

The psychology of selling efficiency

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An example close to home...



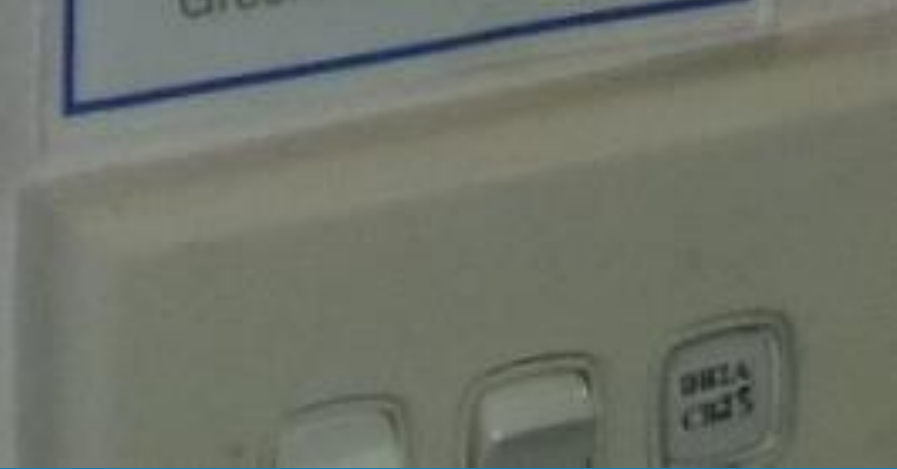
 MONASH University 

BE ENERGY SMART

If you are the last to leave

SWITCH OFF! 

Help Reduce Monash's
Greenhouse Emissions





MYTH

Switching lights on and off uses more electricity than leaving them on

BUSTED

Switching on a modern fluorescent light uses about the same energy as a 0.09 second burst of light

LIGHTS OUT

Energy Smart
LIGHTS OUT

Greening up our act

MONASH University

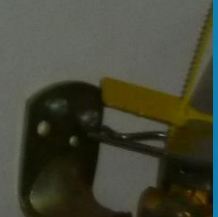
BE ENERGY SMART

If you are the last to leave

SWITCH OFF!

Help Reduce Monash's Greenhouse Emissions

LIGHTS OUT



**IF YOU ARE LAST TO
LEAVE THIS ROOM
PLEASE TURN THE
LIGHTS OFF!!!!!!**

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MYTH

Switching lights on and off uses more electricity than leaving them on

BUSTED

Switching on a modern fluorescent light uses about the same energy as a 0.09 second burst of light

LIGHTS OUT

Energy Smart LIGHTS OUT

Greening up our act

MONASH University

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Help Reduce Monash's Greenhouse Emissions

LIGHTS OUT



Common behaviour change mistake 1

I know what works!

*1a) Information and knowledge
will change people's behaviour*



“Now they’ll get it!
Convincing the world that bike transport is highly efficient and saves the taxpayer a fortune has never been easy, but this new photograph should help.”

1990

SO, THIS CLIMATE CHANGE THING COULD BE A PROBLEM...



1995

CLIMATE CHANGE: DEFINITELY A PROBLEM.



2001

YEP, WE SHOULD REALLY BE GETTING ON WITH SORTING THIS OUT PRETTY SOON...



2007

LOOK, SORRY TO SOUND LIKE A BROKEN RECORD HERE...



2013

WE REALLY HAVE CHECKED AND WE'RE NOT MAKING THIS UP.



2019

IS THIS THING ON?



KUDIELKA
28/9/13

1b) Incentives and disincentives will change people's behaviour







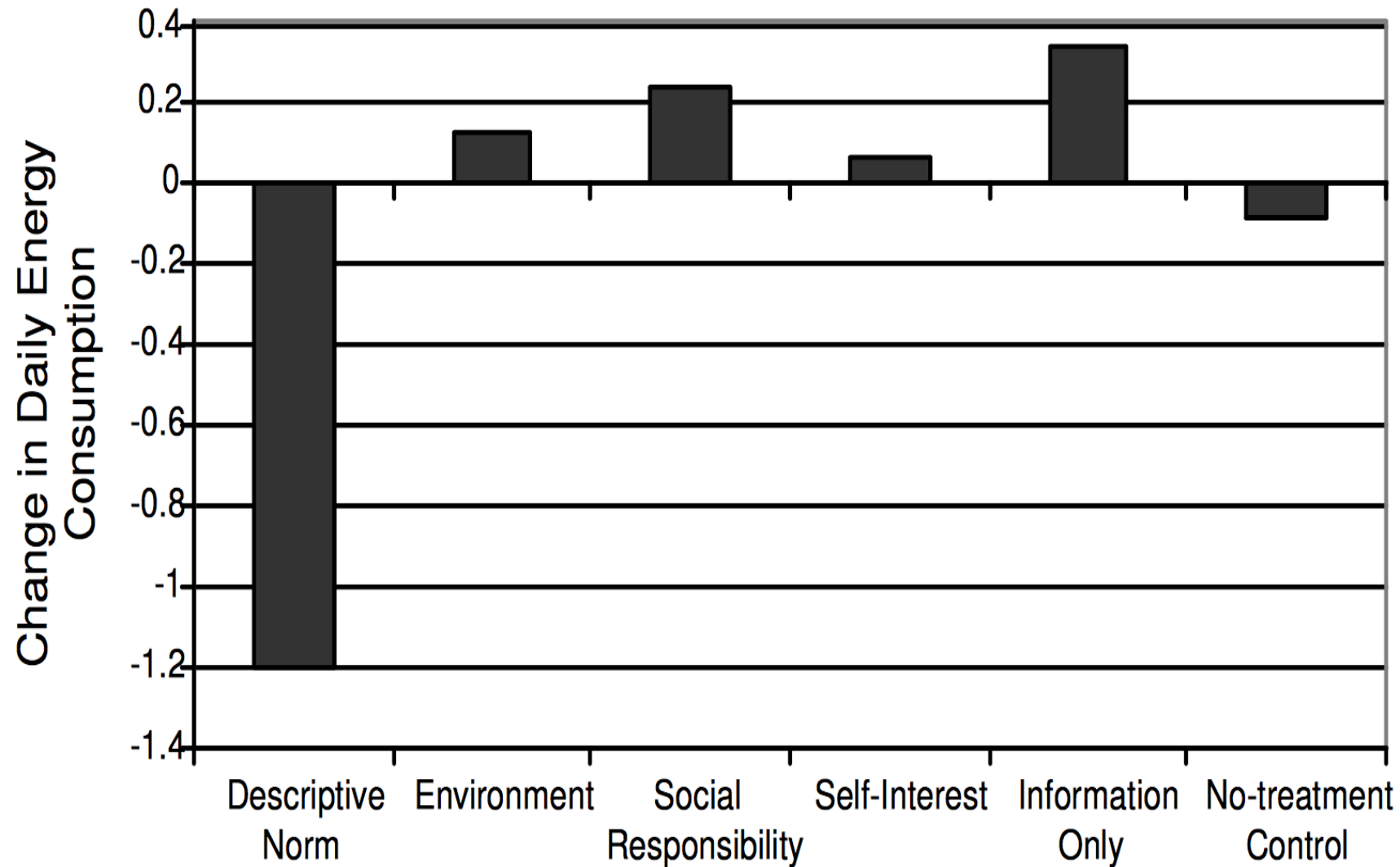
“Pay enough or don’t pay at all”



Common behaviour change mistake 2

Emphasising the size of the problem

Figure 2. Change in Average Daily Energy Usage (kwh) from Baseline to Intervention



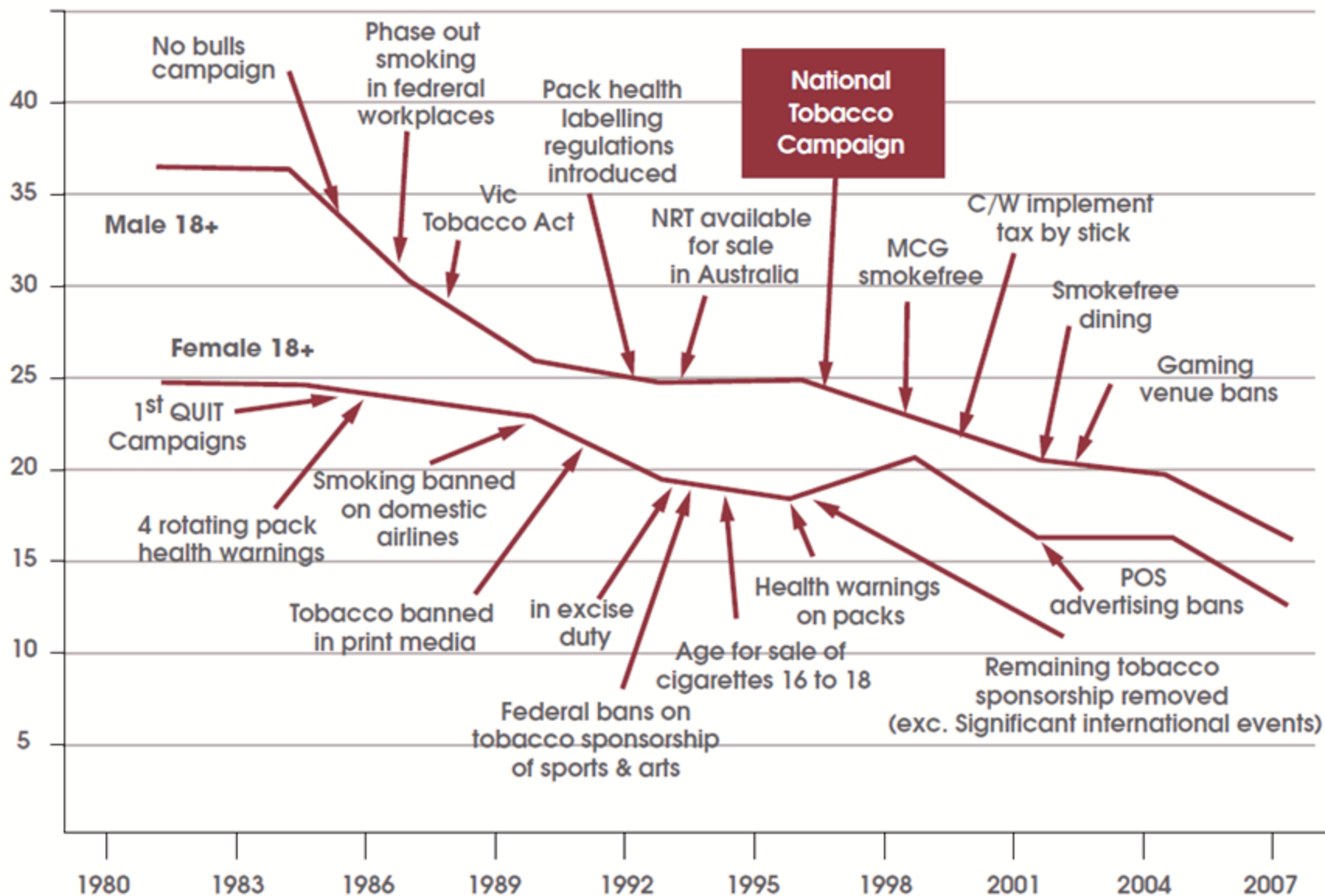


Common behaviour change mistake 3

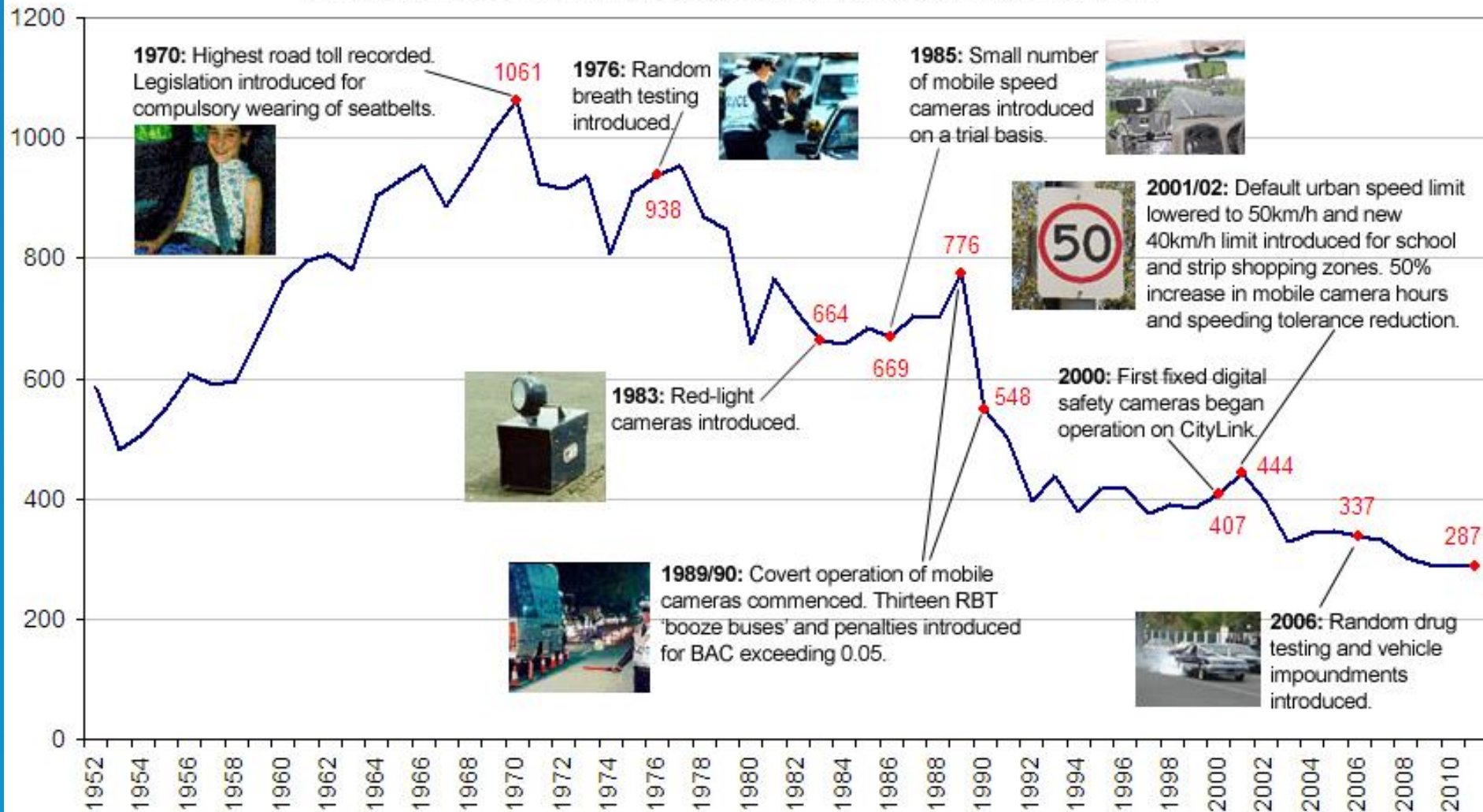
Relying on just one strategy

Figure 1.4:

Milestones in reducing smoking in Australia 1980–2007

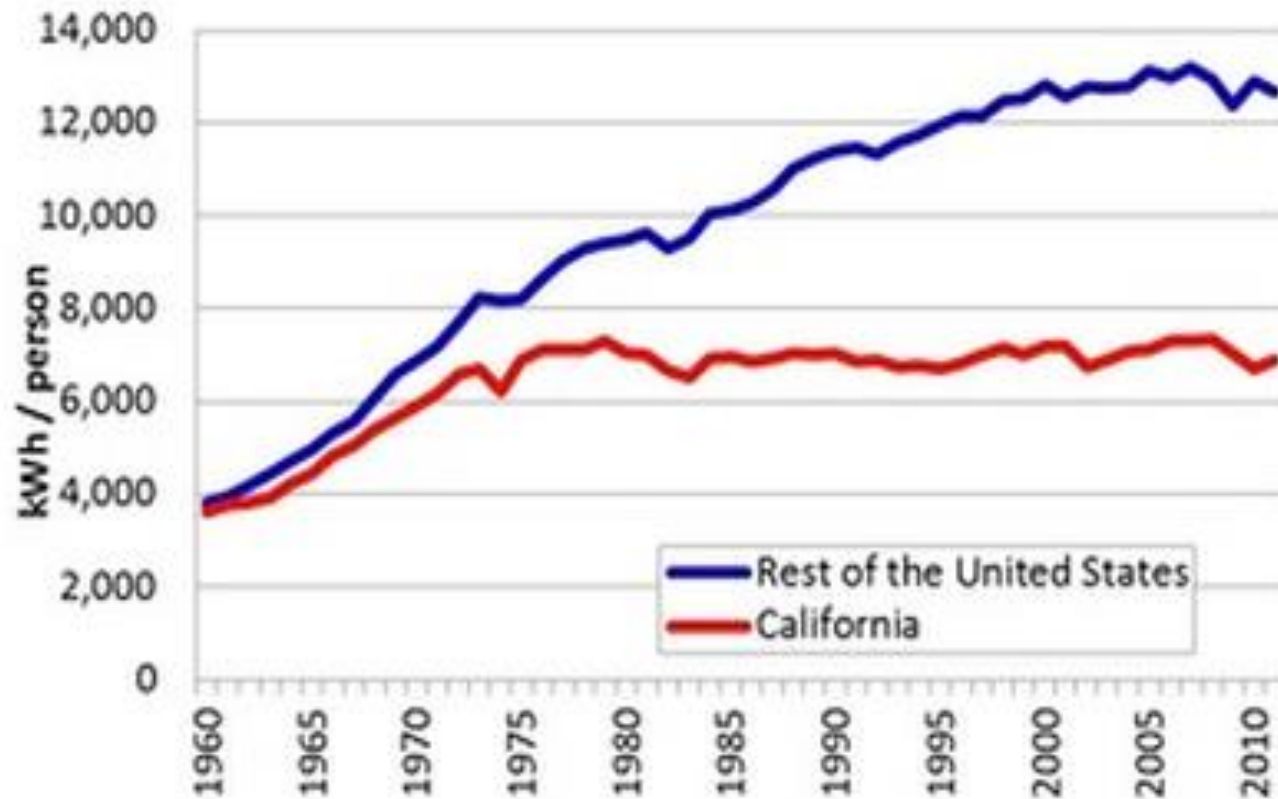


Victorian Road Toll and Road Safety Enforcement Initiatives



Electricity consumption in California

Per Capita Electricity Consumption: California vs. Rest of Nation



WHY DO WE MAKE THESE MISTAKES?

A photograph of two men in soccer attire, including caps and scarves, shouting with their mouths wide open. They are wearing black caps with a 'Wizard' logo and black and white scarves. The background is a blurred crowd of spectators. The image is framed by blue borders on the left and right sides.
















They're not like you

What factors impact on behaviour?



Do Stuff

Don't do

	Green behavior Do <u>new</u> behavior, one that is <u>unfamiliar</u>	Blue behavior Do <u>familiar</u> behavior	Purple behavior <u>Increase</u> behavior intensity or duration	Gray behavior <u>Decrease</u> behavior intensity or duration	Black behavior <u>Stop</u> doing a behavior
dot behaviors	GreenDot 	BlueDot 	PurpleDot 	GrayDot 	BlackDot 
span behaviors	GreenSpan 	BlueSpan 	PurpleSpan 	GraySpan 	BlackSpan 
path behaviors	GreenPath 	BluePath 	PurplePath 	GrayPath 	BlackPath 

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Is it deliberative?

YES

Think about...

What are the benefits and costs of the behaviour?

Who approves and disapproves?

What makes it easy and hard?



Is it deliberative?

YES

NO

Do you want it to be?

YES

NO

Regulation

Biases

Incentives

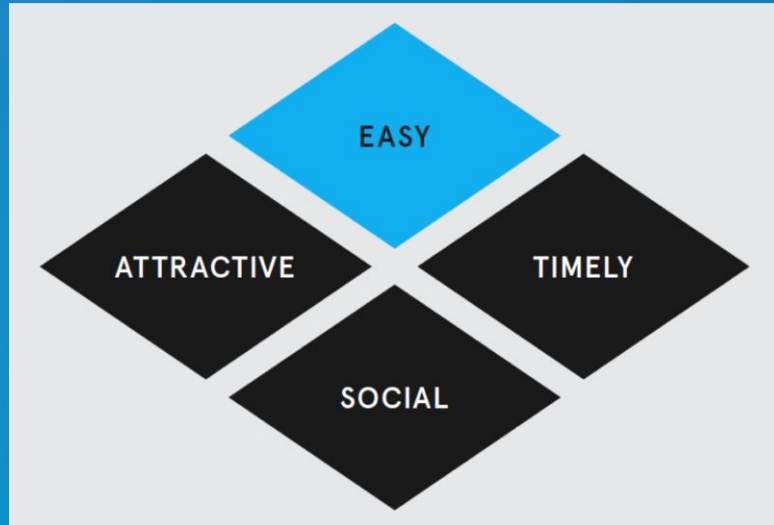
Sensitising the market

Context cues

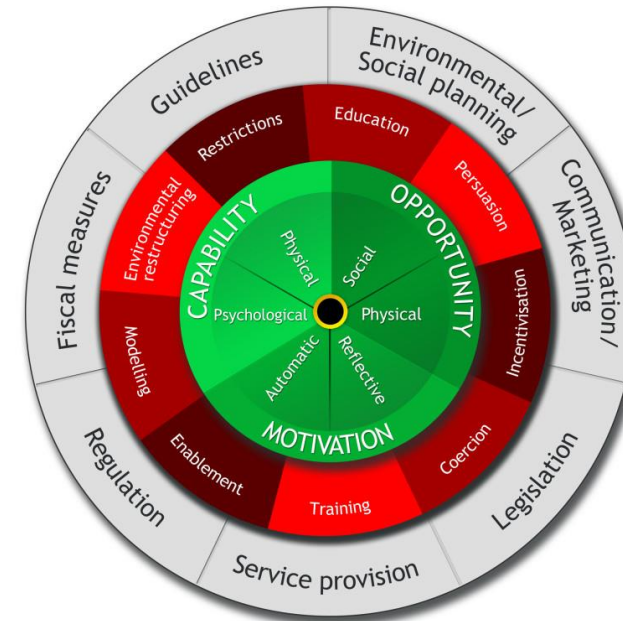
Moments of discontinuity

Sensitising the market

What are the tools?



- Sources of behaviour
- Intervention functions
- Policy categories



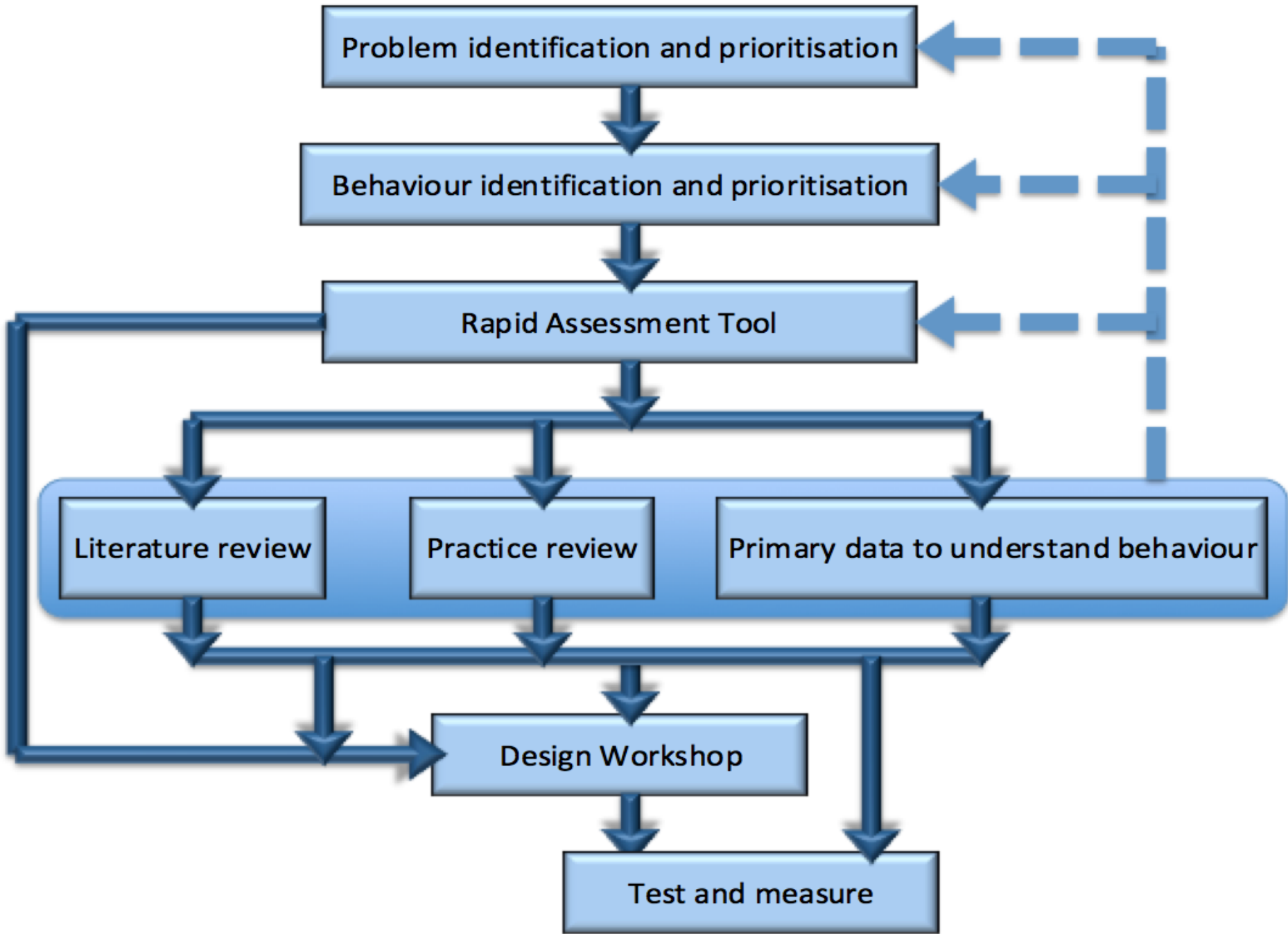
See discussions, stats, and author profiles for this publication at: <http://www.researchgate.net/publication/280967158>

A Taxonomy of Behavior Change Methods; an Intervention Mapping Approach

ARTICLE in HEALTH PSYCHOLOGY REVIEW · AUGUST 2015

Impact Factor: 2.06 · DOI: 10.1080/17437199.2015.1077155 · Source: PubMed

Understanding behaviour to see
influence opportunities...

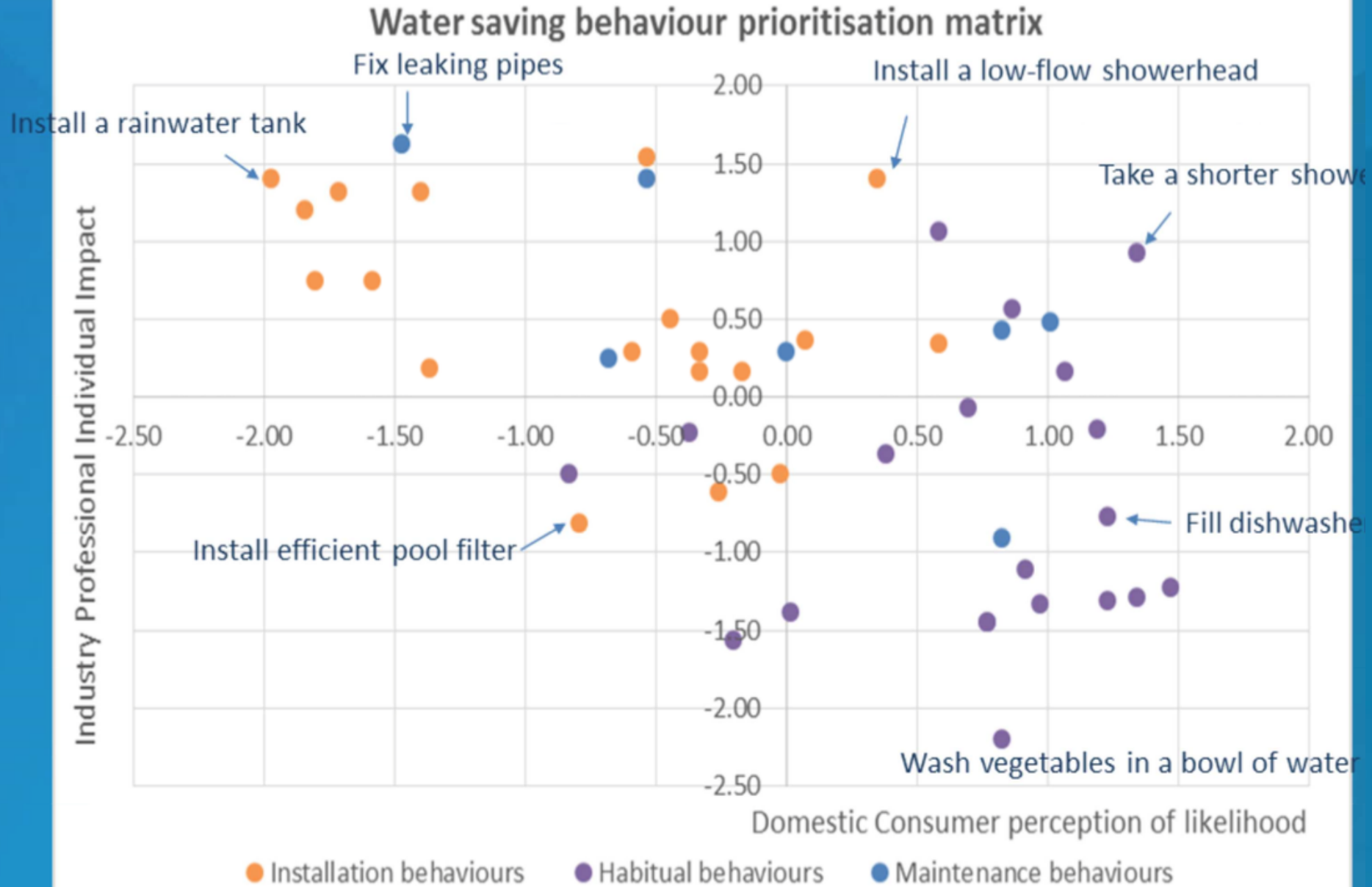


Problem identification and prioritisation



Prioritisation: Impact – likelihood matrix

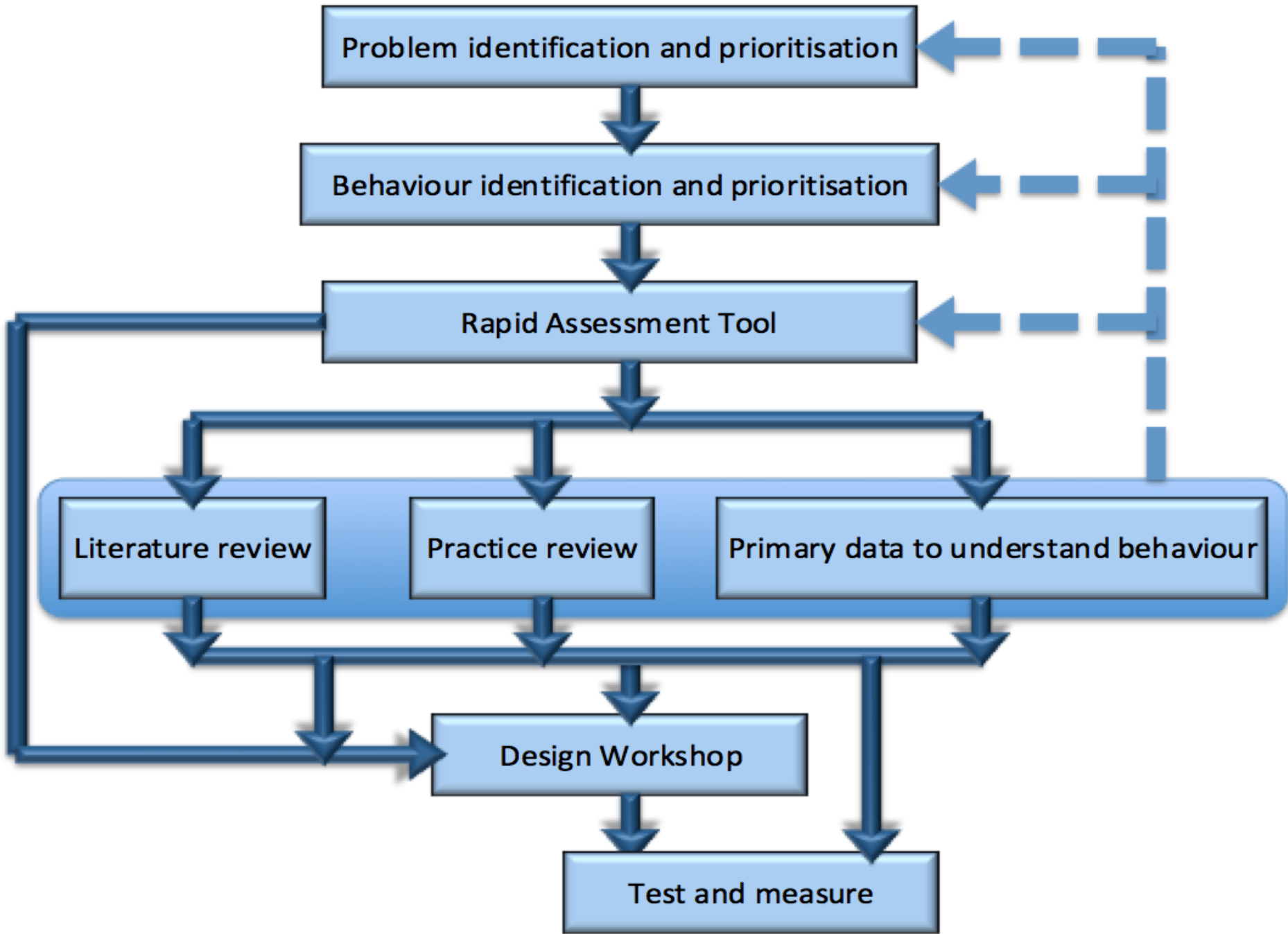
Impact	High	Incentives / disincentives and other strategies to increase likelihood Explore as catalysts	Probably already been targeted but if not, first priority
	Low	Ignore	Explore as catalysts
		Low	High
		Likelihood	



White roofs in Townsville







Thank you

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