

Mainstreaming Behavior:

*The need for a common
framework and terminology.*

Do we have a winner?

**Behavior Energy and Climate Change
Conference**

November 30, 2011

Stephen Bickel

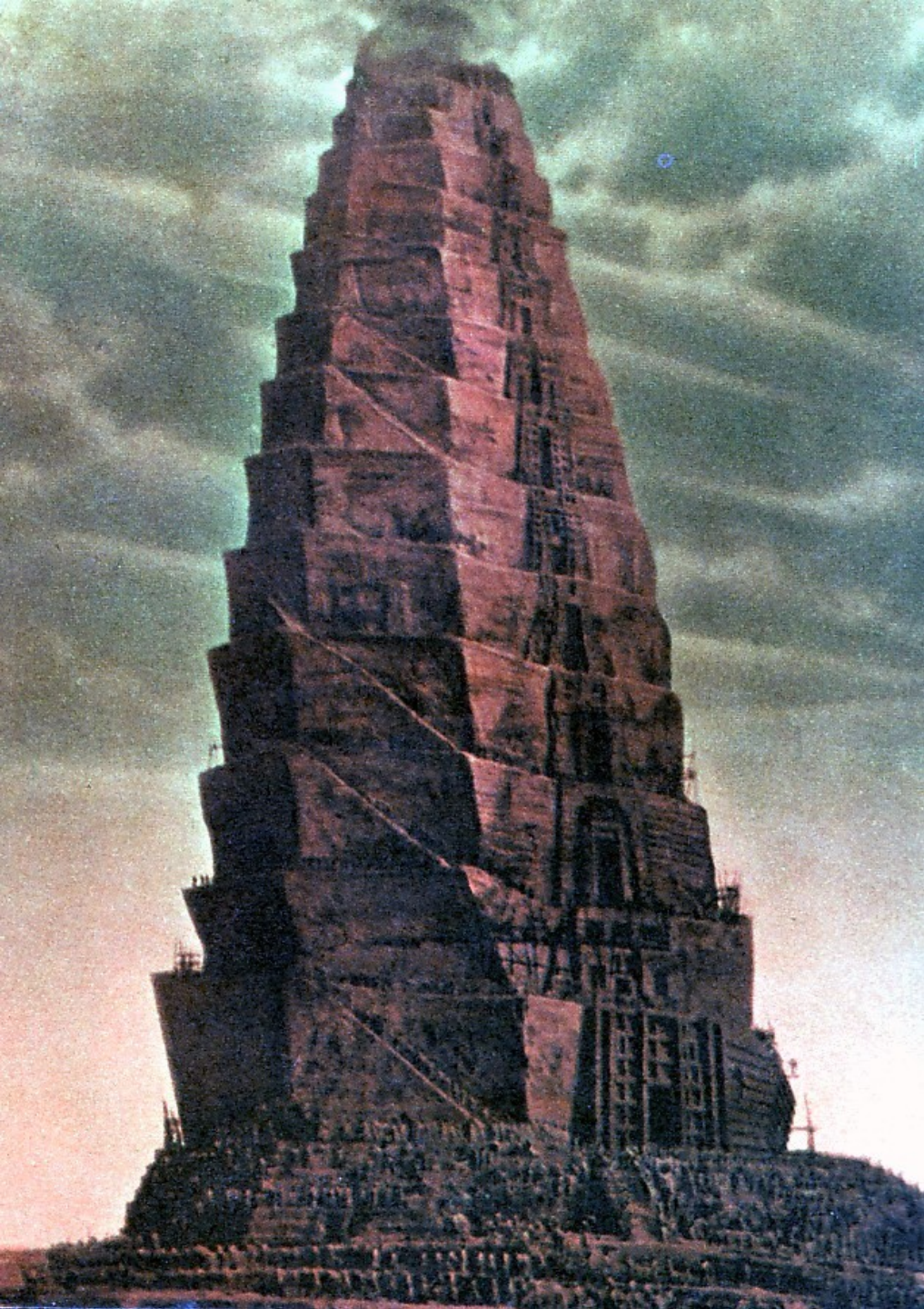
***Director of Market Research
D&R International***



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**





LEADS TO TOB...

Tower of Babel



D&R
INTERNATIONAL



D&R
INTERNATIONAL

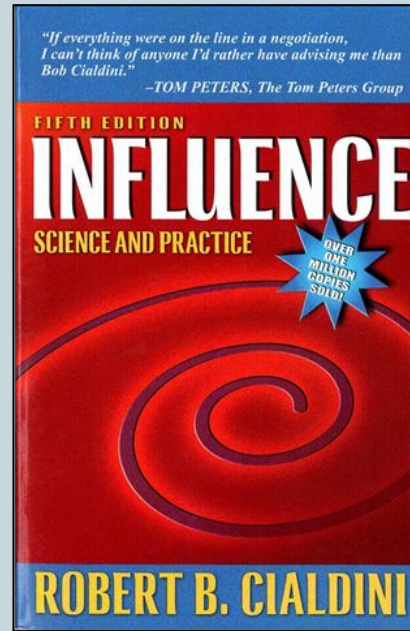
What Practitioners Need

1. **A science-based program design framework**
2. **Common terminology**

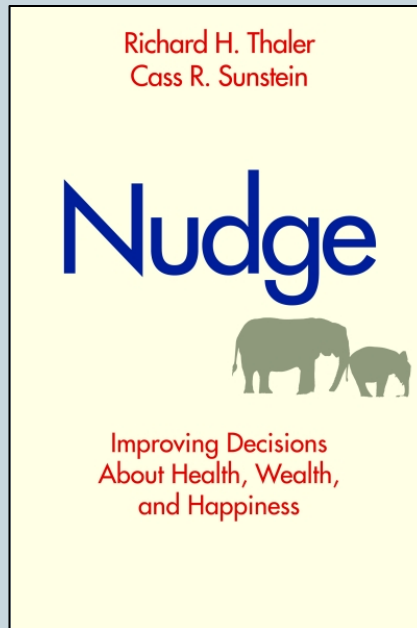
3. Clear
Simple
Concrete
Vivid
Emotional
Memorable



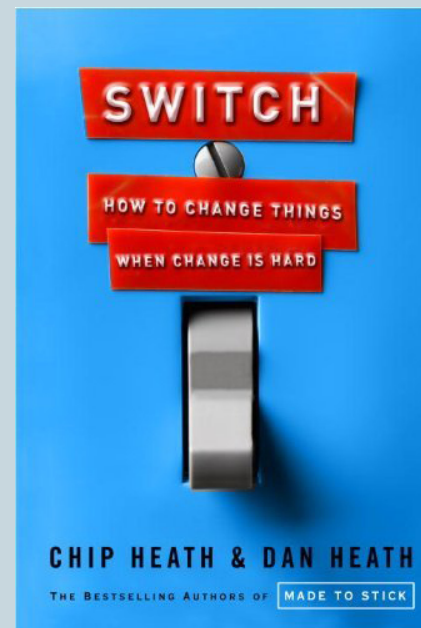
Community
Based
Social
Marketing
(CBSM)



Six Degrees
of Influence



NUDGE



Switch

CBSM



CBSM - McKenzie-Mohr

Program Design Framework

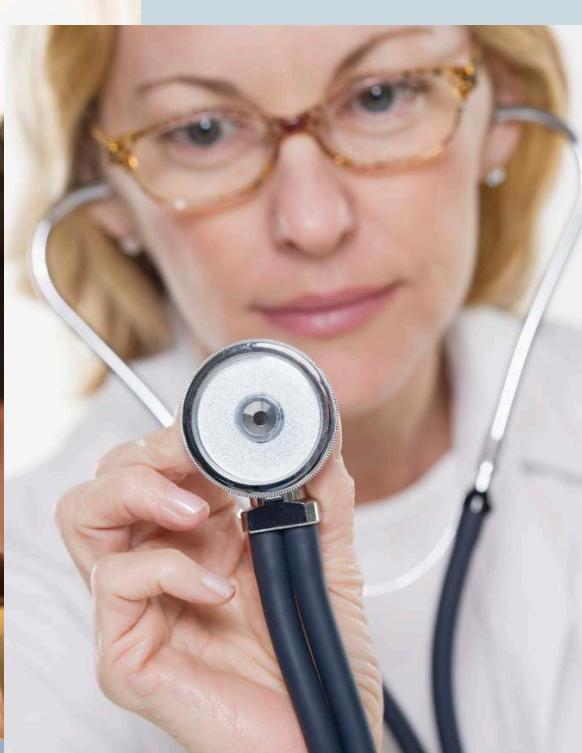
- **Select Behavior**
 - Uncover Barriers/Benefits
 - Literature Search
 - Observation
 - Focus Groups
- **Surveys**
 - Develop Strategy
 - **Reduce Barriers**
 - Increase Benefits
- **Pilot Strategy**
- **Implement Broadly and Evaluate**

Toolkit

- **Feedback**
- **Financial (Dis)Incentives**
- **Norm Appeals**
- **Commitment**
- **Overcoming Specific Barriers**
- **Prompts**



Six Degrees



Six Degrees – Cialdini

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

“Click, Whir”



Social proof

Liking

Authority

Consistency [and Commitment]

Reciprocity

Scarcity



Six Degrees



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?



Switch	CBSM	Six Degrees	Nudge
Direct the Rider			
Find the Bright Spots			
Script the Critical Moves	[Overcome Barriers]		Choice architectures using NUDGE
Point to the Destination	Vivid, etc. Communication Commitment	[Commitment]	
Motivate the Elephant			
Find the Feeling	Vivid, etc. Communication	Reciprocity, Scarcity, Liking	iNcentives
Shrink the Change	Overcome Barriers		Understand mappings Defaults
Grow Your People			
Shape the Path			
Tweak the Environment	All toolkit tools	All Six Degrees	NUDGE
Build Habits	Prompts	Consistency	Give feedback
Rally the Herd	Norm Appeals	Social proof	

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





D&R
INTERNATIONAL

*The Energy Efficiency
Market Experts*

Stephen Bickel
Director of Market Research
D&R International

1300 Spring Street, Suite 500
Silver Spring, MD 20910

301.588.9387 (work)
301.628.2040 (direct)
240-460-5310 (mobile)
301.588.0854 (fax)

sbickel@drintl.com

www.drintl.com