

BRAIN & BEHAVIOUR

THE BATTLE OF INTENTION & IMPULSE

DR. RHI
WILLMOT







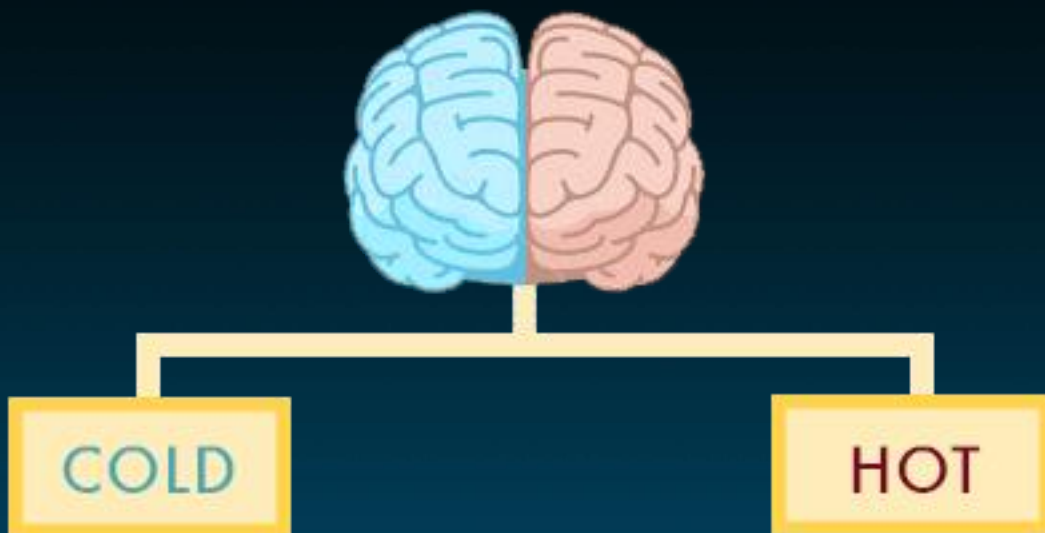






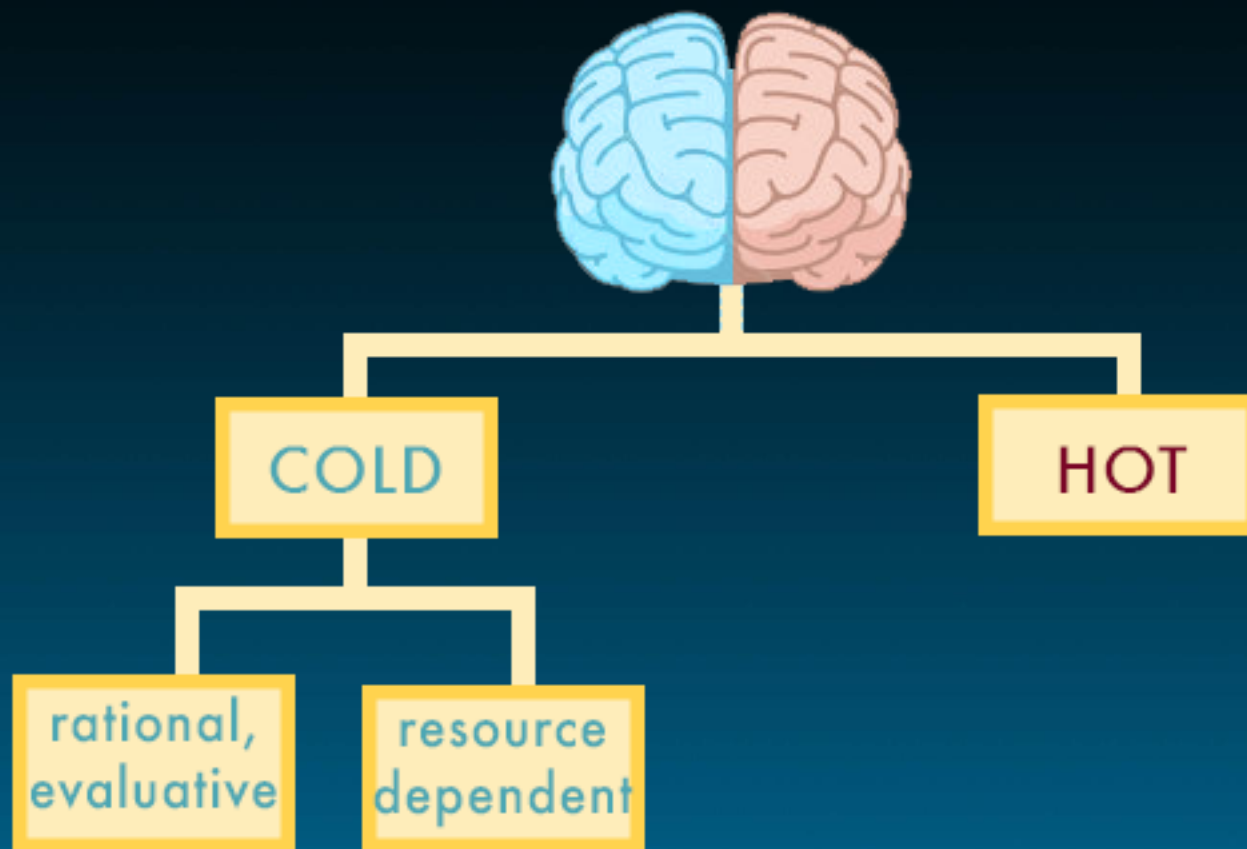


BEHAVIOURAL CHANGE



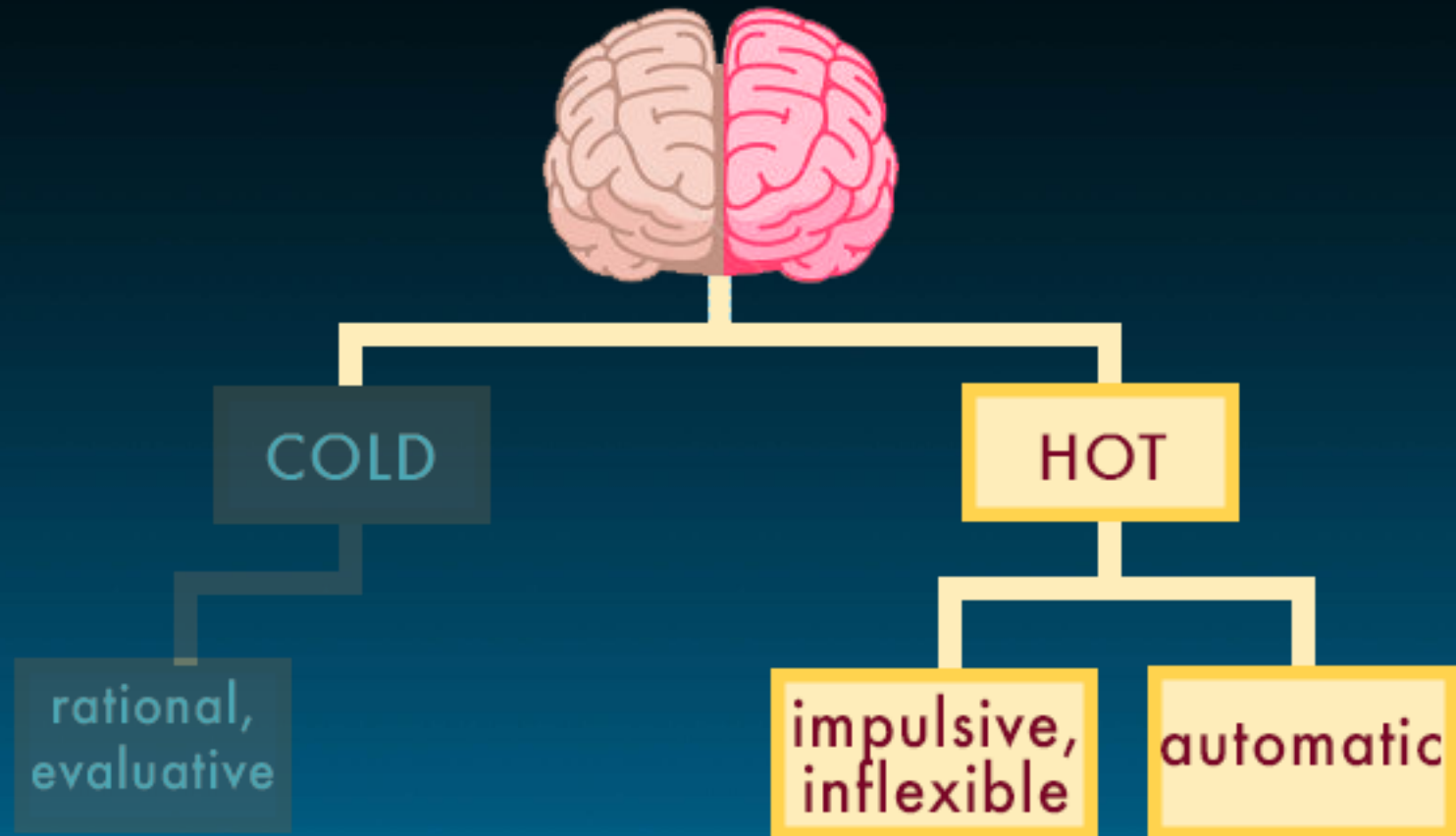


BEHAVIOURAL CHANGE



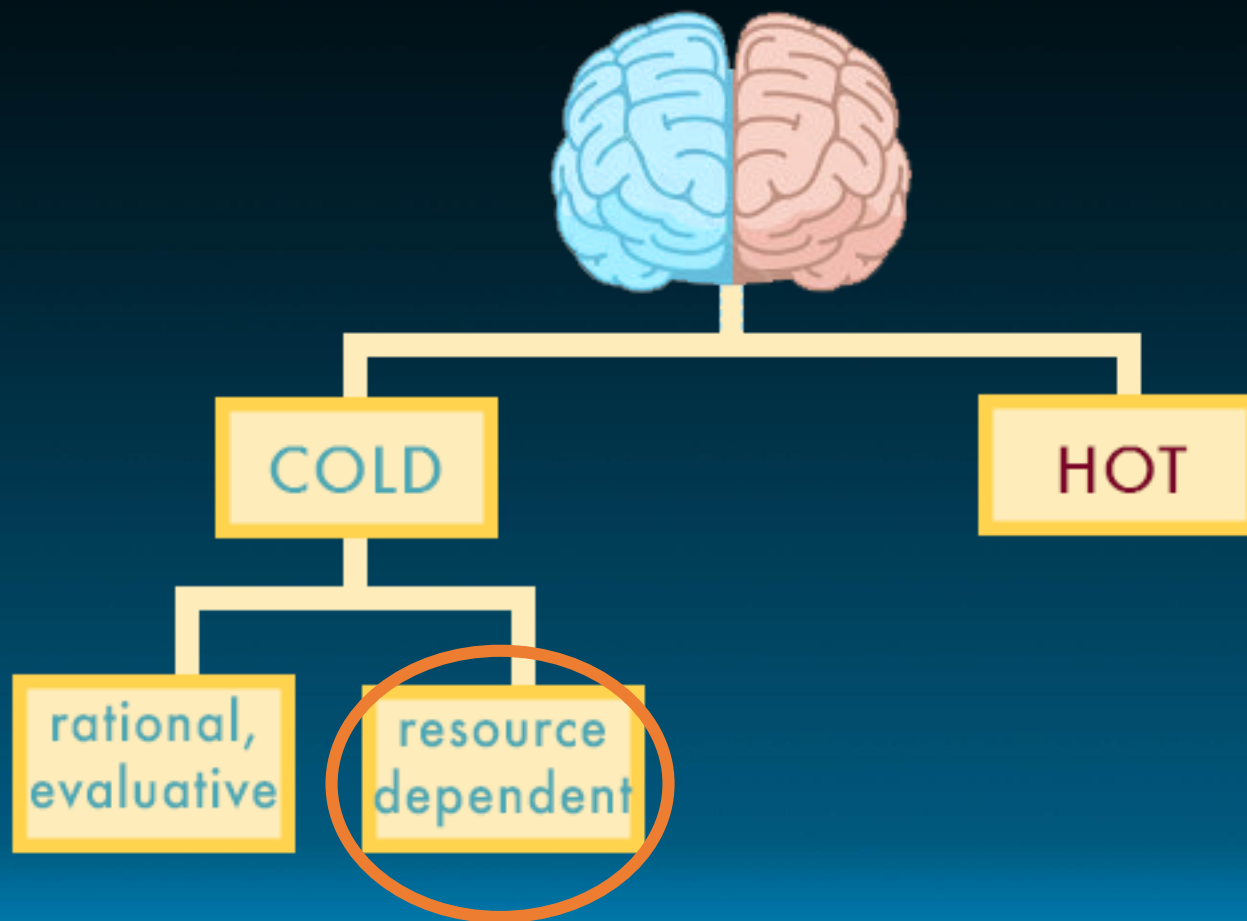


BEHAVIOURAL CHANGE





BEHAVIOURAL CHANGE



In practice...

Tester

BLUE

Tester

BLUE

RED

ORANGE

YELLOW

GREEN

RED

ORANGE

YELLOW

GREEN

RED

ORANGE

YELLOW

GREEN



BEHAVIOURAL CHANGE



GREEN

Meaning = hot system

Colour = cold system



BEHAVIOURAL CHANGE



It's all about **effort**

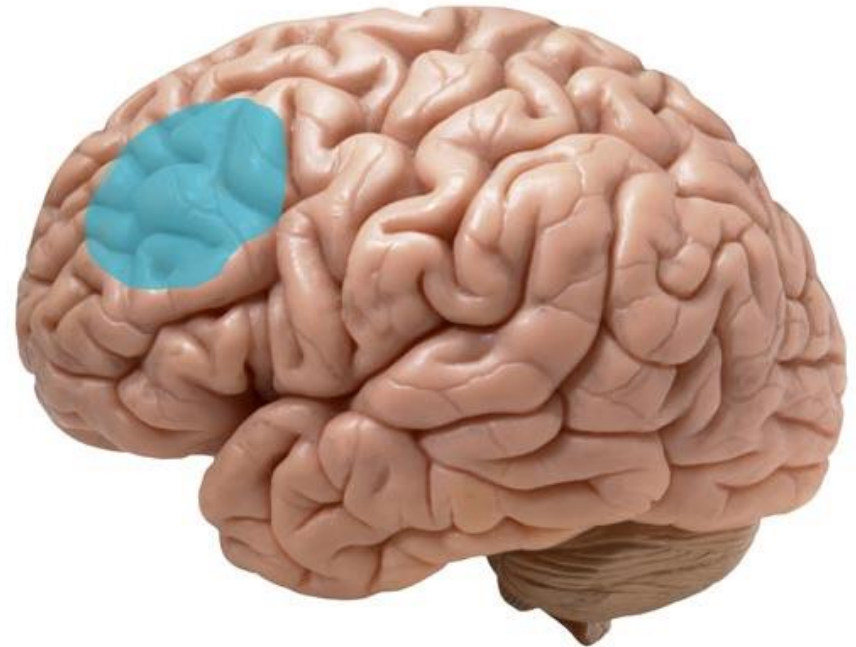
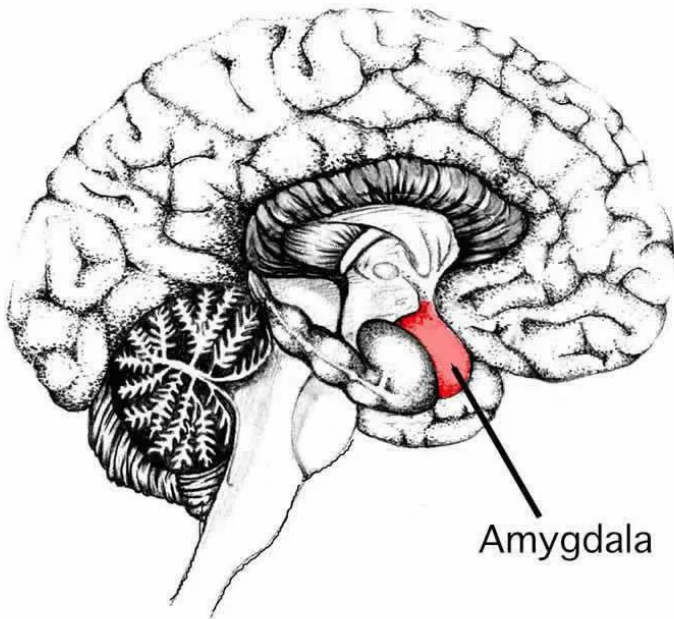
- Motivate people to put effort into using their cold system
- Make it easier for them to make a 'better' decision



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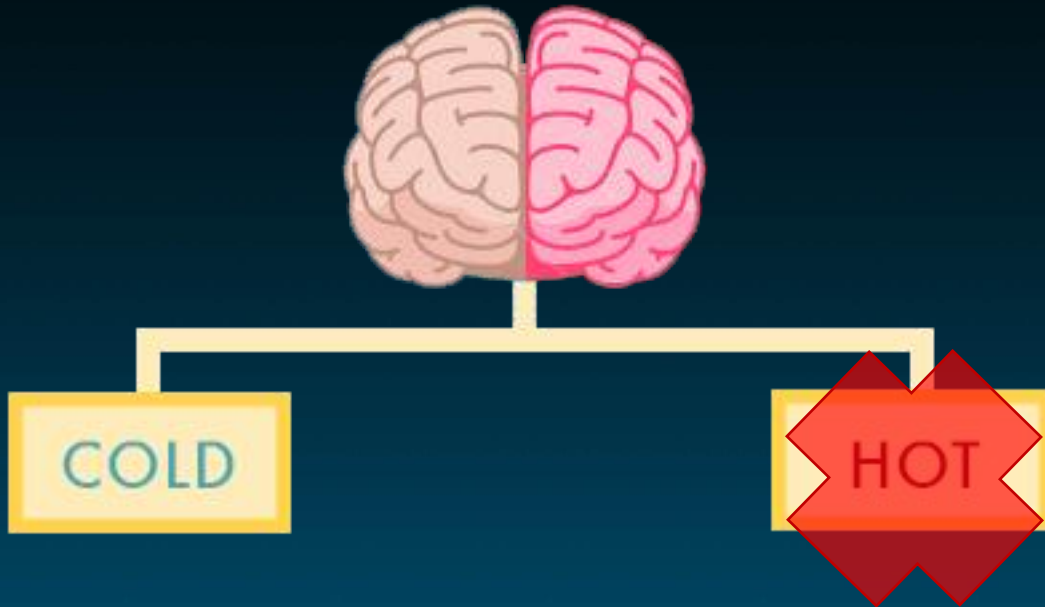
Why does this happen – a short history of the evolution of the brain



Dorsolateral Prefrontal Cortex



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Option 1: Block

Option 2: Restructure – choice architecture

HOW TO
HARNESS YOUR
HO
SYSTEM
& SAVE
THE WORLD!





BEHAVIOURAL CHANGE





BEHAVIOURAL CHANGE



Social Norms – psychology of the ‘herd’

“Your heritage is being vandalized every day by theft & losses of petrified wood of 14 tons a year, mostly a small piece at a time.”





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BEHAVIOURAL CHANGE



Which do you
think works
better?
This...

To help conserve water & energy, please do your best to re-use your towel.

37%

Or this?

JUST THOUGHT YOU OUGHT TO KNOW,
75% of people who
stayed in room 34
re-used their towel.

49%



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BEHAVIOURAL CHANGE



Salience – it's all about **ATTENTION!**





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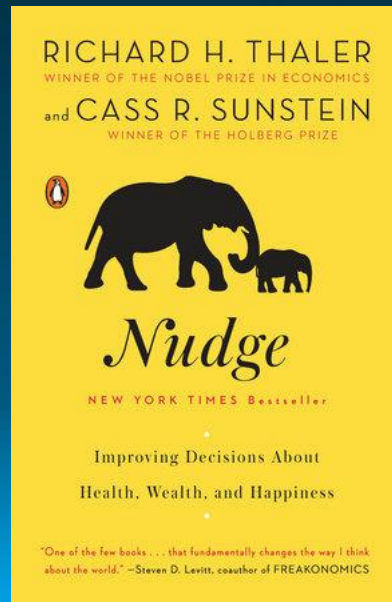
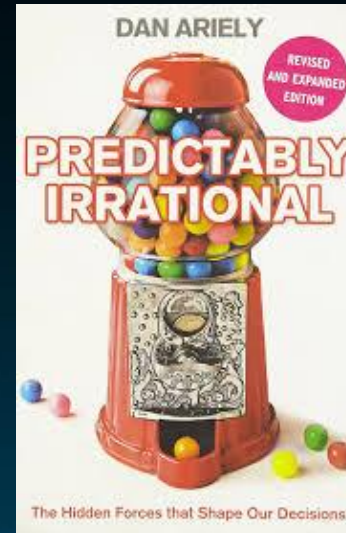


Useful resources:

[MINDSPACE pdf](#)

Predictably Irrational

Nudge



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