Think Globally, Act Locally: Be a Behavioral Engineer

This project involves working in small groups (maximum of 2-3 students per group) to create a campus-wide or community campaign to influence other individuals' *environmentally related behaviors*. You will utilize techniques from the readings/lectures including *Community Based Social Marketing* and the [CRED guide](), along with our textbook, in order to create materials and a final exhibition for the class & larger community.

Part 1. For this (first) installment on the project, please respond to the following questions: (Submit <u>one</u> response for your group, including a list of all group members' names).

- What specific behavior(s) are you interested in focusing on?
- What do you know about the audience you're trying to influence?
- What benefits might people personally attain by changing the targeted behavior?
- What are the potential barriers to changing this behavior?
- How will you deliver your program? Is there a "sustainable" way of doing so?
- Identify the ***psychological factors that form the basis of your strategy*** based on material from our textbook, the CRED guide, and any other relevant materials or websites. What persuasive and cognitive techniques are you using that will make people more likely to pay attention to and follow your advice? How will you avoid cognitive biases (or use cognitive biases to your advantage)?
- Are there any potential unintended consequences you can foresee? How might you avoid them?

Part 2. Building on the group project proposal you submitted earlier in the term, create a presentation/exhibition to give to the class and larger community.

a) Include a visual display of the outreach material you developed that can be displayed in a public area on campus. Include group members' names on the display.

b) Describe the ***psychological factors that formed the basis of your strategy*** (e.g., from our textbook, CRED guide, etc). What persuasive and cognitive techniques did you use to make people more likely to pay attention to and follow your advice? How did you avoid cognitive biases or use cognitive biases to your advantage?

c) Discuss the implementation of your project (i.e., Did you table with your information? What was the audience's reception? Do you feel it was a success? Why/not?)

d) What did you learn about efforts to change community behaviors? What would you do differently in the future?