**Persuasive by Design**

**Behaviour Change Model**

**REFLECTIVE BEHAVIOR**

1. **Intervening in reflective/controlled behavior**
   - Feedback Reporting Performance
   - Action planning feasible steps
   - Norm / Goal Setting Targets by communicating norms and goals
   - Invoking Social Factors

**REFLEXIVE BEHAVIOR**

1. **Intervening in automatic behavior**
   - placing cues for usage
   - placing motivational cues
   - placing alternative cue

**Comparison of goal and behaviour**

- **Self-Monitoring**
  - Perception of own behaviour
  - Cooperations, shared goals

- **Attempting new behaviour**
  - Competing/conflicting behaviours, habits
  - Attempting new behaviour

- **Discrepancy?**
  - Disengagement from goal
  - Fitting capability, motivation opportunity

- **CUE**
  - Goal achieved: Changed Behavior
  - Original Behavior
  - No change in Behavior

**Steps in the self regulatory cycle**

- Communicator interventions aimed at explicit, controlled behaviour
- Communicator interventions aimed at implicit, automatic behaviour

**Boundary conditions**

- Social Inhibition
- Social Comparison
- Social Norms

**Social Influences on self regulatory cycle**

- Social Norms
  - Peer Pressure, Social Validation

**Threats to self regulatory cycle**

- Cognitive dissonance reduction, competing norms
- Frustration, motivation decline

**Feasible steps**

- Action planning feasible steps
- Placing cues for usage

**Steps in the self regulatory cycle**

- Model based, reflective behaviour
- Implicit, automatic behaviour

**Intervening in automatic behavior**

- Placing cues for usage
- Placing alternative cue

**Intervening in reflective/controlled behavior**

- Feedback Reporting Performance
- Action planning feasible steps
- Norm / Goal Setting Targets by communicating norms and goals
- Invoking Social Factors