

30 THINGS WE KNOW ABOUT HOW TO INFLUENCE BEHAVIOUR

1. Change in behaviour is usually a process, not an event	2. Beliefs and values influence how people behave	3. People are loss averse and will put more effort into keeping what they have than acquiring additional benefits
4. A desire or at least an acceptance for change increases the probability of change	5. Behavioural experience can influence beliefs and values	6. The more beneficial or rewarding an experience, the more likely it is to be repeated
7. The more involved and engaged people are, the more likely they are to change	8. Change is more likely if an undesired behaviour is not part of a coping strategy	9. Many people are often concerned with the short-term gains and costs than with the long-term costs or benefits
10. Active consideration of a problem often leads to more permanent change	11. Perception of the ability to change can either enhance or detract from attempts to change	12. People are over-optimistic and tend to discount the probability of bad outcomes
13. Critical thinking skills can be taught and can result in more control over behaviour	14. Positive rewards and feedback tend to be more effective than negative feedback	15. People are influenced more by people that are like them, that they like and can relate to, and by people they believe have authority
16. People have a preference for inaction if confronted by complex decisions, so defaults can be used to promote positive behaviour	17. People are often motivated to do the 'right thing' and act in socially responsible ways	18. People's perception of the effectiveness of the recommended behavioural change is a key factor in decisions to change
19. Social relationships, approval and social support have a strong and persistent influence on behaviour	20. People influence, and are influenced by, their physical, social and economic environments	21. People may change a behaviour if they value what is being offered, or in the case of a negative penalty if that penalty has significance
22. People can be 'locked into' patterns of behaviour that can only be broken by analysis and challenge	23. People often use mental shortcuts and trial-and-error approaches to make decisions	24. Change is more likely, if the actions that have to be taken are easy to do, specific, simple to do and clear
25. People can be helped to change by designing products services, systems and environments that will help them change	26. People are bad at computation and risk assessment, especially when the risks and rewards are statistically small	27. Communications and media can have a powerful effect on people's attitudes, beliefs and behaviour
28. Our perception of what others are doing and believe has a strong influence on our beliefs, attitudes and behaviour	29. Familiarity and repetition create a sense of ease, trust and belief	30. A lot of our decision making happens in our unconscious: Social, environmental and design triggers can influence our beliefs, emotional states and behaviour