

Changing Behaviours



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CHANGING BEHAVIOURS



social distancing



Work From Home



Wear Masks

Washing Hands





STANDARD APPROACH



- **Tell people what to do**
- ***“Don’t go out”***
- ***“Stay six feet apart”***
- ***“Wash your hands”***
- ***“Wear face masks”***



SITUATION



- Still **congregating** in groups
- Flouting **stay-at-home** orders
- **Protesters** demand **businesses** reopen



DIRECTIVES



- Not effective in driving sustained **behaviour change**
- We want to be in **control**
- *Why did I buy that **product**, use that **service**, or take that **action**?*
- *Because I want to*



DIRECTIVES

- When others try to **influence** decisions
- **Push back**



ANTI-PERSUASION



- **Avoid or ignore** message
- **Counter-argue**
- **Raise objections**
- Telling people *what to do* doesn't work



NOT TRYING TO PERSUADE THEM

- Getting them to **persuade themselves**
- More **effective**
- **Three** ways



1. HIGHLIGHT A GAP



- **Staying at home**
- **For young people who resist**
- **Ask** what they would suggest **elderly grandparent** or a **younger brother or sister** do
- *Would they want **interacting** with infected people?*
- *If not, why **do they think** it's safe for them to do so?*

1. HIGHLIGHT A GAP

- Thailand anti-smoking campaign





2. POSE QUESTIONS



- Ask **questions** rather than make **statements**
- *“How bad would it be if your loved ones **got sick?**”*
- More effective than directives in **social distancing** and vigilant **hygiene practices**



3. ASK FOR LESS



- **Stay at home for two more months**
- **Get rejected**
- **Dial down initial request**
- **Ask for less initially**
- **Then ask for more**



CHANGING BEHAVIOURS



- **Not Pushing**
- **Pulling**



CHANGING BEHAVIOURS



- Understand **key barriers** preventing change
- **‘Reactance’**
- Employ tactics to **overcome** them
- **We can change anything!**