

A Typology of Selected Behaviour-Change Techniques *

Source of Change:	Information-based techniques	Positive Motivation-based techniques	Coercive Manipulation-based techniques
External Environment and Other (Tangible)	<ul style="list-style-type: none"> • Written material Declarative knowledge: you should change; procedural knowledge: how to change • Awareness and education sessions training, seminars, information nights • Feedback progress report or equipment showing resource use levels over time • Modelling case study reports, demonstrations, videotape • Prompts signs, stickers, buttons, TV adverts, verbal reminders 	<ul style="list-style-type: none"> • Material incentives rewards, discounts • Social support recognition, social approval, purchasing preference • Goal setting agreed targets • Commitment procedures pledges to take action • Use of respected or influential person movie and sports stars, industry bosses encouraging action 	<ul style="list-style-type: none"> • Material disincentives fines, taxes, penalties • Social pressure lobbying, boycotts, peer pressure • Legal mandates laws, standards, regulations • Engineering and design strategies changes that make environmentally responsible behavior more salient & convenient • Fear tactics arguing society as we know it will not survive without changing
Internal (Intangible)	<ul style="list-style-type: none"> • Direct experience learning from surroundings and events • Personal insight learning from reflection and analysis of thoughts • Self-monitored feedback consciously observing the consequences of any actions taken and modifying behaviour accordingly 	<ul style="list-style-type: none"> • Commitment belief in and want to act • Intrinsic satisfactions pleasure from taking action • Sense of competence pleasure from feeling capable • Sense of confidence pleasure from having positive self esteem 	<ul style="list-style-type: none"> • Sense of duty feeling that you must take action even if you don't want to change your ways • Feeling of remorse feeling guilty or sorry for damage to environment and human health

* From Dr Jodi Smith, 2005, "Obtaining Behaviour Change not just Raising Awareness"
http://www.emergingself.com.au/About_Jodi-Anne.htm