



Yorkshire and Humber Behavioural Science Conference

Professor Madelynne Arden

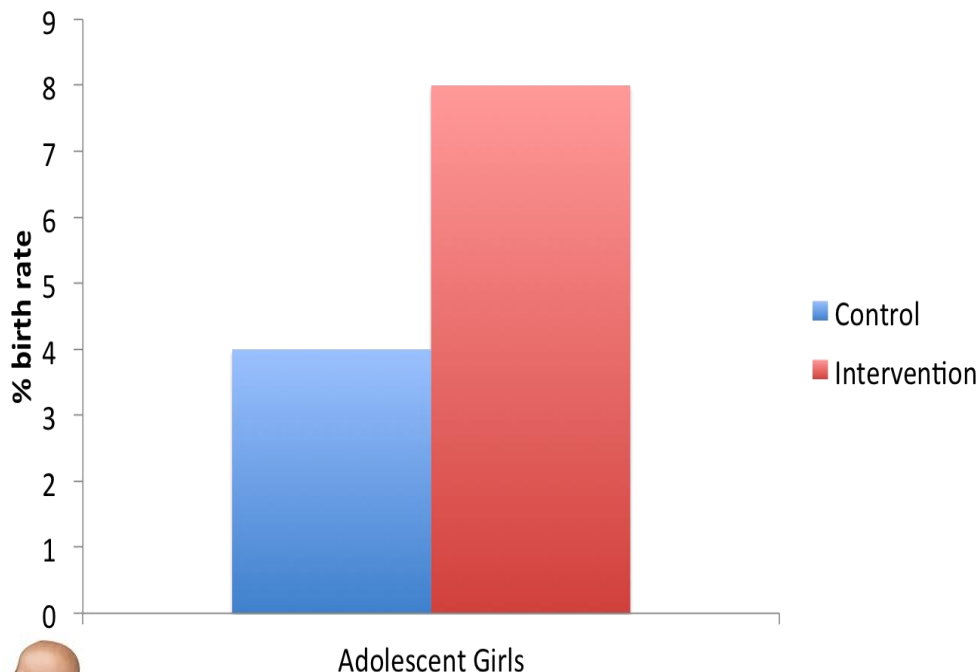
@maddyarden

Simulated parenting

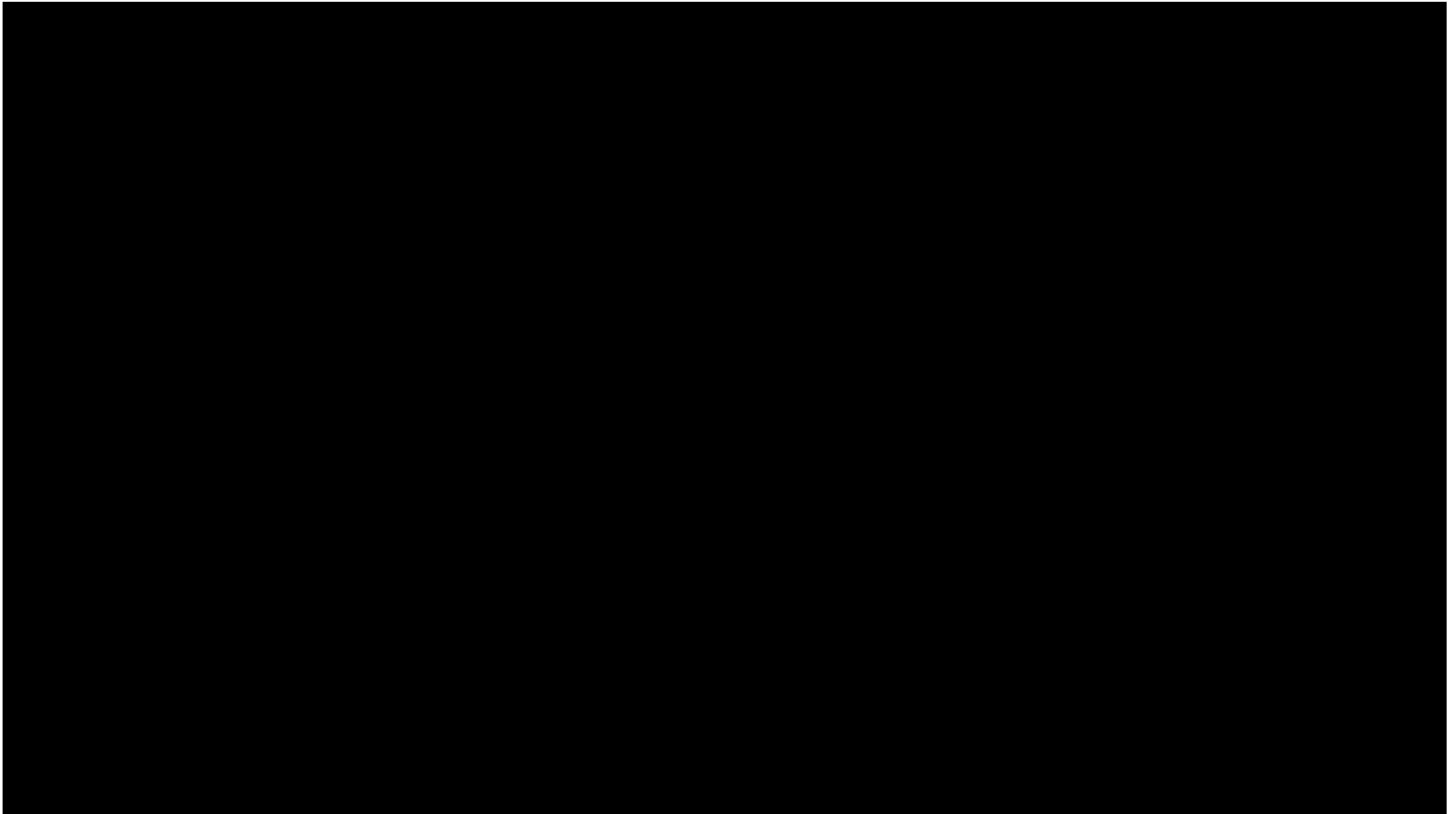
- Aim: to reduce teenage pregnancy rates
- 'Baby' requires feeding, burping, rocking and nappy changing.
- Records % of proper care e.g. cry time
- Combined with educational sessions



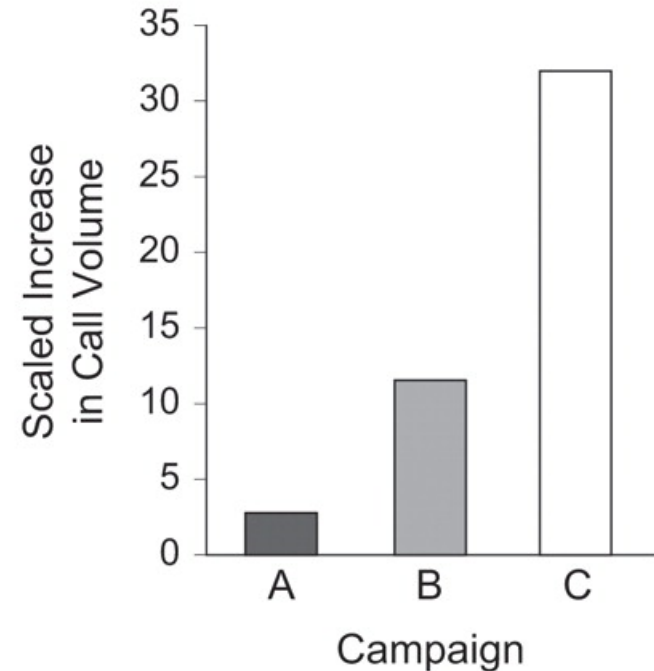
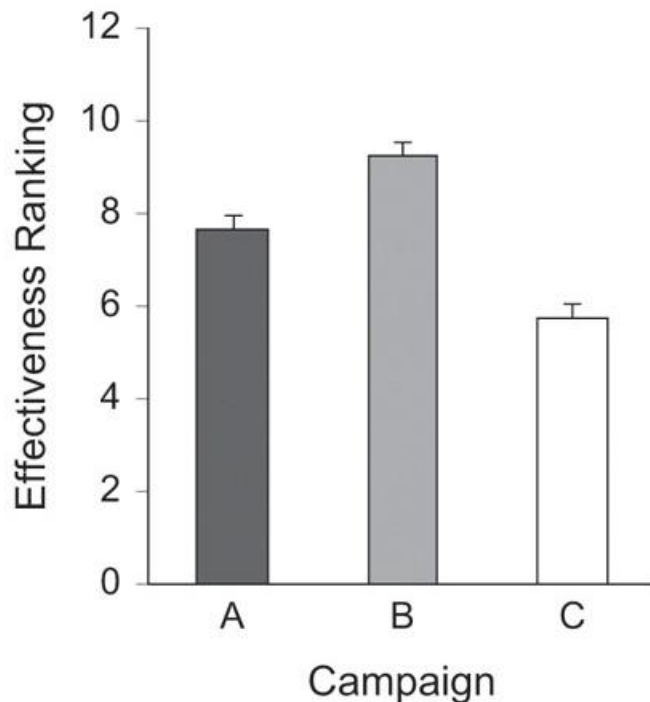
Brinkman et al. (2016) *Lancet*



Quit smoking



Perceived effectiveness \neq Effectiveness



Relearning coffee was Campaign A

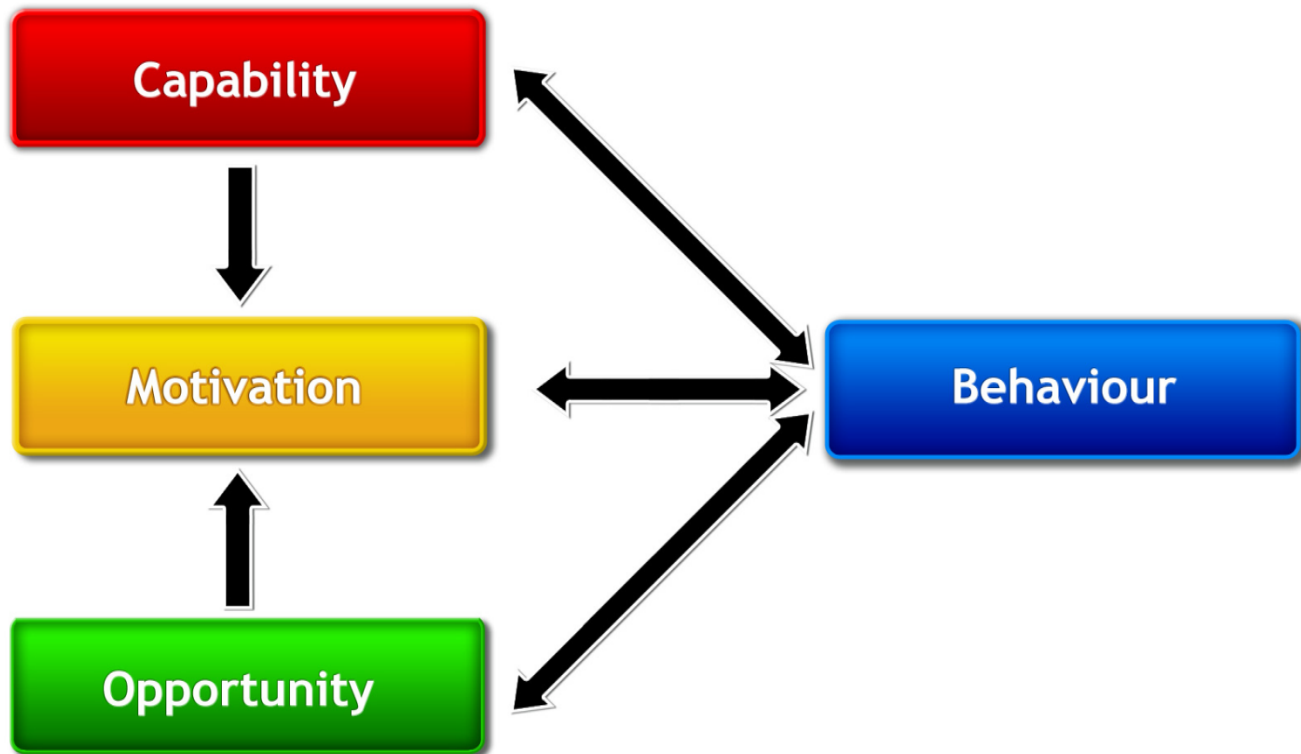
It's not all 'common sense'!

- What people liked and thought would be effective was not related to actual effectiveness
- Interventions based entirely on 'what people want' are unlikely to be effective.
- If you do not have a clear understanding of the effect of your intervention you might produce unintended consequences.

Biases

- Common sense approaches are subject to biases:
 - Third person effect
 - belief that messages have a greater effect on others than on themselves.
 - Availability heuristic
 - overestimating the likelihood of events with greater "availability" in memory
 - Actor-observer bias
 - overemphasizing the influence of the personality on the behaviour of others and underemphasize the influence of their situation BUT doing the opposite for ourselves.

COM-B : a generic model of behaviour



Michie et al. (2011)

Capability

- Physical capability
 - Physical skill, strength or stamina
 - Being able to swim
 - Having the skills to be able to complete an online form
- Psychological capability
 - Knowledge or psychological skills, strength or stamina to engage in the necessary psychological processes
 - Understanding how to interpret nutritional labels regarding fat content
 - Being able to remember to set up a direct debit
 - Knowing and understanding the 5-a-day message



Opportunity

- Physical opportunity
 - Opportunity afforded by the environment: time, resources, locations cues, physical affordance
 - Having sufficient money to buy fresh fruit and vegetables
 - Having a computer and internet connection to be able to complete an online form
 - Having lots of takeaway food establishments near your house
- Social opportunity
 - Opportunity afforded by interpersonal influences, social cues and cultural norms that influence how we think about things
 - Having friends who have all taken up free nursery places for their children
 - Being a member of a family who don't do any physical activity
 - Having parents who have vegetables and fruit with every meal



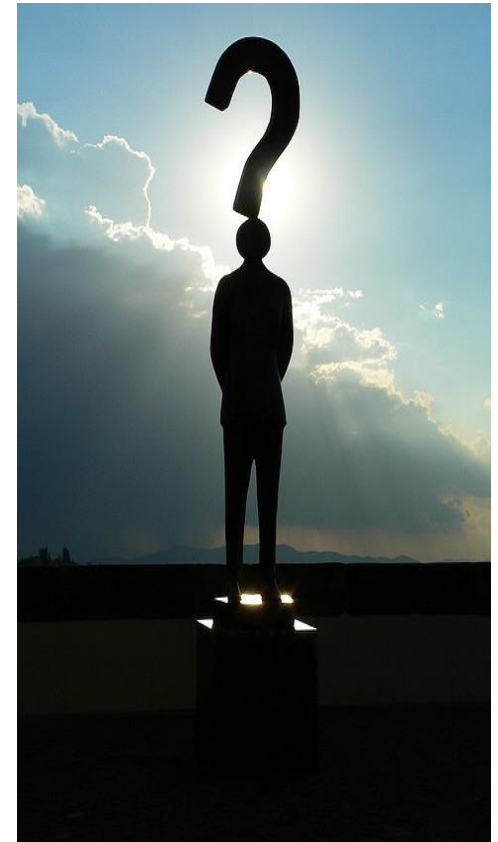
Motivation

- Reflective motivation
 - Reflective processes involving plans (intentions) and evaluations (beliefs about what is good or bad)
 - Wanting to recycle as much of your waste as possible
 - Believing that eating 5 portions of fruit and veg a day is good
 - Believing that there are risks to paying rent by direct debit
- Automatic motivation
 - Automatic processes involving emotional reactions, desires, impulses, inhibitions, drive states and reflex responses
 - Putting your seat belt on when you get in the car by habit
 - Choosing a tasty looking doughnut (instead of an apple)
 - Choosing the option that takes the least time

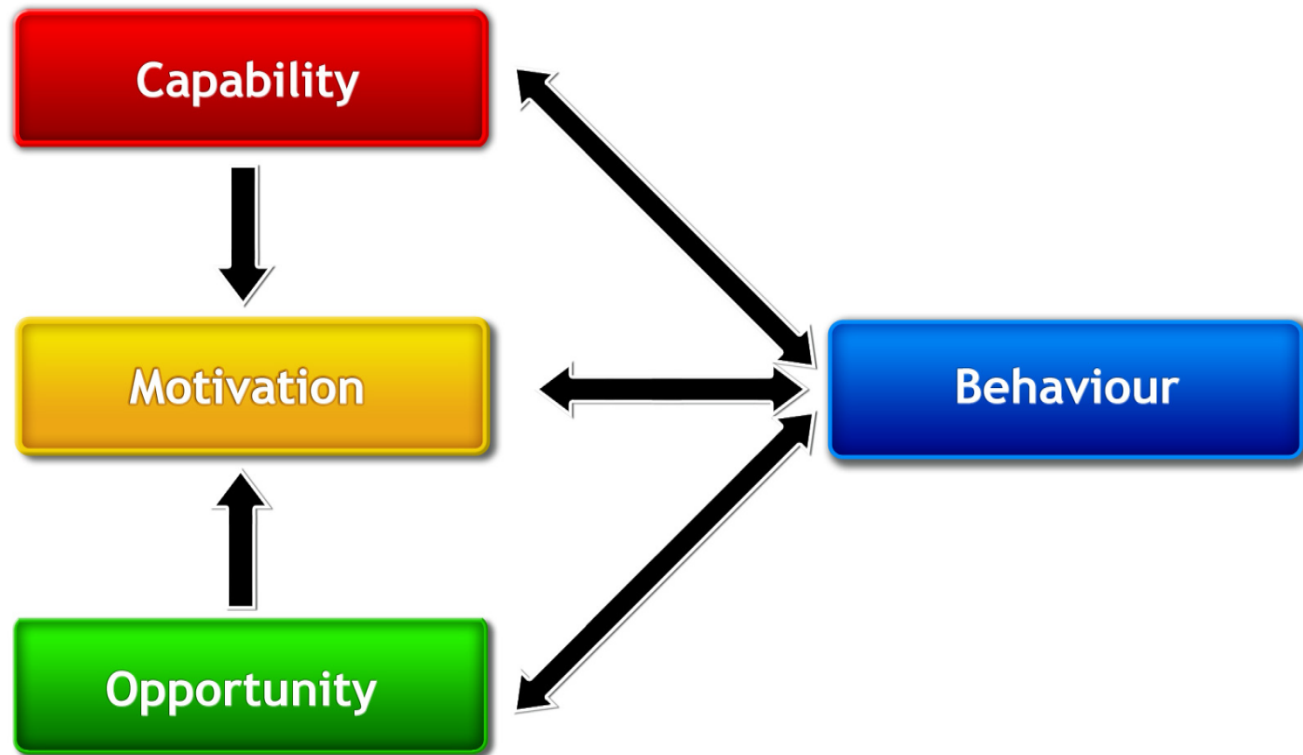


Step 1: What behaviour?

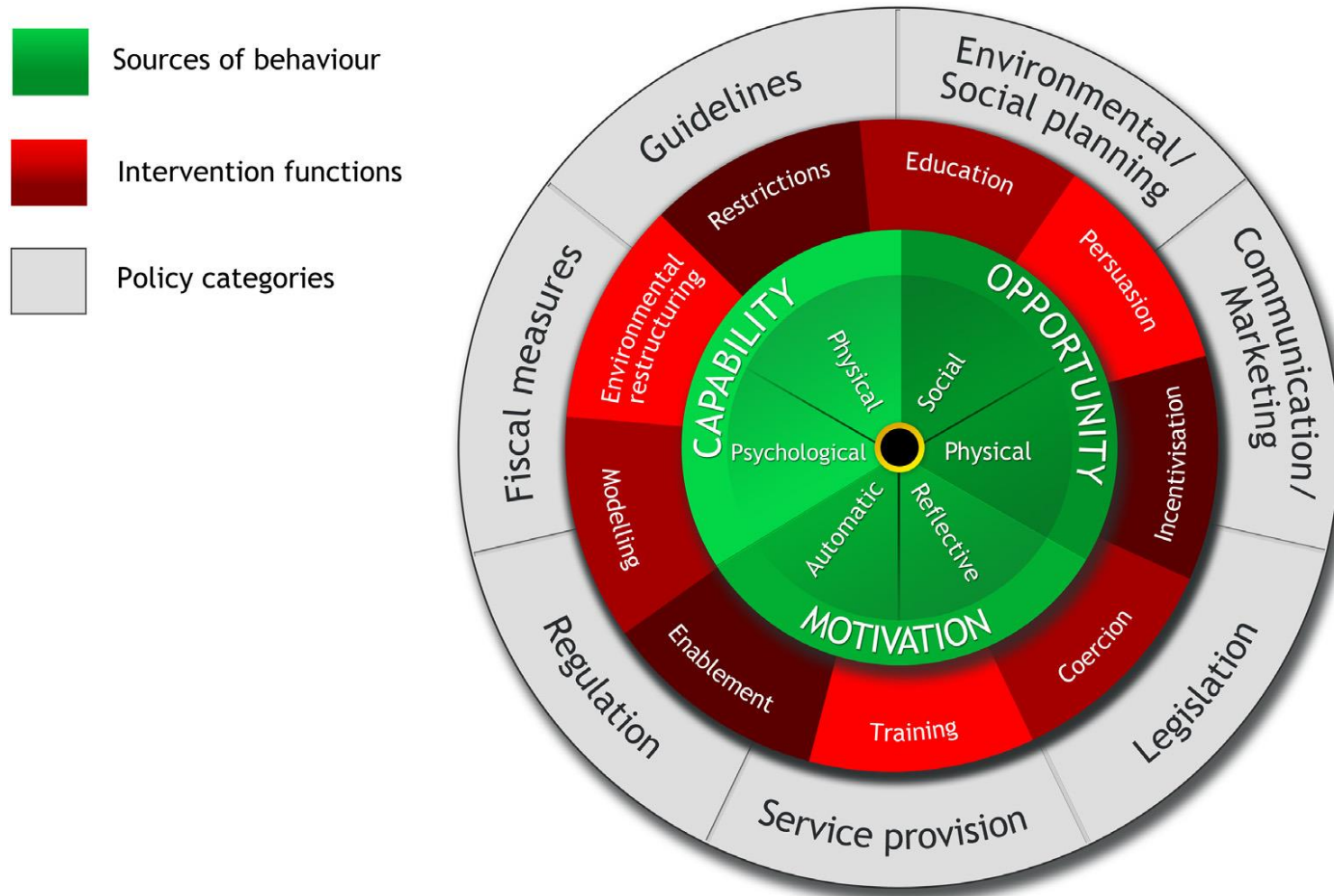
- What is the problem?
- What behaviours are involved?
 - Who does the behaviour?
 - When?
 - How often?



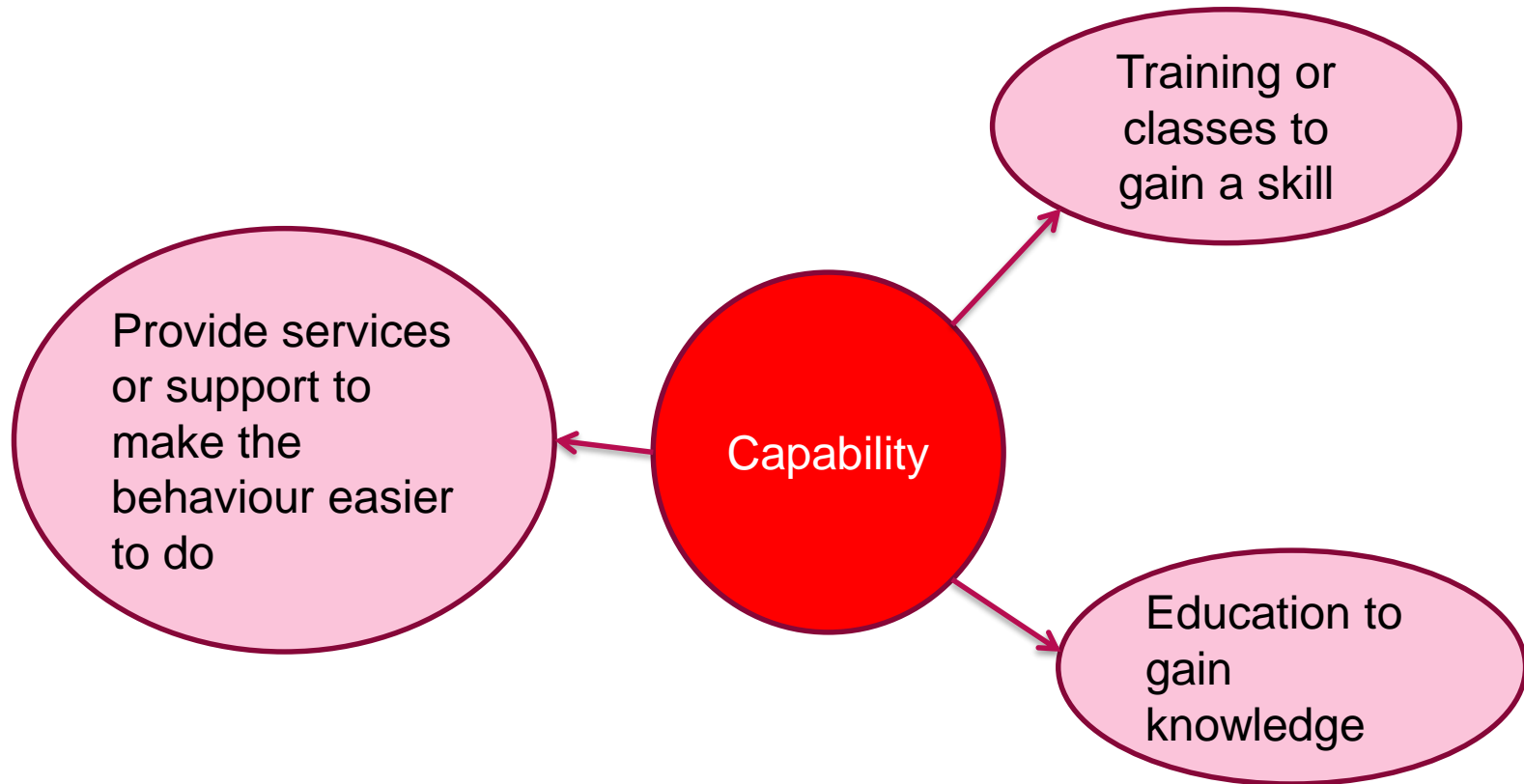
Step 2: What needs to change?



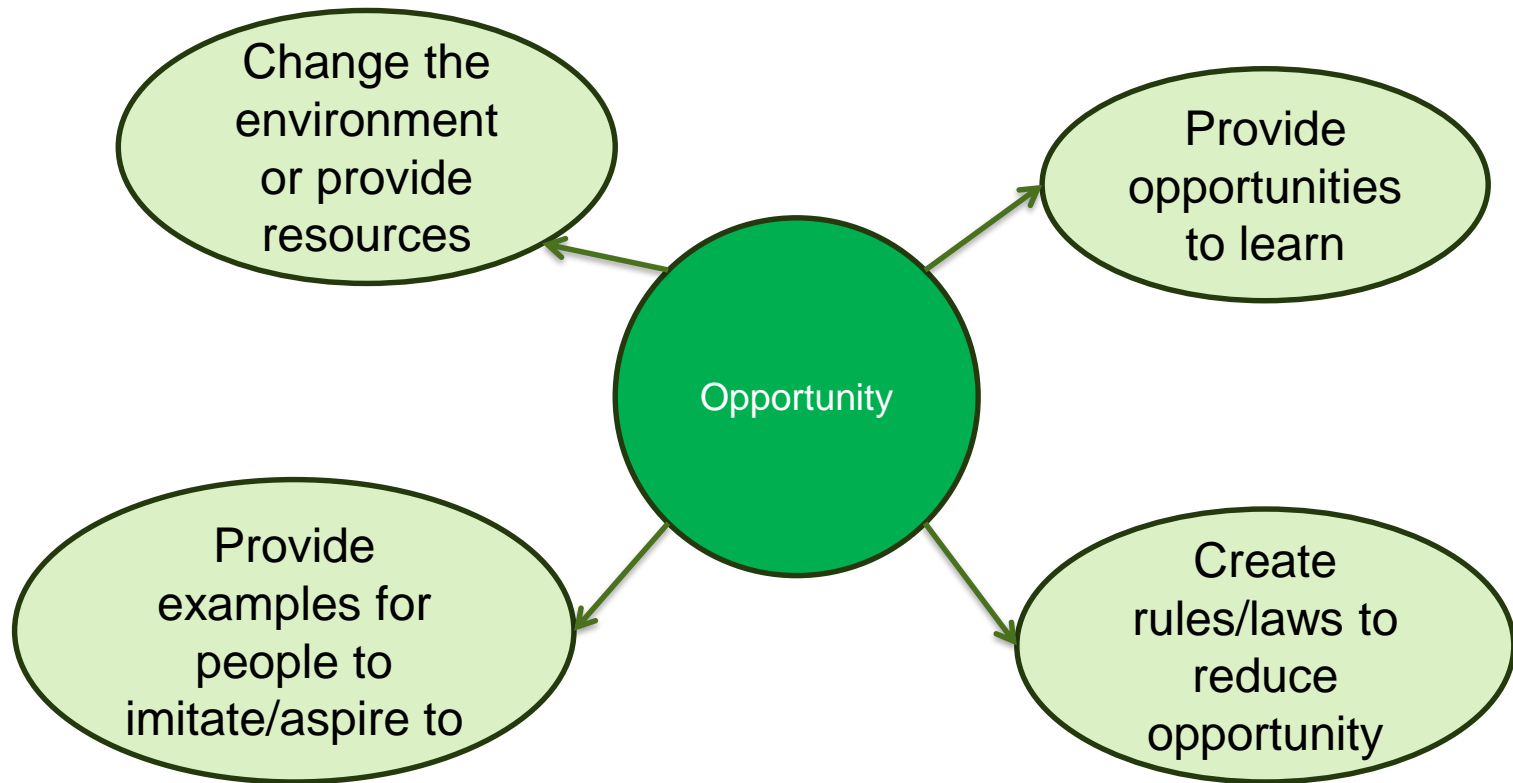
Behaviour change wheel



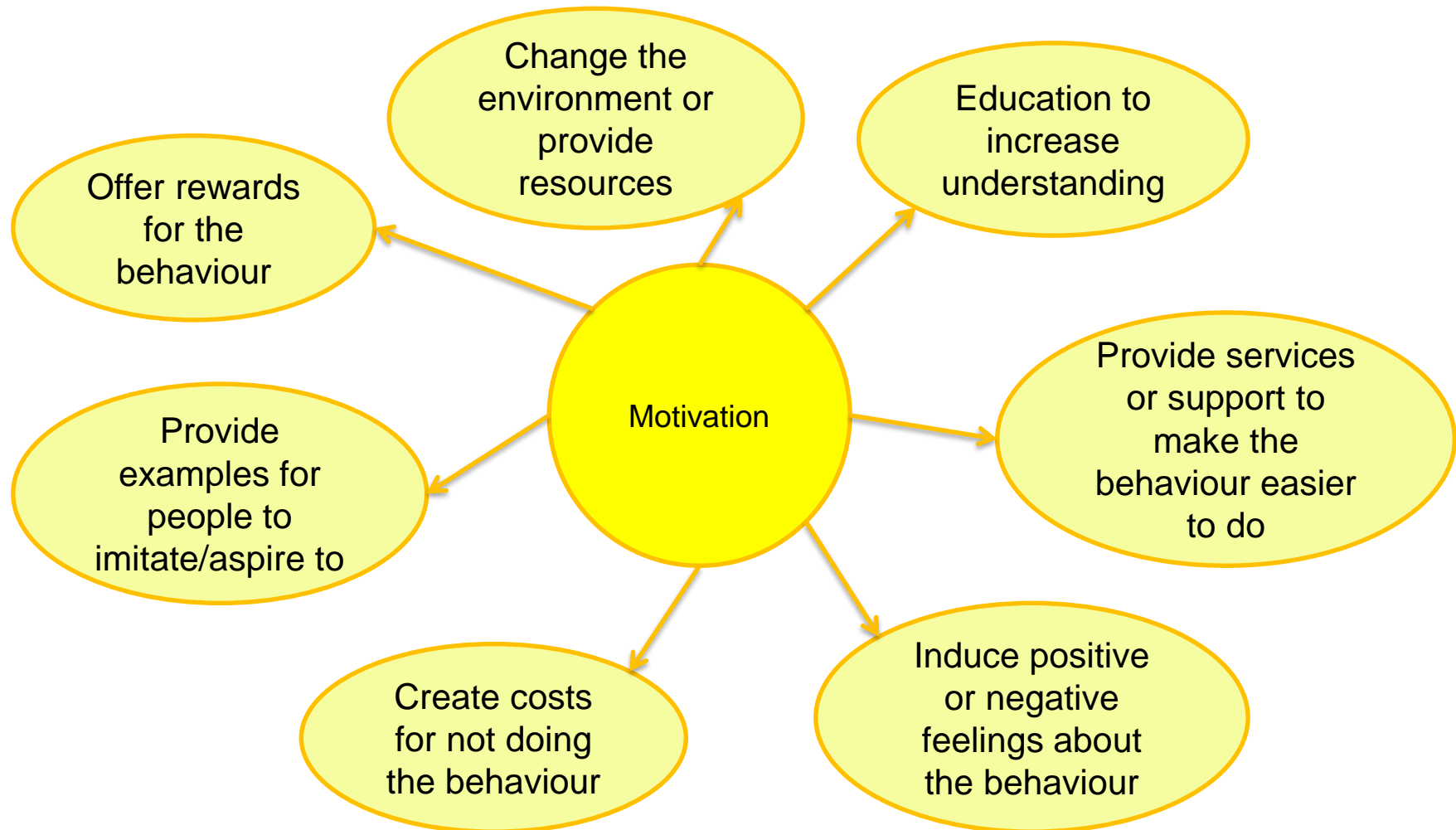
Step 3: How might you promote capability change?



Step 3: How might you promote opportunity change?



Step 3: How might you promote motivational change?



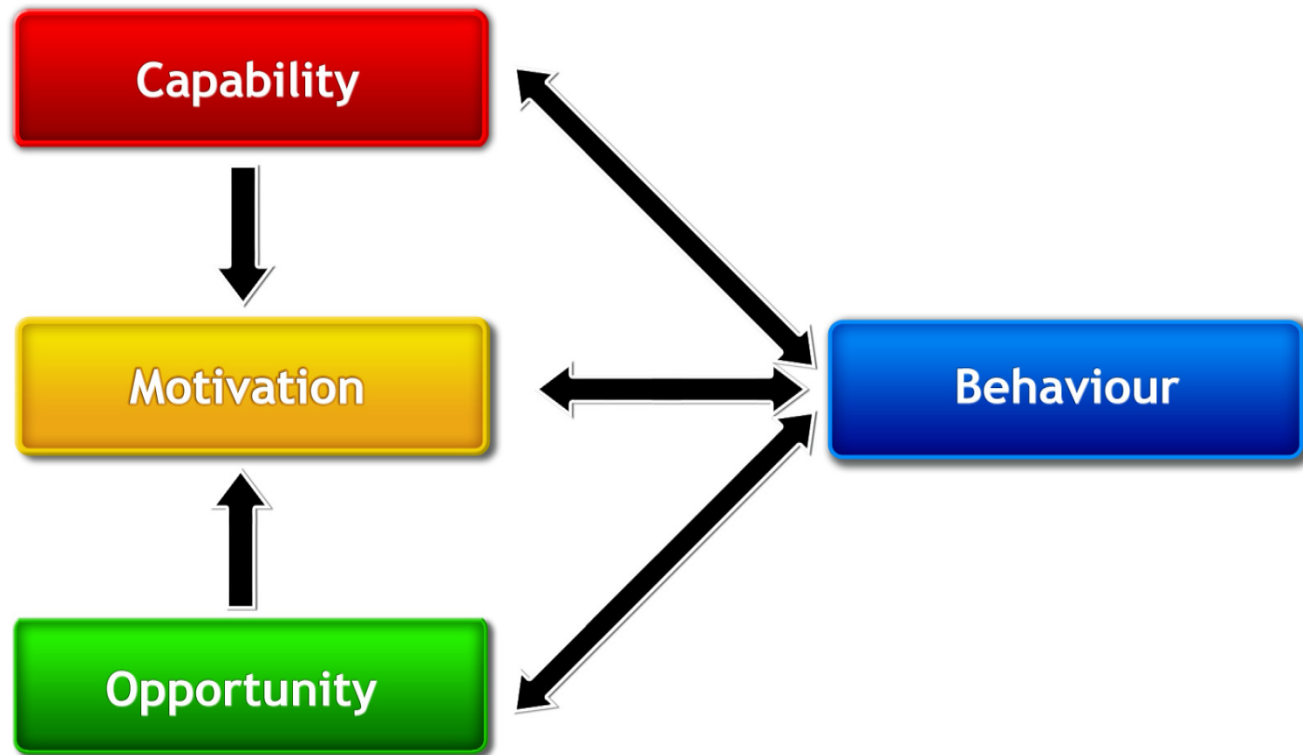
Step 4: Did it work?

- What outcome could you measure?
 - objective measures
 - e.g. number of people who completed a tax return on time
 - OR total rent arrears
 - subjective measures
 - e.g. number of people who said that they drove within the speed limit
 - OR reported condom use

"Eat them to defeat them"

- https://youtu.be/5U_iN6r40YA

Will you use behavioural science in your work?



Support

**Sheffield
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Centre for Behavioural
Science and Applied
Psychology

email: cebsap@shu.ac.uk



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email:
behaviouralinsights@shu.ac.uk



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