Beyond Education: Using Social Science to Promote Recycling

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action
r e s e a r c h

Research • Social Marketing • Results

changing behavior

for the public good by applying marketing and social science research to outreach programs that promote clean, healthy, + sustainable communities.

clean	healthy	sustainable
community	workplace	environment
research	implement	evaluate

Behavior Matters

❑ Environmental Issues have Origins in Human Behavior

❑ Technology + Policy Solutions
  ❑ Barriers: technical, institutional, societal
  ❑ Time to penetrate market
  ❑ Time to implement policy

❑ Behavioral Solutions
  ❑ Voluntary action
  ❑ Guidance from social sciences

<u>THE</u> Behavior Matters

❑ **One-Time**
  ❑ (e.g., purchase reusable bottle)
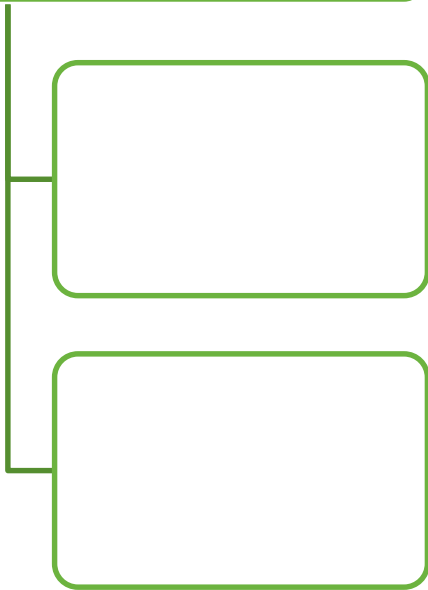
❑ **Repetitive**
  ❑ (e.g., use reusable bottle instead of single use)

❑ **Diverse Barriers**
  ❑ Cost
  ❑ Difficulty
  ❑ Other Obstacles

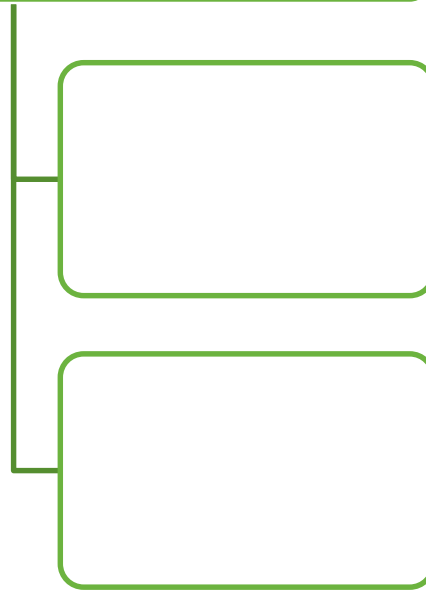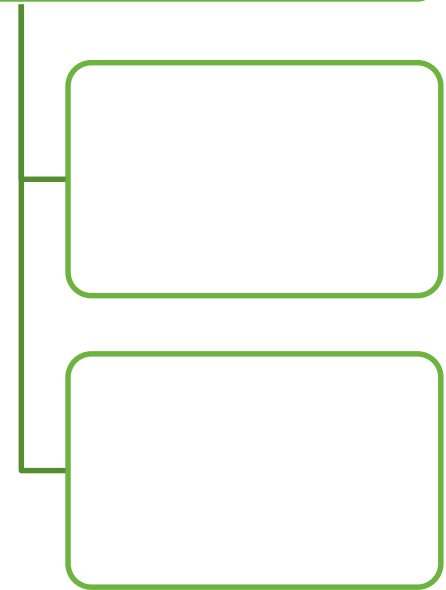# Traditional Approaches

Knowledge

Awareness

Economic

Traditional Approaches

Knowledge

> *If people know what to do, they will do it.*

> *Knowledge ≠ Behavior Change*

Awareness

Economic

Traditional Approaches

Knowledge
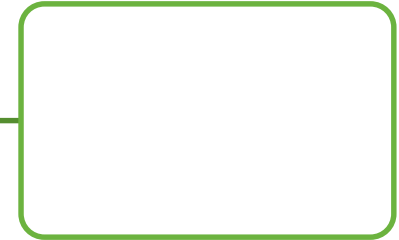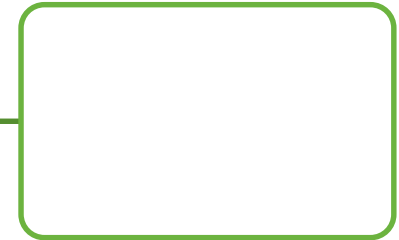
If people know what to do, they will do it.

Knowledge ≠ Behavior Change

Awareness

If people know the severity of it, they will change.

Attitude ≠ Behavior Change

Economic

Traditional Approaches

Knowledge

If people know what to do, they will do it.

Knowledge ≠ Behavior Change

Awareness

If people know the severity of it, they will change.

Attitude ≠ Behavior Change

Economic

If it is in their financial best interest, they will do it

Self-Interest ≠ Behavior Change

State and National Campaign Effects

- National effort in Canada to reduce CO2
- Heavy media advertising
- 51% knew program
- Few changed behavior

- 2001-2010
- $200 million advertising campaign
- One-time and repetitive actions
- Little impact behavior change

Community-Based Social Marketing

❑ origins in 100 years of social science
  ❑ psychology, sociology, anthropology, etc.

❑ community-based
  ❑ delivered at local-level

❑ removes barriers to action
  ❑ motivational and structural

❑ behavior-based
  ❑ outcomes (behavior change) not outputs (# of impressions)

Community-Based Social Marketing

Select Behavior

McKenzie-Mohr, D. (1999, 2011). Fostering sustainable behavior. Canada: New
Society Publishers. See also www.cbsm.com

Community-Based Social Marketing

Select Behavior

Barriers & Benefits

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Community-Based Social Marketing

Select Behavior

Barriers & Benefits

Develop Strategy

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Community-Based Social Marketing

Select Behavior

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Develop Strategy

Pilot Test

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Community-Based Social Marketing

Select Behavior

Barriers & Benefits

Develop Strategy

Pilot Test

Implement Broadly & Evaluate

McKenzie-Mohr, D. (1999, 2011). Fostering sustainable behavior. Canada: New Society Publishers. See also www.cbsm.com

Step 1: Selecting Behaviors

❑ Strategic selection
  ❑ Desired outcome?
  ❑ Sectors? Audiences?
  ❑ Behavior linked to outcome?

❑ Informed choices
  ❑ Hunches often disconfirmed
  ❑ Technical and survey data

Create a List of Behaviors

End State
- **Action Causes the Outcome**
  - *Place scrap paper in deskside recycling bin*
  - *Use a reusable water bottle*

Non-divisible
- **Cannot be Broken Down into Smaller Actions**
  - *Recycle properly*

Avoid Strategies
- **Not Directly Linked to Outcome**
  - *Sign a pledge*
  - *Attend a workshop*

Prioritize Behaviors

Impact
How much is change linked to outcome?

Probability
How difficult is change?

Penetration
How many already engaged?

Step 2: Identify Barriers and Benefits

❑ Why aren't people engaging in the desired behavior?
   ❑ Internal: motivation, knowledge, convenience, attitudes, time
   ❑ Structural: program changes, convenience, difficulty, access

❑ Multiple barriers can exist simultaneously
   ❑ Prioritize
   ❑ Multivariate statistics

❑ Barriers can vary by:
   ❑ Behavior
   ❑ Audience
   ❑ Season

Step 2: Identify Barriers and Benefits

❑ NOT based on a hunch!
  ❑ Find target population

❑ Starting point
  ❑ Literature Reviews
  ❑ Observations
  ❑ Focus Groups

❑ Surveys
  ❑ In-person
  ❑ Telephone
  ❑ Mail
  ❑ Web-based

Step 3: Develop Strategy
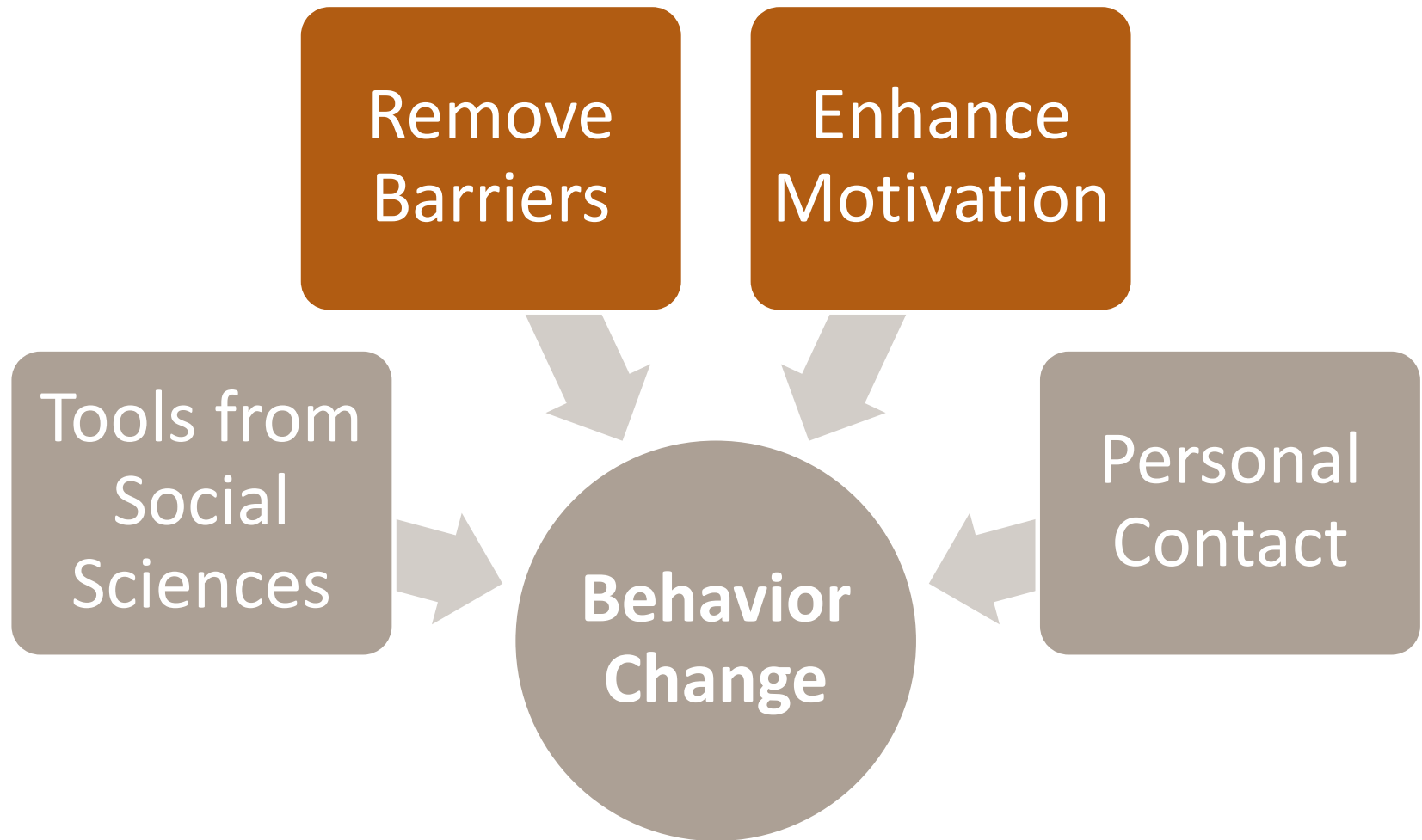
Remove Barriers & Enhance Benefits
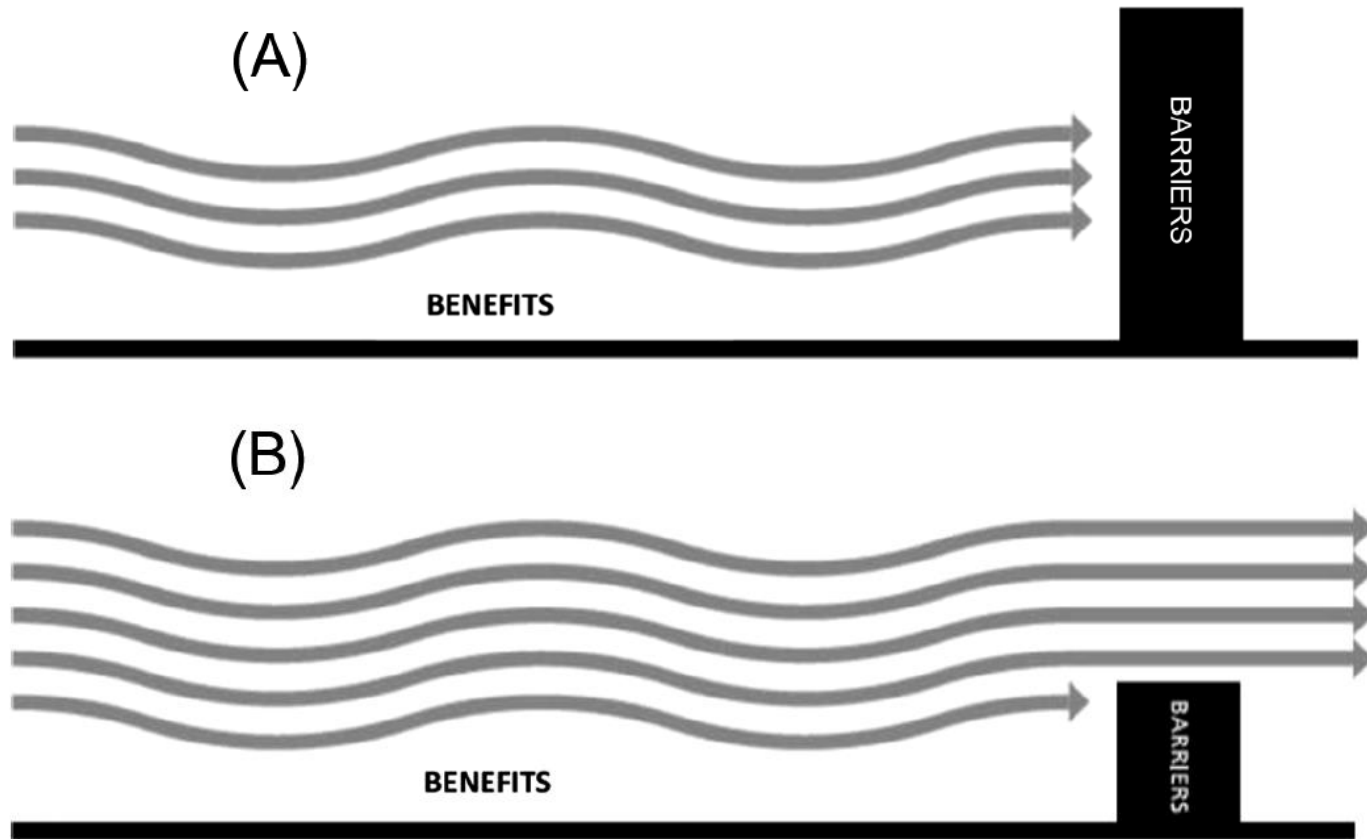
Graphic From: Schultz, P. W. (2013). Strategies for promoting proenvironmental behavior: Lots of tools but few instructions. *Eurpoean Psychologist.*

Step 3: Develop Strategy

Remove Barriers

Enhance Motivation

Tools from Social Sciences

Personal Contact
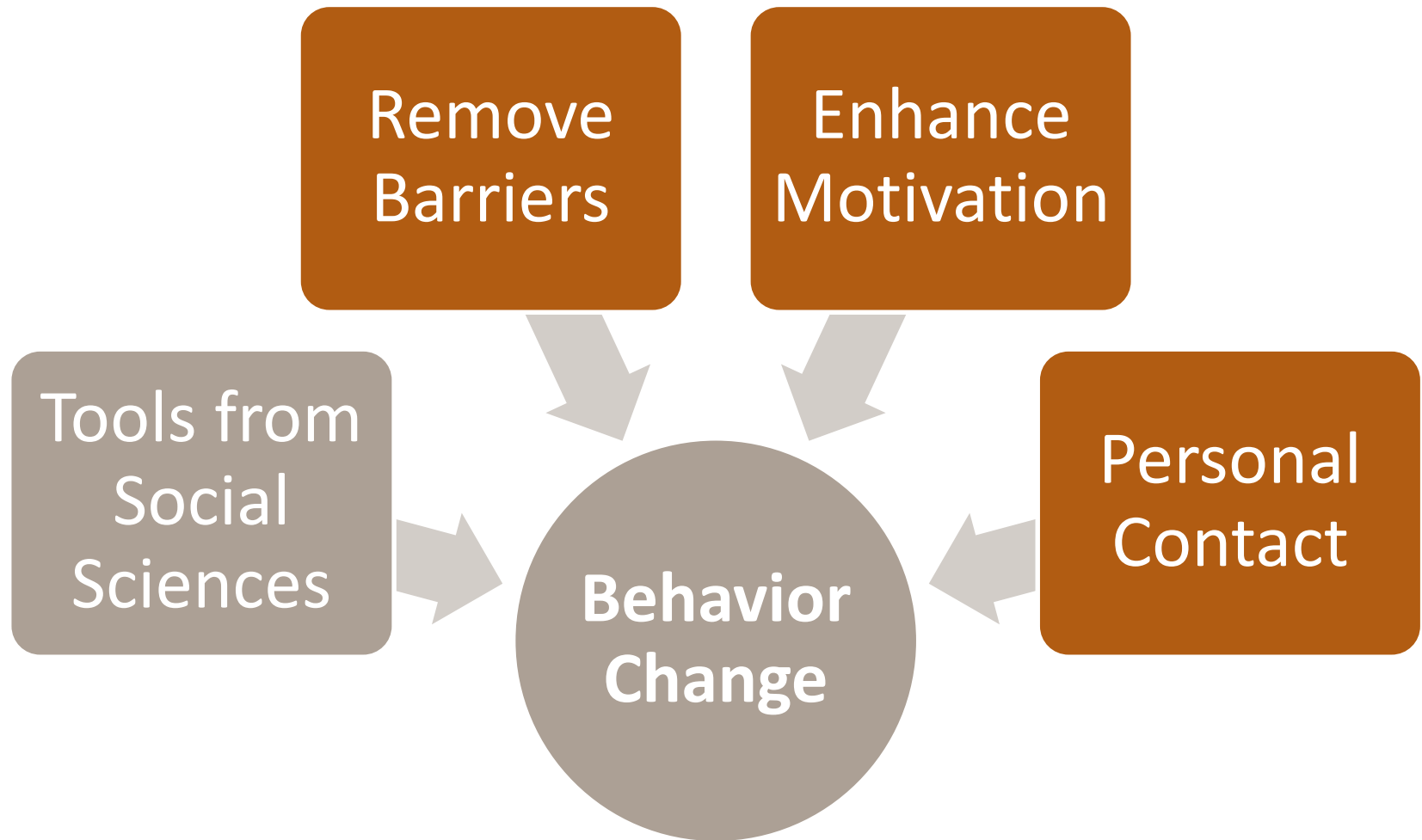
Behavior Change

Personal Contact: Reach vs. Impact
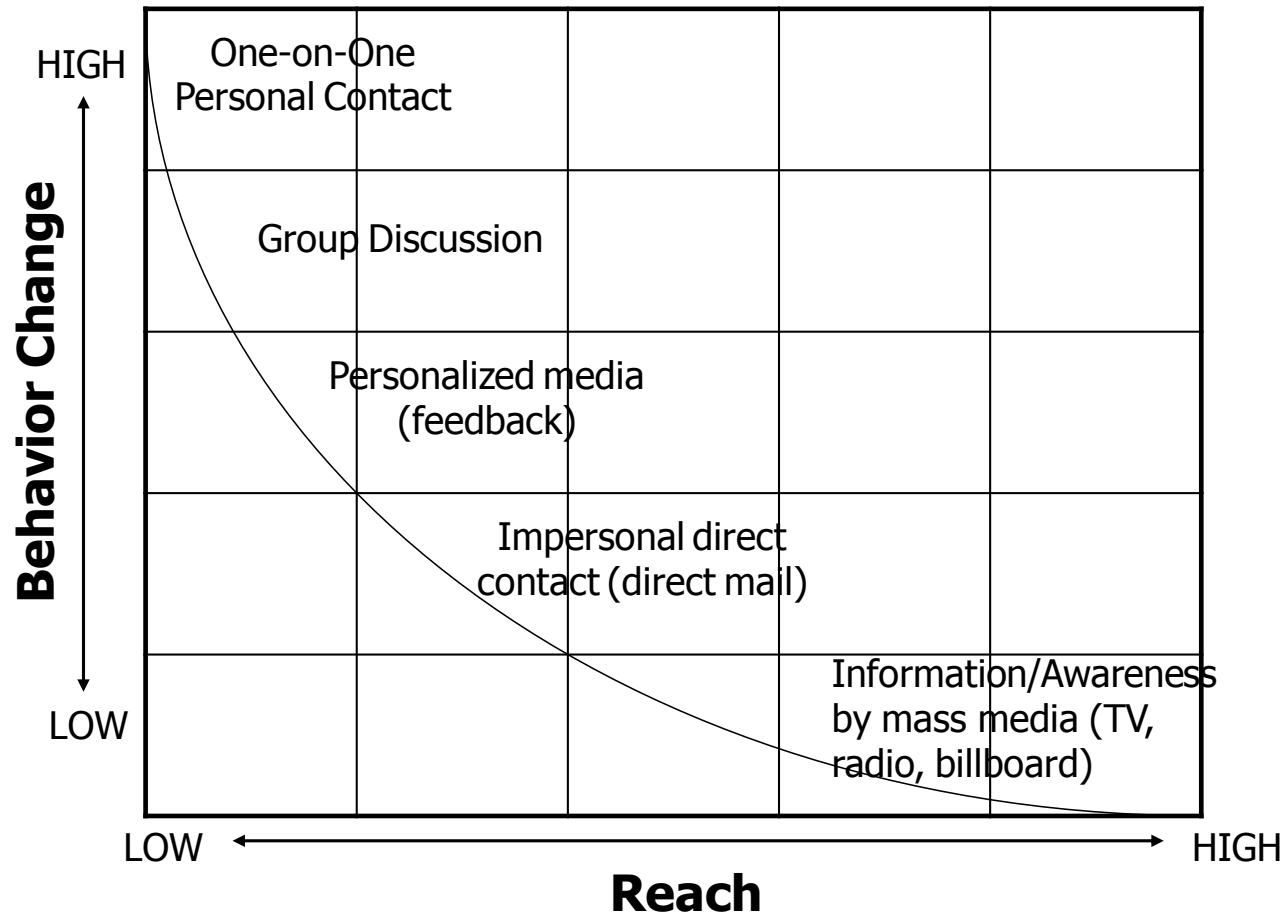
Graphic from: Schultz, P.W., & Tabanico, J. (2007). Community-based social marketing and behavior change. In A. Cabaniss (Ed.), *Handbook on Household Hazardous Waste.* Lanham, MD: Rowan and Littlefield.

Step 3: Develop Strategy
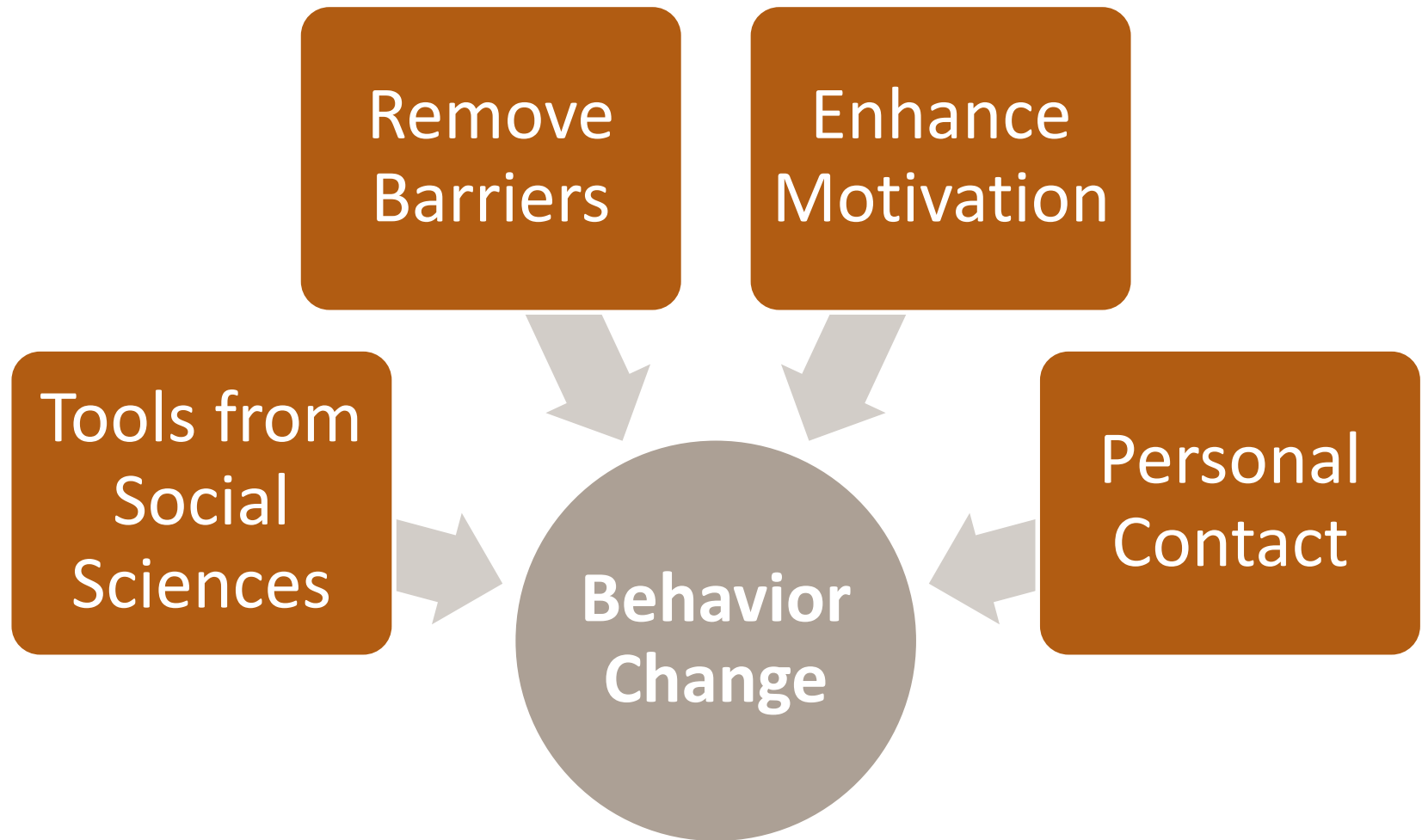
Tools: Convenience (Make it Easy)

Tools: Commitment

❑ Leverage self-perception

❑ Desire to be consistent

❑ Must be voluntary

❑ Most effective when:

  ❑ Written

  ❑ Public

no matter what i drive,

I PLEDGE
TO RECYCLE MY USED OIL & FILTERS.

signature

RECYCLE
USED OIL

Tools: Commitment

Tools: Social Norms

- **Distinguish between types of norms:**
  - **Injunctive:** what people approve of
  - **Descriptive:** what people are doing

- **Avoid boomerang effects**

- **Group commitments together**
  - Creates a social norm

Tools: Social Norms

(Chart showing recycling percentages from Baseline to Intervention to Follow-up)

- **Normative Feedback** (red line with triangles): rises from 42% to 46% to 50%
- **Information Only** (black line with squares): rises from 42% to 45% to 46%
- **No Treatment (control)** (blue line with asterisks): 42% to 42% to ~43%
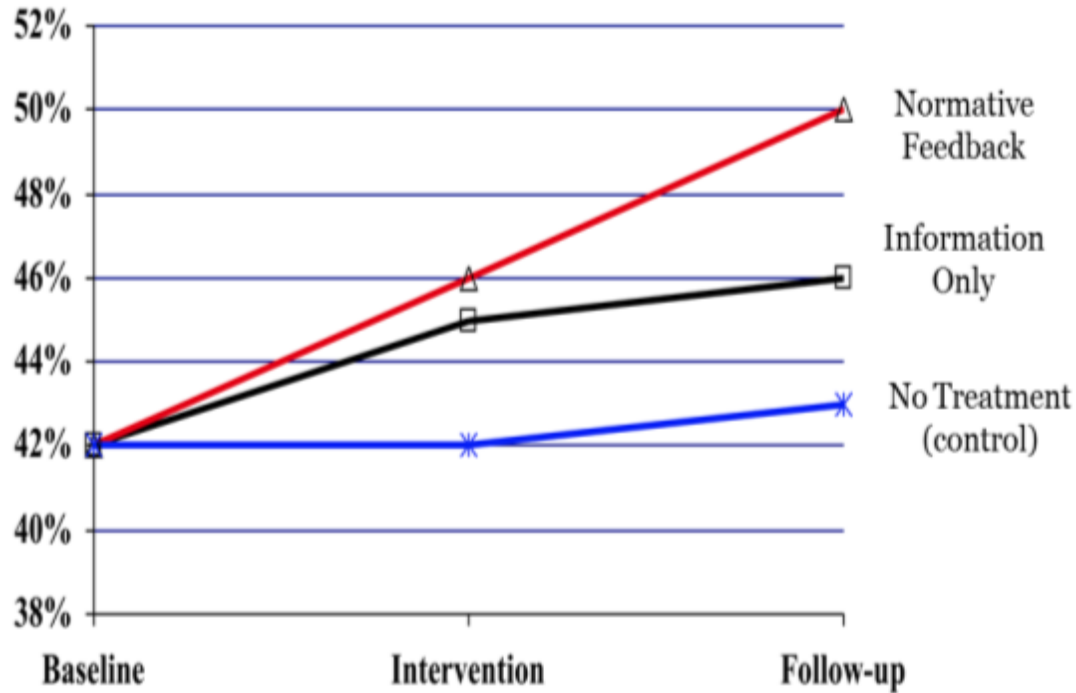
Tools: Prompts

- ❑ Remembering to act
  - ❑ Barrier is forgetting

- ❑ Noticeable
  - ❑ Close in space and time
  - ❑ Combine with other tools

- ❑ Self-Explanatory and Explicit
  - ❑ Ineffective: "Please recycle"
  - ❑ Effective "Place plastic beverage containers here"

Tools: Prompts

Tools: Communication
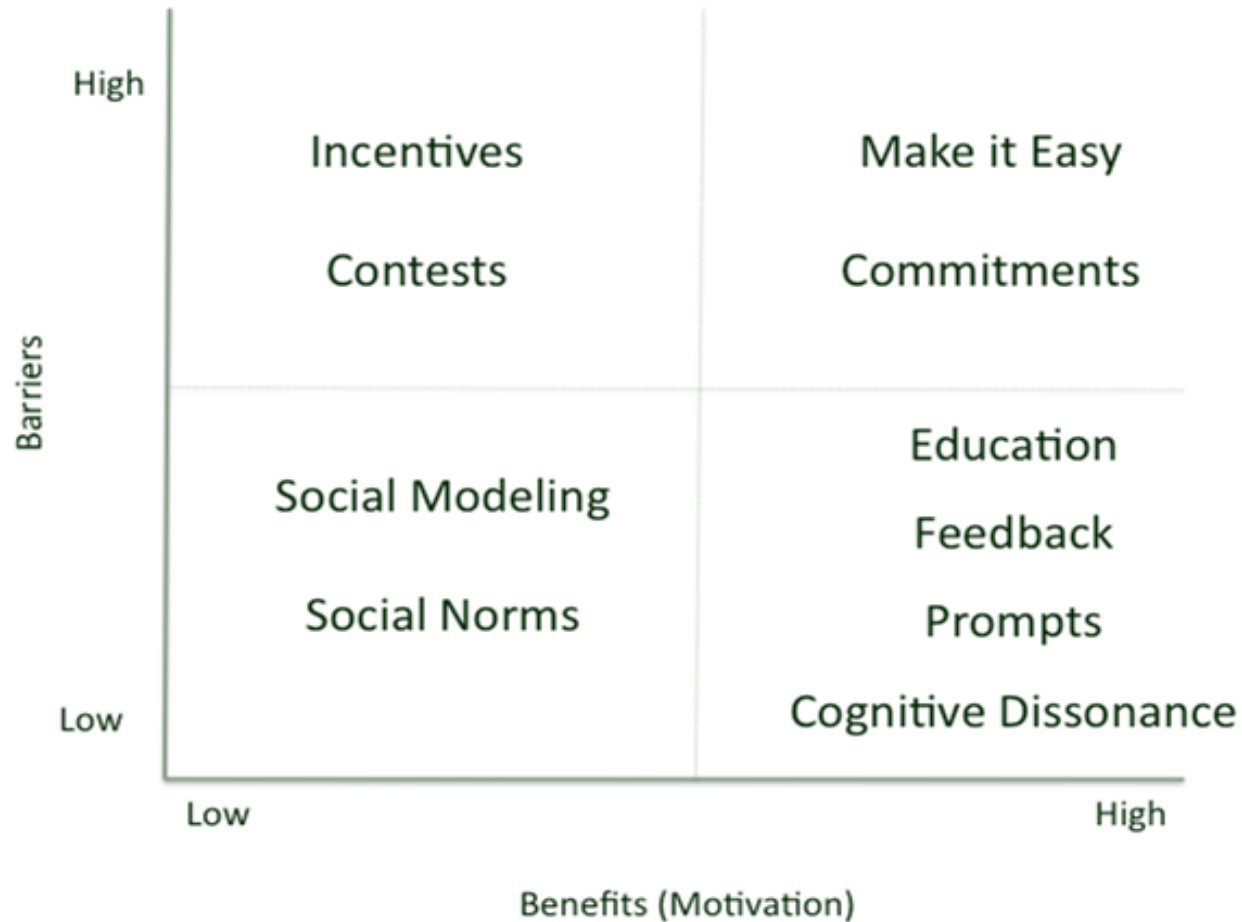
Captivating

Credible

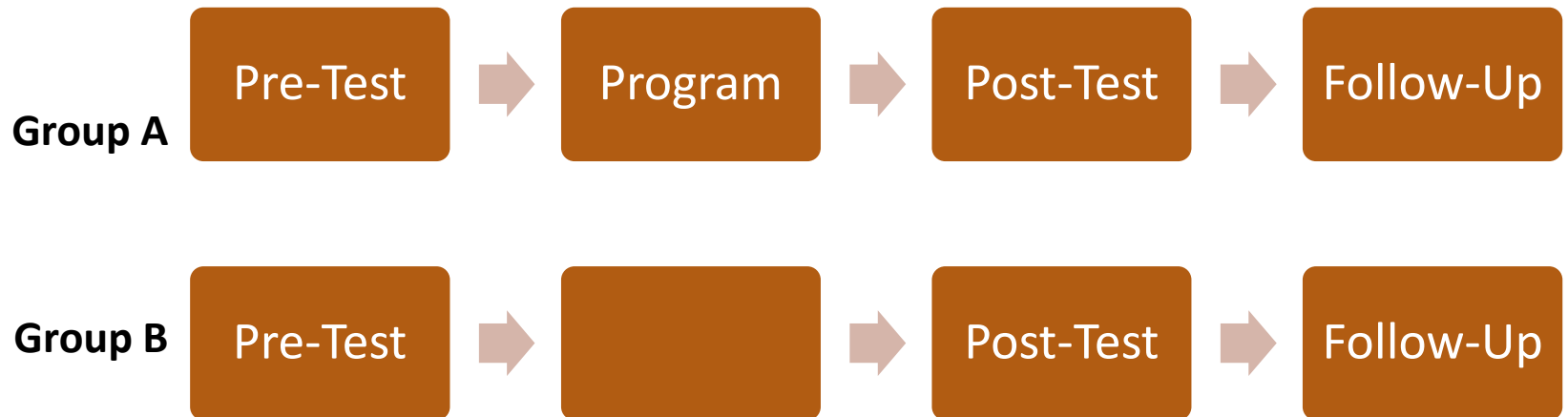Positive

Memorable

Set Goals

Feedback
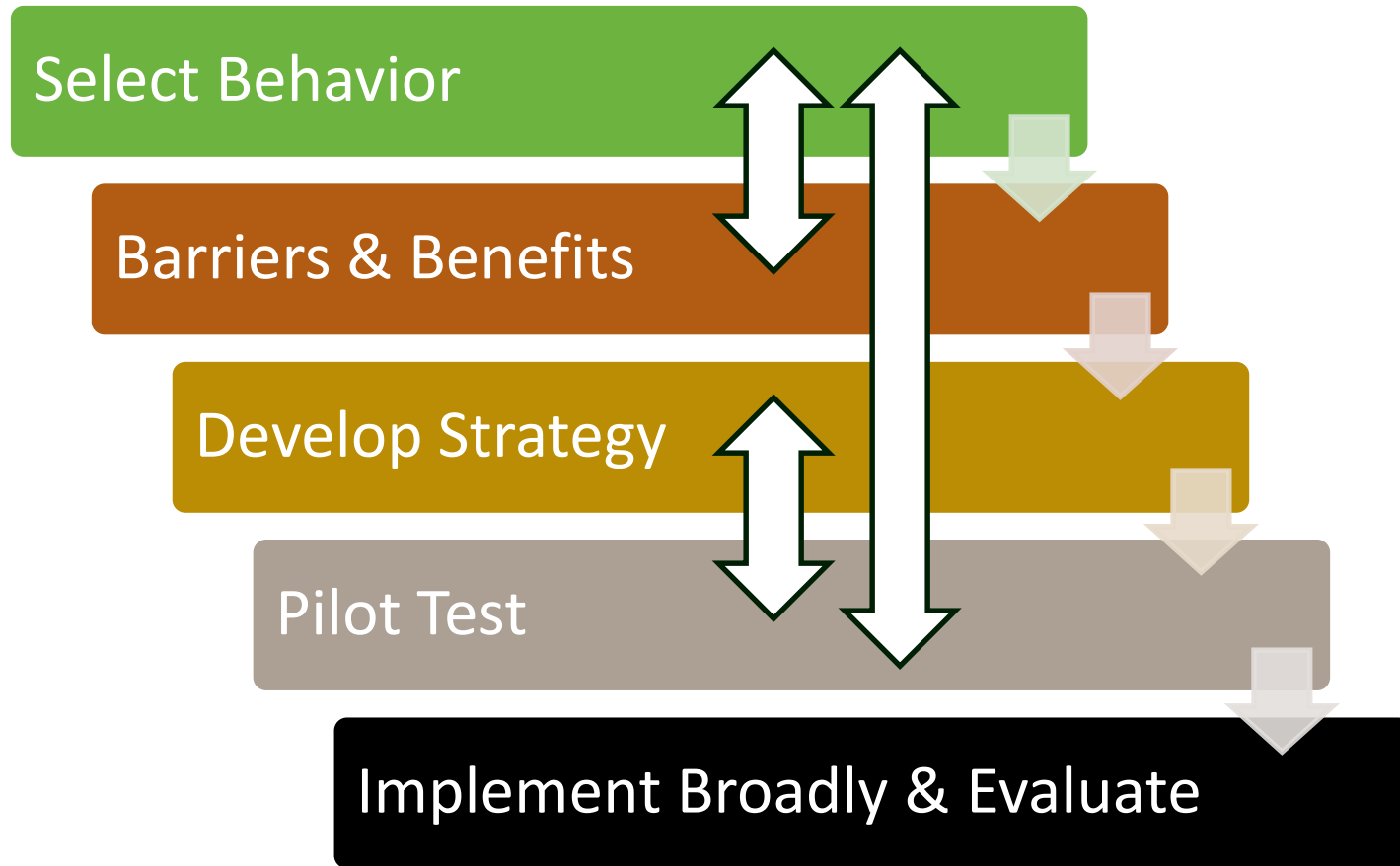
Tools: Guiding Framework

Graphic From: Schultz, P. W. (2013). Strategies for promoting proenvironmental behavior: Lots of tools but few instructions. *Eurpoean Psychologist.*

Step 4: Pilot Testing

❑ Preliminary data about the efficacy of the intervention
- ❑ Program variations
- ❑ Cost-savings mechanism
- ❑ Evaluate ROI

Group A | Pre-Test | → | Program | → | Post-Test | → | Follow-Up |

Group B | Pre-Test | → | | → | Post-Test | → | Follow-Up |

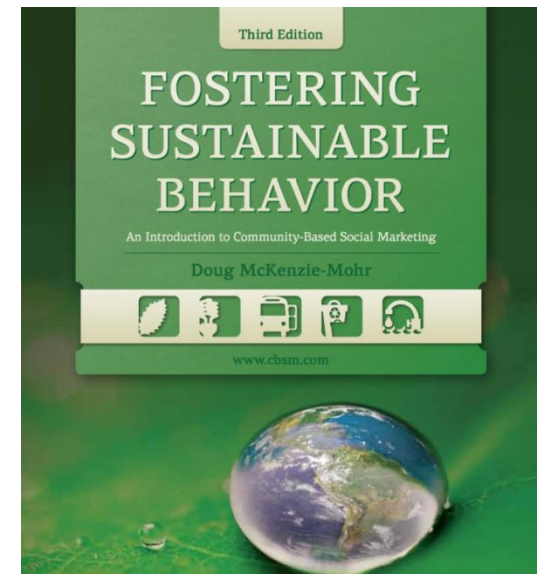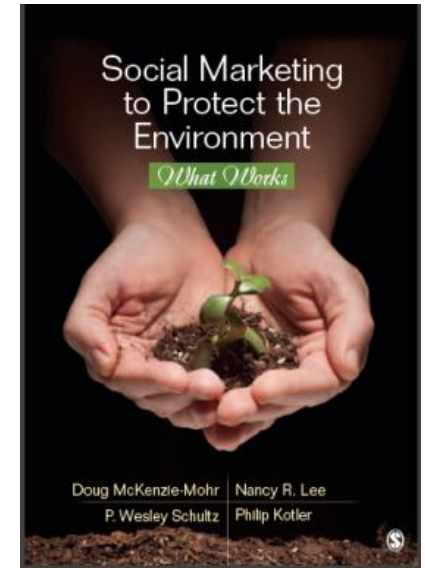# Step 4: Pilot Testing

CBSM Resources

❑ Websites

    ❑ www.cbsm.com

    ❑ www.toolsofchange.com

❑ Discussion Forums/List Serves

    ❑ Fostering Sustainable Behavior (www.cbsm.com)

    ❑ Georgetown Social Marketing Listserv

❑ Books

    ❑ Fostering Sustainable Behavior

    ❑ Social Marketing to Protect the Environment

Action Research

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