CU-change tool

**Determine barriers**

- **Limited cognition**
  Lack of knowledge, numbness, bias, cognitive dissonance

- **Scepticism**
  Denial, ignorance, conflicting information, different personal values, disbelief

- **Motivation**
  Not enough benefits, sunk costs, uncertainty, risks, changing status quo

**Explore influence mechanisms**

- **Social opinion**
  Peer pressure, conversations, norms, values, prisoners dilemma

- **Herd behaviour**
  Popular behaviour, mindless following, comparison, inequality

- **Mistrust**
  Disbelief of messenger or content, mistrust in human solutions

- **Gain vs. loss**
  Focus on people's desire to keep what they already have

- **Emotional steering**
  Focus on emotions and surprise elements to enthuse people

- **Social comparison**
  Focus on status and rank people's behaviour compared to their peers

- **Reciprocity**
  By making a nice gesture, people feel inclined to return the favour

- **Personal contact**
  Focus on face-to-face contact of peers to bring across the message

- **Social commitment**
  Speak to people's desire to belong to the group and keep earlier promises

- **Trust**
  Be transparent, show weaknesses and focus on shared goals

- **Role-model & authority**
  Show desired behaviour to set a new norm on how to behave

**Tweak the design examples**

- **Storytelling**
  Set the mood using empathy and anecdotes

- **Attention points**
  Place the focus on the beginning, middle or end

- **Tailor made tracks**
  Engage by connecting to peoples personal beliefs

- **Value targeting**
  Focus on people's morals, responsibility and self-interest

**Efficacy**

- **Goal setting & feedback**
  Set interim goals or alerts and give feedback on progress

- **Guarantees & free trials**
  Offer opportunities to test new behaviour through refunds of testing

- **Minimum effort & unburden**
  Create a path of least resistance for people to follow

- **Landscaping**
  Change the default, pre-set the decision criteria and highlight the desired choice

- **Self-persuasion**
  Create a small choice architecture, but give people the feeling it is their own decision

- **Autonomy**
  Give people an initial boost or highlight their personal skills

**Social norm**

- **Attitude**
  Psychological, financial, physical

- **Lack of knowledge, numbness, bias, cognitive dissonance**

- **Denial, ignorance, conflicting information, different personal values, disbelief**

- **Perceived control**
  Psychological, financial, physical

- **Too distant**
  Problem too big, too long pay-back time, consequences are not felt

- **Autonomy**
  Aspirations, self-efficacy, control over individual decisions and actions

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