THE MAGNIFICENT 10

AGAIN: How can you help someone continue with the desired behaviour?

A1.	Can we use a noun word to describe someone? Desired behaviour can help shape someone's identity. Try to label someone with a noun word, for instance, you are a voter. If someone can see him or herself as 'a voter' this not only builds their identity of a 'worthy' person acting in the accordance of the desirable social norms, but it also gives them a means to signal their personal qualities, making it worth the continue the desired behaviour.	SOCIAL IDENTITY/LABELLING
A2.	Can we give someone something they don't expect? If someone gives something to us, we feel obligated to give back. It is a social norm in which we respond to an action with an equivalent action. Most effective are variable rewards, the rewards people cannot see coming but makes them unproportionally happy.	RECIPROCITY
A3.	Can we give someone early positive feedback? New behaviour always comes with insecurity. If you can provide people with early positive feedback that shows that they are on the right track, it will help them continue the behaviour. Think about showing progress, giving (public) praise, etc.	POSITIVE FEEDBACK LOOP
A4.	Can we make sure someone experiences benefit quickly? Humans are motivated to sustain in the desired behaviour if they have an early success experience or notice the benefits of the desired behaviour rather quickly. We as humans value benefits that take immediate effect much more than those received later.	INSTANT GRATIFICATION
A5.	Can we show how much effort, time, money is already spent? If people have invested in the desired behaviour (time, money, effort) they are more likely to continue with the behaviour. If you can show people how much they have already invested in the desired behaviour, they are more likely to proceed.	ENDOWMENT EFFECT
A6.	Can we make the behaviour automatic? As humans are lazy (lowering our cognitive overload), we often don't switch from the choices that are already made for us. See if you can make the desired behaviour default, the automatic choice. People will sustain in the behaviour as changing the behaviour that is set as a default feels/is too much of an effort.	DEFAULT
A7.	Can we enhance someone's ego? Humans are attracted to behaviours that enhance their self-esteem. We act in ways that make us feel better about ourselves. If you can show that engaging in the desired behaviour has a positive effect on someone's ego or public image, this enhances their self-esteem and willingness to continue the behaviour.	SELF-ESTEEM
A8.	Can we help someone make a planning? If you can help people plan the actions to stick to the desired behaviour this will help them continue with the behaviour.	SCHEDULING
A9.	Can we make someone commit to the desired behaviour? Humans like to be consistent with the things they have previously said or done. If you started doing A, you are inclined to follow-through with A (and not B). This has to do with the fact that out brain is always looking to reduce our mental stress.	COMMITMENT/CONSISTENCY
A10.	Can we show the desired behaviour has meaning? We as humans want to contribute, we want to do things that have meaning. So, if you can show the desired behaviour has meaning and someone has a part to play in this, you can willingness to sustain in the desired behaviour.	EXPECTANCY THEORY

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