Communicator interventions aimed at implicit, automatic behaviour

- Landscaping pre-persuasion tactics (scripting / nudging)
  - how to use this?
  - cues for guiding and use
  - what this for?
  - cues for social identity use
  - what does this tell me?
  - cues for behaviour

Goal

Goal (want to / ought to)

Comparison of goal and behaviour

- Social Comparison
- Social Norms
- Peer Pressure
- Social Commitment

Behaviour

- Cooperation, shared goals
- Disengagement from goal
- Goal achieved

Comparison of goal and behaviour

- Competing / Conflicting Goals
  - perceived attractiveness and availability of goal

Self-Monitoring

- Perception of own behaviour
- Perception Biases
- Lack of relevant information
- Cognitive dissonance reduction, competing norms
- Competing / conflicting behaviours, habits
- Frustration, motivation decline

Discrepancy?

fitting capability, motivation opportunity

Communicator interventions aimed at explicit, controlled behaviour

- Norm / Goal
  - Setting/Performance Targets by communicating norms and goals
  - Feedback
  - Reporting Performance Scores
  - Action planning
    - Change in feasible steps, enabling behaviour change

Weerstand Reactance en sceptis

Communicator interventions aimed at implicit, automatic behaviour

How to use this?

Who's this for?

What does this tell me?

Cues for guiding and use

Cues for social identity use

Cues for behaviour

Reporting Performance Scores

Change in feasible steps, enabling behaviour change

Action planning

Feedback

Setting/Performance Targets by communicating norms and goals

Norm / Goal

Feedback

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Disengagement from goal

Goal achieved

Self-Monitoring

Perception of own behaviour

Comparison of goal and behaviour

- Competing / Conflicting Goals
  - perceived attractiveness and availability of goal

Social Norms