Mainstreaming Behavior:

The need for a common framework and terminology.

Do we have a winner?

Behavior Energy and Climate Change Conference

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TMI

- Social Proof
- Social Norms
- Injunctive Norms
- Descriptive Norms
- Sticky Communication
- Norming
- Social Marketing
- Community Based Social Marketing
- Social Learning
- Authority
- Scarcity
- Framing
- Cognitive Dissonance
- Boomerang
- Defaults

- Prompts
- Barriers
- Block leaders
- Feedback
- Contrast
- Commitment
- Emotional Appeals
- Attitudes
- Competition
- Goal Setting
- Opt-in
- Op-out
- Liking
- Foot-in-the-Door
- Choice Architectures
- Nudges
Tower of Babel

LEADS TO TOB...
What Practitioners Need

1. A science-based program design framework
2. Common terminology
3. Clear Simple Concrete Vivid Emotional Memorable
Community Based Social Marketing (CBSM)

Six Degrees of Influence

NUDGE

Switch
CBSM - McKenzie-Mohr

Program Design Framework

- Select Behavior
  - Uncover Barriers/Benefits
  - Literature Search
  - Observation
  - Focus Groups

- Surveys
  - Develop Strategy
  - Reduce Barriers
  - Increase Benefits

- Pilot Strategy

- Implement Broadly and Evaluate

Toolkit

- Feedback
- Financial (Dis)Incentives
- Norm Appeals
- Commitment
- Overcoming Specific Barriers
- Prompts
Six Degrees – Cialdini

- Reciprocity
- Consistency [and Commitment]
- Social proof
- Liking
- Authority
- Scarcity

“Click, Whir”
Social proof
Liking
Authority
Consistency [and Commitment]
Reciprocity
Sarcity
NUDGE – Thaler and Sunstein

- Choice architectures
- Libertarian Paternalism
- iNcentives
- Understanding mappings
- Defaults
- Give feedback
- Expect error
- Structure complex choices
Switch
Switch – Heath and Heath

- **Rider**
  - Rational
  - Conscious
  - Executive

- **Elephant**
  - Emotional
  - Subconscious
  - Intuitive/instinctive
Switch

- **Direct the Rider**
  - Find the Bright Spots
  - Script the Critical Moves
  - Point to the Destination

- **Motivate the Elephant**
  - Find the Feeling
  - Shrink the Change
  - Grow Your People

- **Shape the Path**
  - Tweak the Environment
  - Build Habits
  - Rally the Herd
HOW DO THEY COMPARE?
<table>
<thead>
<tr>
<th>Switch</th>
<th>CBSM</th>
<th>Six Degrees</th>
<th>Nudge</th>
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<tbody>
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<td>[Overcome Barriers]</td>
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<td>Choice architectures using NUDGE</td>
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<td>Point to the Destination</td>
<td>Vivid, etc. Communication Commitment</td>
<td>[Commitment]</td>
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<td>Overcome Barriers</td>
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<td>Understand mappings Defaults</td>
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<tr>
<td>Tweak the Environment</td>
<td>All toolkit tools</td>
<td>All Six Degrees</td>
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<td>Prompts</td>
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<td>Norm Appeals</td>
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Switch, CBSM, Six Degrees, and Nudge are the frameworks used to guide various strategies and tools. Each category is followed by a list of strategies grouped by the respective frameworks. The strategies are related to Directing the Rider, Motivating the Elephant, and Shaping the Path. The frameworks provide a structured approach to implement these strategies effectively.
DOES THE SWITCH FRAMEWORK MEET OUR CRITERIA?
**Switch**

**Direct the Rider**
- Find the Bright Spots
- Script the Critical Moves
- Point to the Destination

**Motivate the Elephant**
- Find the Feeling
- Shrink the Change
- Grow Your People

**Shape the Path**
- Tweak the Environment
- Build Habits
- Rally the Herd

1. A science-based program design framework
2. Common terminology
3. Clear, Simple, Concrete, Vivid, Emotional, Memorable
Encourage you to:

1. Read the book
2. Try applying the framework
3. Use the terminology
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