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)

## 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”)
  - **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)

### Practical models for behavioural change:

- **Steps and tools developed in 14 widely used models** of behavioural change include:

<table>
<thead>
<tr>
<th>PREPARATION</th>
<th>IMPLEMENTATION</th>
<th>EVALUATION</th>
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<tbody>
<tr>
<td>✓ Identify and prioritize target behaviours</td>
<td>✓ Pilots and pre-tests</td>
<td>✓ Reliable outcome measures</td>
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<td>✓ Diagnostics (contexts, groups and behaviours)</td>
<td>✓ Short term and early wins</td>
<td>✓ Expanding effects and institutionalizing</td>
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<td>✓ Previous research and practical experiences</td>
<td>✓ Create collective action</td>
<td>✓ Expand effects and institutionalizing</td>
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<td>✓ Basic intervention characteristics</td>
<td>✓ Promote stakeholder and participant engagement</td>
<td>✓ Linking behavioural and social change</td>
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### Transversal actions

- **Redesign of 3 layers that channel behaviour locally**
- Change of perceptions about social norms
- Collective changes in behaviour

#### PROPOSED MODEL

- **Public spaces appropriation**
- **Public sector ethics and integrity**
- **Peaceful coexistence**
- **Traffic accidents prevention**

### Other intervention examples:

- 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)

### References and notes:


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