



## Virtual Conference

*October 13-15, 2020*

### **SESSION TITLE:    How to change people's behavior**

#### **DESCRIPTION:**

Have you ever thought, "If people just knew the facts, they would change their behavior?" Or "If I get people to change their attitudes about something, then I can change their behavior?" Sadly, study after study reveals that facts perform poorly at changing behavior, and focusing on attitudes doesn't do much better.

What, according to research, does get people to change their behavior? We will learn about a number of techniques that work - depending on the circumstances. Motivation, the willingness to listen, social norms, altruism, influencers, and costs are all things that may matter.

Each population, even each individual, is motivated by different things in different circumstances – think gender, spending limits, available time, access, knowledge, culture, and on and on. People may or may not be motivated by costs, facts, emotions, or even what is best for them. If behavior change is this complex, what do we do?

It turns out, the best way to plan a behavior change campaign is to start with research. Research barriers and needs, as well as the area and services, for both your particular population and the target behavior.

However, if you cannot do the research or you don't have the money to hire an evaluator, you can still make much more effective campaigns by understanding and following some basic principles and methods. We will discuss these methods and the research behind them in this presentation to enable you to lead more effective behavior change campaigns.

#### **SPEAKER INFORMATION**

Speaker 1 / Point of Contact:

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BIO: Lisa Pennisi is a human dimensions specialist in the School of Natural Resources at UNL. She uses social science to research ways to reduce human impacts on natural resources, and to improve natural resource management. Whether through survey research, STEM education, science communications, or nature-based tourism and recreation, she measures and explores how to influence conservation behavior through knowledge, attitudes, values, and connection to nature. In terms of environmentally responsible behavior, Lisa is particularly interested in developing social marketing campaigns, educational programs and communication messages that will successfully lead to desired behaviors. Encouraging desired can be more effective when studying and applying successful communication and education techniques. [lpennisi2@unl.edu](mailto:lpennisi2@unl.edu)

## **PRESENTATION OBJECTIVES**

*Provide at least two objectives.*

1. Learn that facts don't change people's behavior
2. Learn the best tactics to change people's behavior.