

Interventies gericht op gedrag

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Presentatie:

Theorie

Ingang

Aan de slag



The goal framing theory (Lindenberg & Steg, 2007)

- › Doelen: Normatief (het gewenste),
Winst (voorkomen van verlies/ winst),
Hedonisch (goed voelen).
- › Conflict, verzwakken van 1 doel maakt anderen meer van invloed.
- › Het normatieve doel wordt verzwakt als men observeert dat anderen niet algemeen gewenste gedrag vertonen

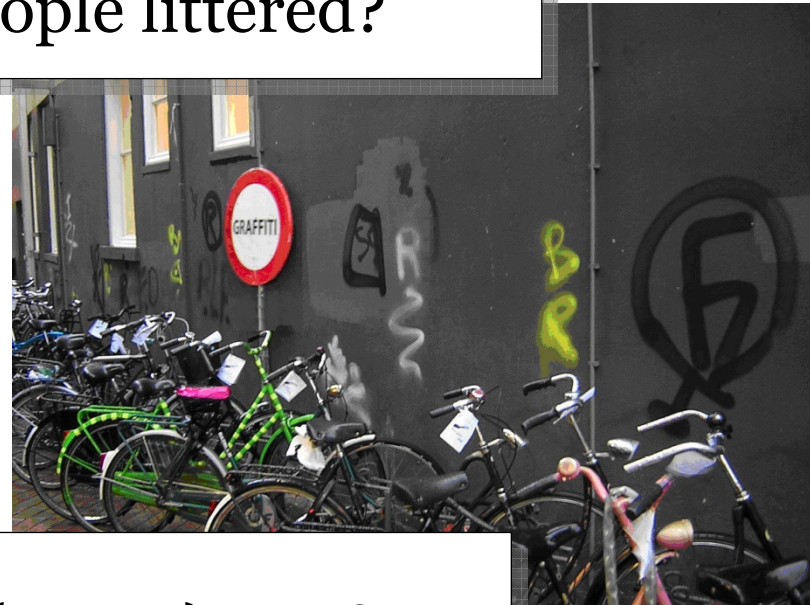
A large, dense crowd of people, likely at a sporting event, filling the background. Many individuals are wearing red and white clothing, suggesting team support. The crowd is diverse in age and appearance, and the overall atmosphere appears to be one of a significant public gathering.

Normen / het gedrag van anderen



Study 1

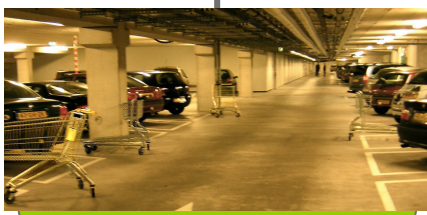
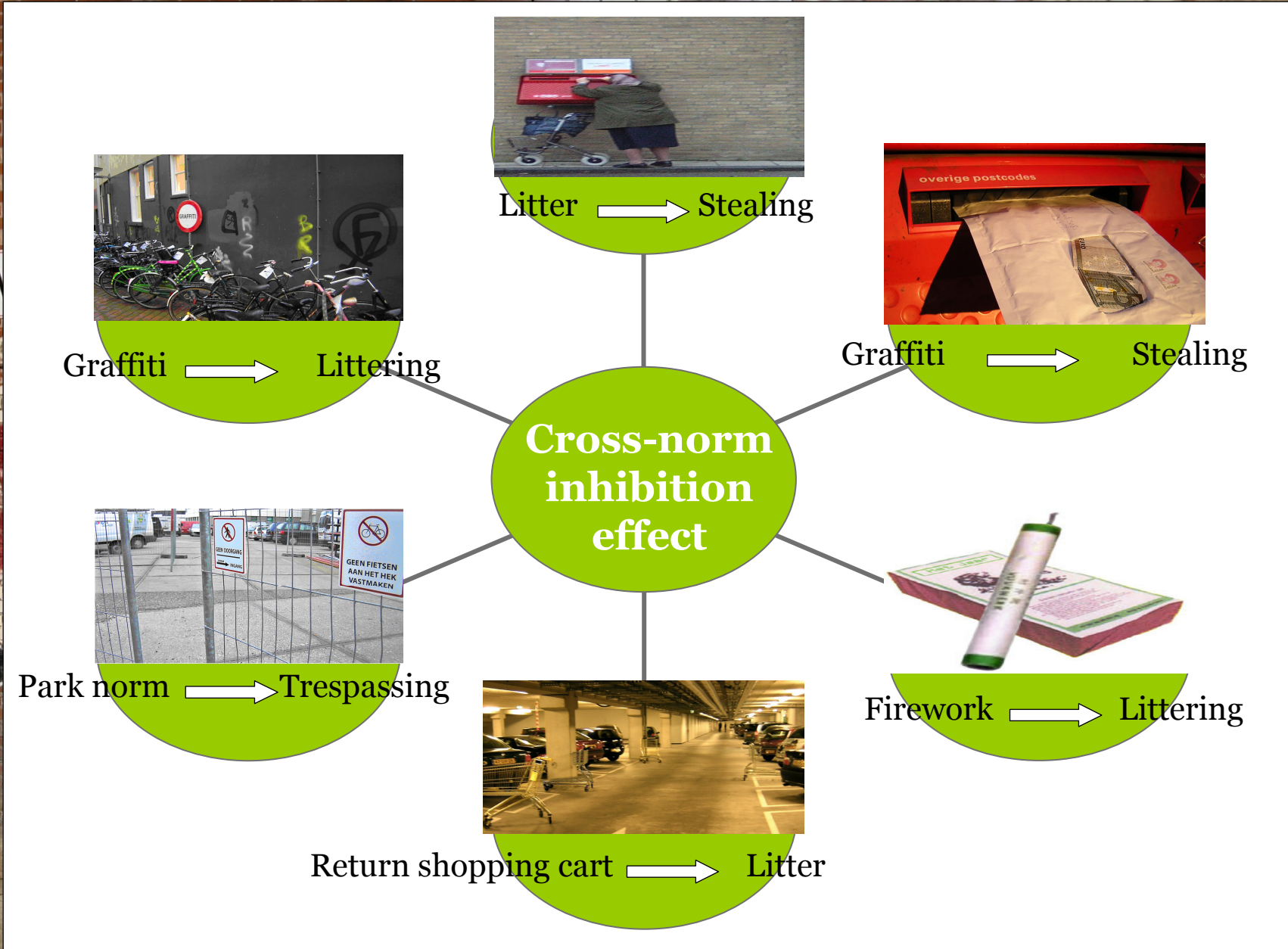
How many people littered?



Non graffiti (N= 77) : **33%**

Graffiti (N=77): **69%**

The difference is highly significant ($\chi^2(1,154) = 20,367, p < .001$).





Interventies





Communicatie

- Laat zien dat de meeste anderen het gewenste gedrag vertonen, het ongewenste gedrag afkeuren.
- Laat het gewenste gedrag zien.
- Richt je (ook) op degene die het wel goed doen.





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SOCIALE CONTEX

- Normen beschermen waarden van de groep.
- Groepsidentiteit onderstrepen
- Gezamenlijk gebied, verantwoordelijkheid
- Ogen





Informatie over het gedrag van anderen:

Hotel towel reuse (N= 260 rooms)

- "Help the hotel save energy," focusing on the benefit to the hotel.
 - "Help save the environment," emphasizing environmental protection.
 - "Help save resources for future generations," highlighting the benefit to future generations.
 - "Join your fellow citizens in helping to save the environment," focusing on the behavior of others.





In how many rooms were the towels reused?

20%

- "Help the hotel save energy," focusing on the benefit to the hotel.
 - "Help save the environment," emphasizing environmental protection.
 - "Help save resources for future generations," highlighting the benefit to future generations.
 - "Join your fellow citizens in helping to save the environment," focusing on the descriptive norm.





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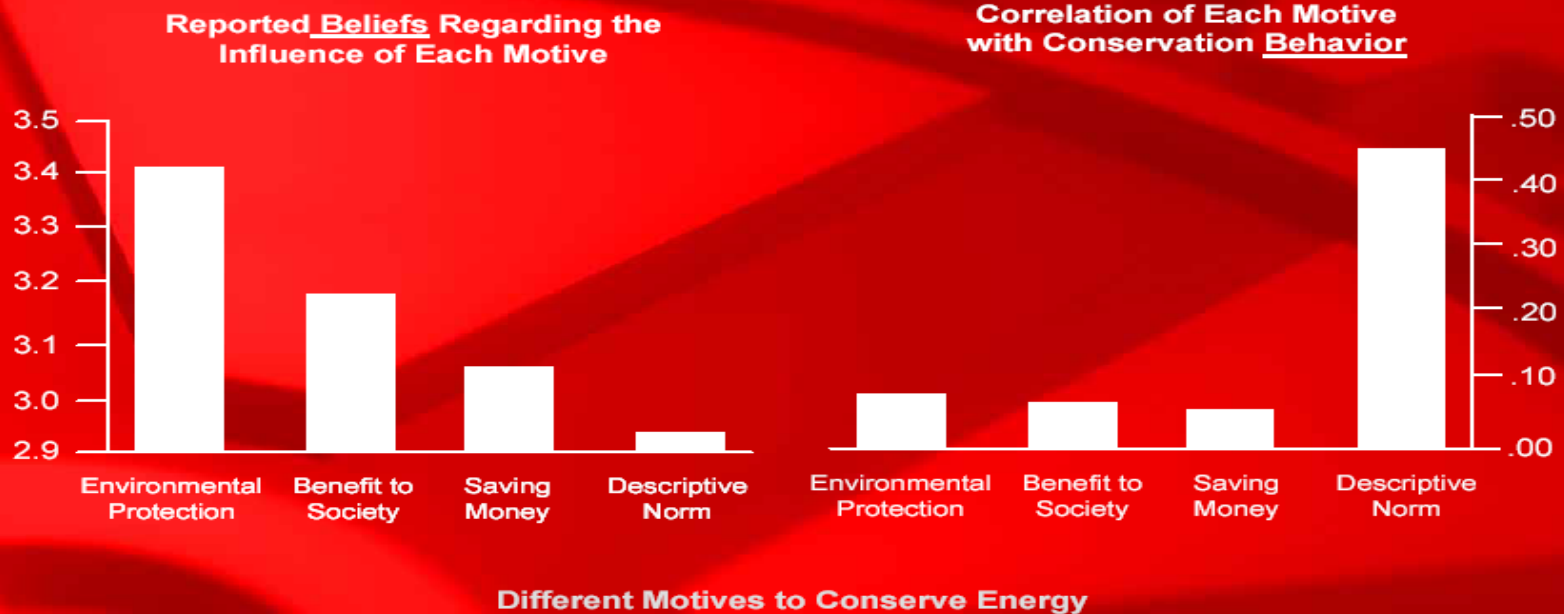
- 20%** • "Help the hotel save energy," focusing on the benefit to the hotel.
- 31%** • "Help save the environment," emphasizing environmental protection.
- 31%** • "Help save resources for future generations," highlighting the benefit to future generations.
- 41%** • "Join your fellow citizens in helping to save the environment," focusing on the descriptive norm.





Informatie over het gedrag van anderen...

California Energy Savings Survey



A large, dense crowd of people, likely at a stadium or arena, is shown. Many individuals are wearing red and white clothing, suggesting they are fans of a team. The crowd is diverse in age and appearance. In the center of the image, there is a white rectangular box containing the text "Maak het gedrag makkelijk" in a bold, black, serif font.

**Maak het gedrag
makkelijk**



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Nadeel: norm wordt niet bekrachtigd

A large, dense crowd of people, likely at a sporting event or public gathering. Many individuals are wearing red and white clothing, suggesting team support. The crowd is diverse in age and appearance, and many are looking towards the camera. The background is filled with more people, creating a sense of a large-scale event.

Bestrafen / Belonen



- **Succes gekoppeld aan hoogte beloning en bestraffing/ Kans**
- **Uitdoving**
- **Koppel aan norm, gedrag anderen**



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- Fun Theory



A large, dense crowd of people, likely at a sporting event, filling the frame. Many individuals are wearing red and white clothing, suggesting team support. The crowd is diverse in age and appearance, and the overall atmosphere appears energetic and focused.

Aan de slag

De opdracht:

- Doel: ontwikkel een aantal interventies om een probleem op te lossen.
 - Wat is het probleem? Waarom is het een probleem? Voor wie is het een probleem? Welk gedrag veroorzaakt het probleem?
Determinanten/ Oorzaken gedrag? Etc etc
 - Maak gebruik van tips en onderzoek
 - Samenhang in interventies
 - Wees creatief!!!!
 - Omgeving/ boodschappen etc.
-
- Analyse probleem/ link met kennis/ verwachte effect/ op welke determinanten gefocust/ samenhang/ creativiteit/ gedetailleerd/ stappenplan/ budget



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Thank you for your attention

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