

THREE MYTHS

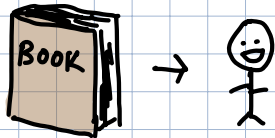
OF

BEHAVIOR CHANGE

Common sense $\neq$ effective change



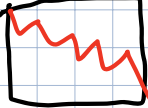
MYTH 1

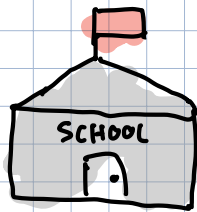


no change

Education alone
changes behavior

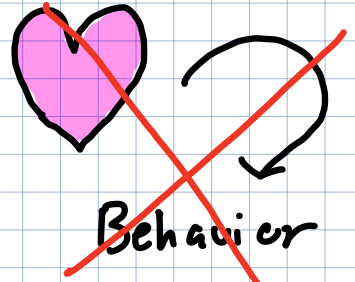
Reality:

- Tangible (Basketball )
- Personalized
- Delivered socially 
- Framed as loss 
- Tailored



MYTH 2

Change
ATTITUDES
to change
BEHAVIOR



Behavior

Effective strats:

- set behavioral expectations
- Align behavior with values

Reality:

Behavior $\rightarrow$ Attitudes
NOT the REVERSE

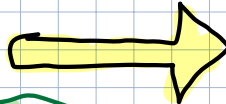


vs.



MYTH 3

People know what motivates
them

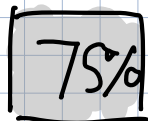


Set Expectations
and connect to
values

Reality:

Social norms
drive behaviors most
strongly

People follow what
others are doing



Examples:

- tipping musician when others tip
- hotel towel reuse when sign says 75% of guests reuse

Final Insight

Effective social change requires:

- Social norms
- expectations
- value alignment
- tangible, personalized information

