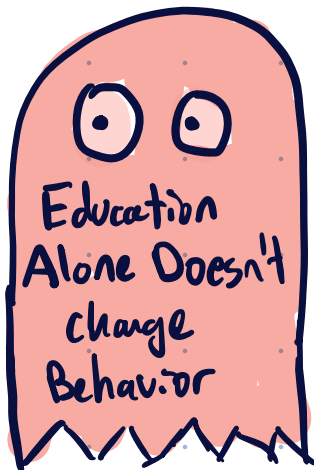


Social science = behavior change magic

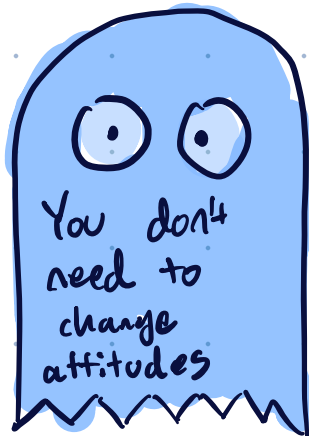
Change Isn't Hard,
Common Sense misleads us



"I thought I knew" → "actually wrong"



Info Alone → 20% change
Tangible + Personalized → 60% change
"Info ≠ Behavior"



Attitudes follow behavior, don't predict
Set behavioral expectations (light switch)
"Attitudes follow behavior"



Social norms are powerful
Examples: street music, hotel towels
"social norms drive behavior"

