Media, Messages, and Messengers: Insights into Effective Communications and Behavior Change

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Recommendations:

- Use norms effectively:  
  - Focus on the prevalence and social approval of the desired behavior
Percent of Participants Who Turned Water Off

<table>
<thead>
<tr>
<th></th>
<th>Sign</th>
<th>One Model</th>
<th>Two Models</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6</td>
<td>49</td>
<td>67</td>
</tr>
</tbody>
</table>

Change in electricity usage among heavy users

<table>
<thead>
<tr>
<th></th>
<th>Baseline</th>
<th>After Receiving Info About Neighbors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21.6</td>
<td>20.2</td>
</tr>
</tbody>
</table>

Base line for entertainment. After receiving info about neighbors.
Recommendations:

- Use norms effectively:
  - Focus on the prevalence and social approval of the desired behavior
  - AVOID demonstrating prevalence of problem behaviors
Change in electricity usage among light users

Baseline | After Receiving Info About Neighbors

Note: The original presentation featured a video clip of the public service announcement featuring "The Crying Indian" portrayed by Iron Eyes Cody. This print ad is presented in its place to reduce the size of the downloadable presentation.
Recommendations:

- Use norms effectively:
  - Focus on the prevalence and social approval of the desired behavior
  - AVOID demonstrating prevalence of problem behaviors
- Test for effective behavior change
Got Milk? Ad campaign begins
Recommendations:

- Use norms effectively:
  - Focus on the prevalence and social approval of the desired behavior
  - **AVOID** demonstrating prevalence of problem behaviors
  - Test for effective behavior change