

# Bring your behaviour to a workshop

ORN Pitlochry  
Oct 2016

1. What behaviours?
2. Theory talk
3. Work on your behaviours...

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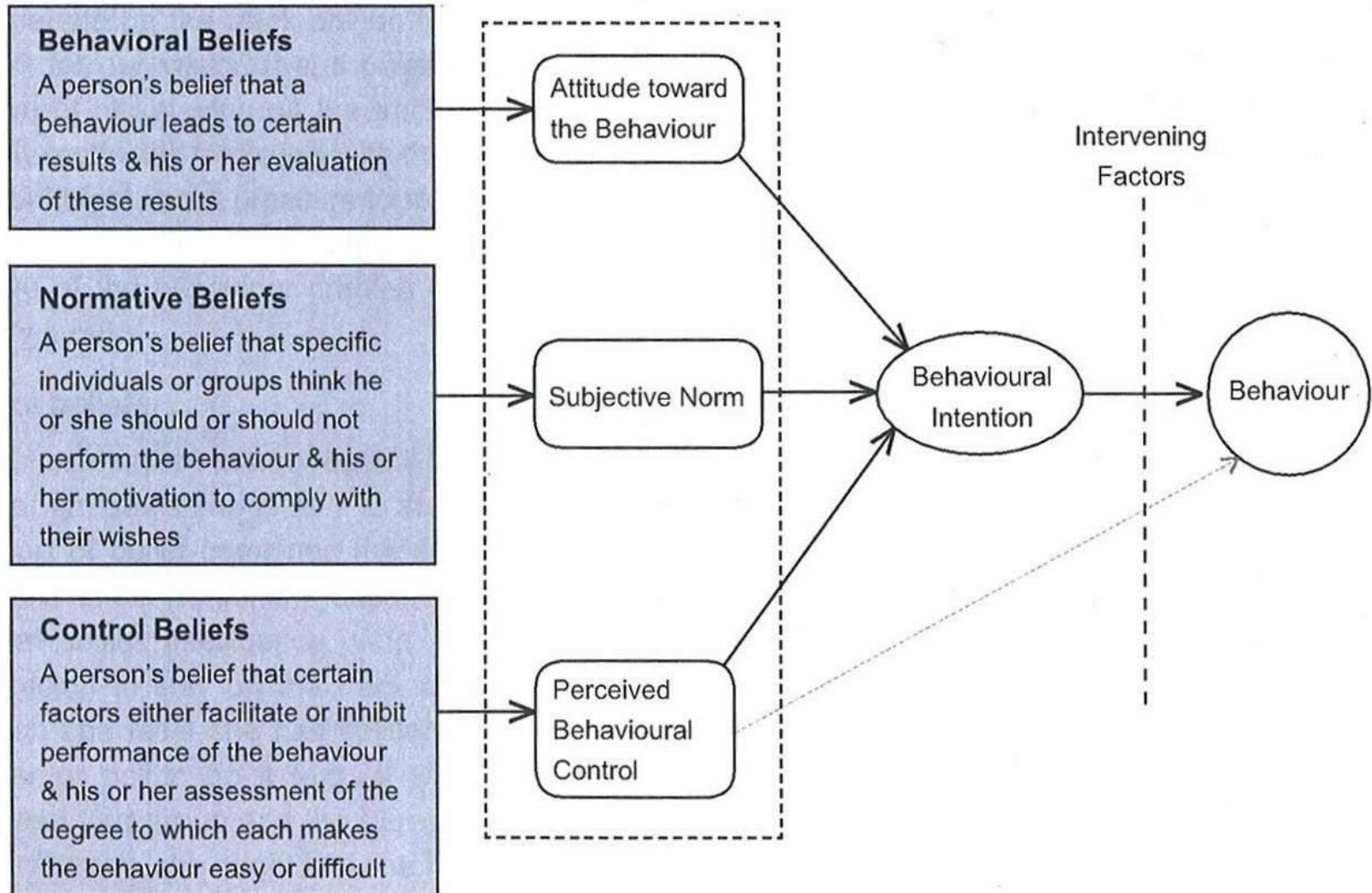
3. If time... FC Scotland's practical experience

Do you always do what you're  
told ??

# Visitors to public places regularly ignore directive signs

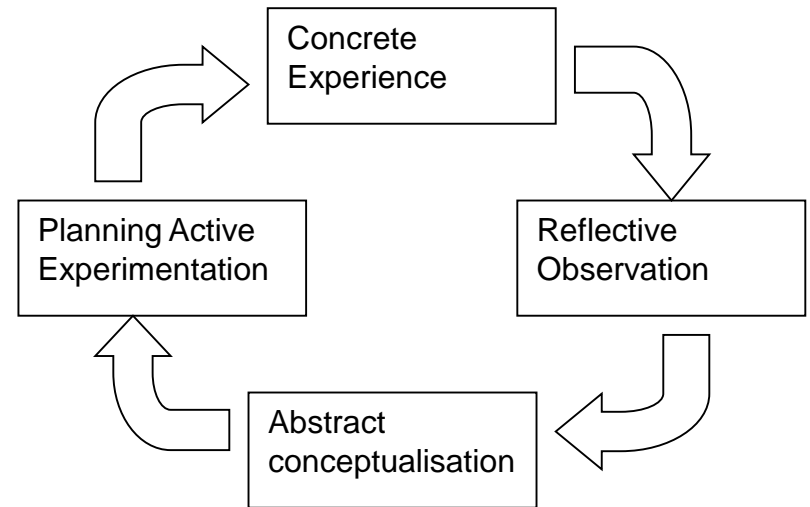
- It's attractive not to
- *I know what I'm doing, I'll be OK*
- Others also don't comply (so it must be OK)
- Warning signs being placed in areas where no obvious hazard
- Warning signs remaining in place when operations have ended (or appear to have)
- Sign blindness – Too many signs
- Ineffective messages / sign designs
- Context & management is **AS IMPORTANT** as message & design

# Theory of Planned Behaviour (Ajzen, 1991)



# More theory...

Learning theory –  
experiential and  
reflective learning



Consistency theories – *cognitive dissonance* and attitude change

Unfortunately, this is how the brain works:



# More theory...

- Decision theory
  - We don't always act logically even when we think we are.
  - Our assumptions or "rules of thumb" are flawed:  
Systematic and predictable errors: Bias
  - Optimism Bias and risk - individuals persistently overestimate the extent to which they have control over events
  - Thaler and Sunstein's "Nudge" (2008)
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## What do we know about Attitudes to Risk?

Individuals become increasingly risk averse with age

Males are significantly greater risk takers

Risk taking behaviour in individual sports - driven **not** by recklessness but by pleasure and thrill stimuli & interest in self discovery

Experienced participants also develop skill to mitigate risk... skill vs. hazard may still be systematically overestimated.

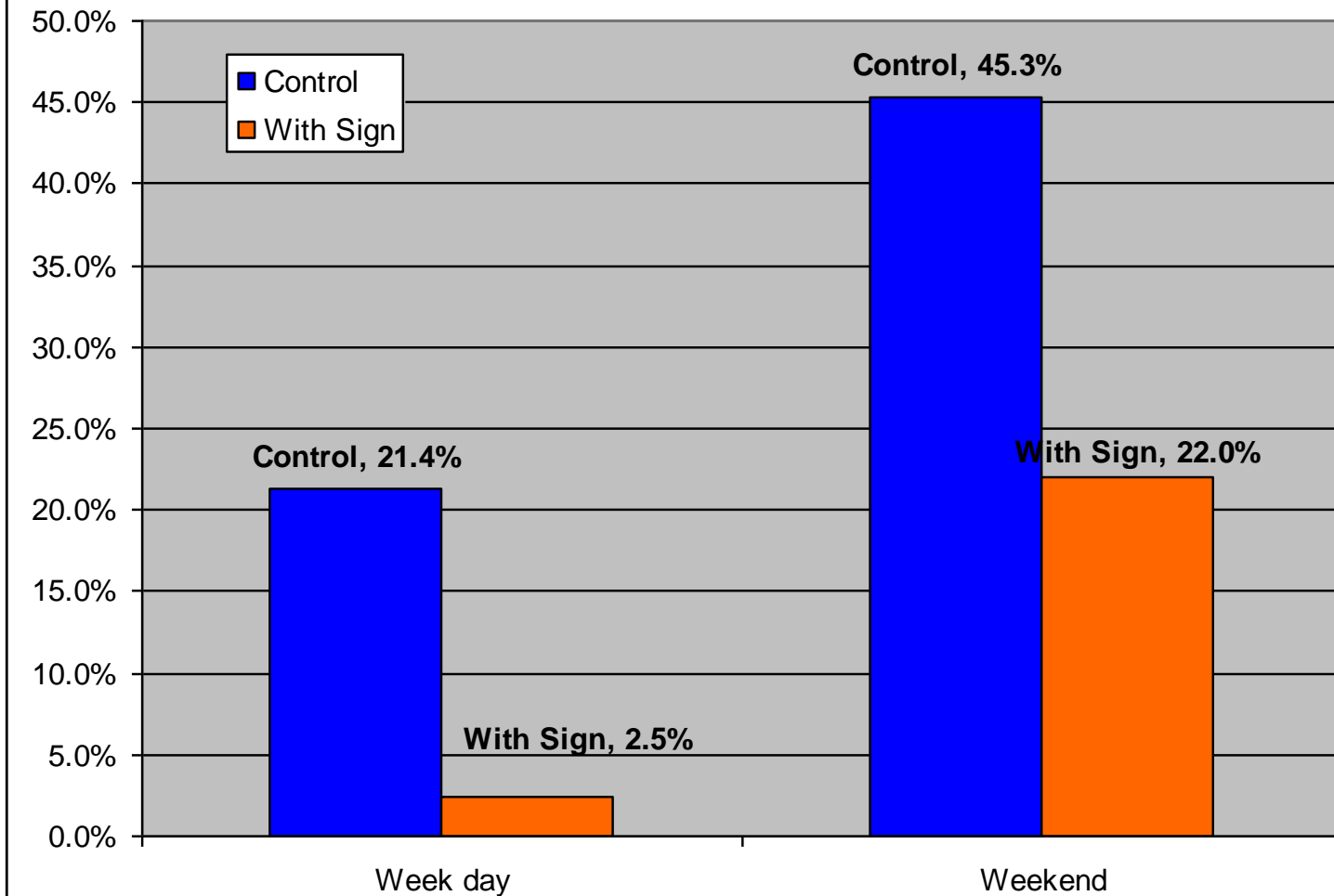
# Influencing Mountain Biker behaviour

## Attitude sampling

### Glentress Forest, Scotland - 2011

Can a **simple focus group approach** reliably predict **salient visitor beliefs** about a behaviour, (the ones that really drive behaviour) sufficient to generate an **effective sign message ?**

### Percentage Non-compliance





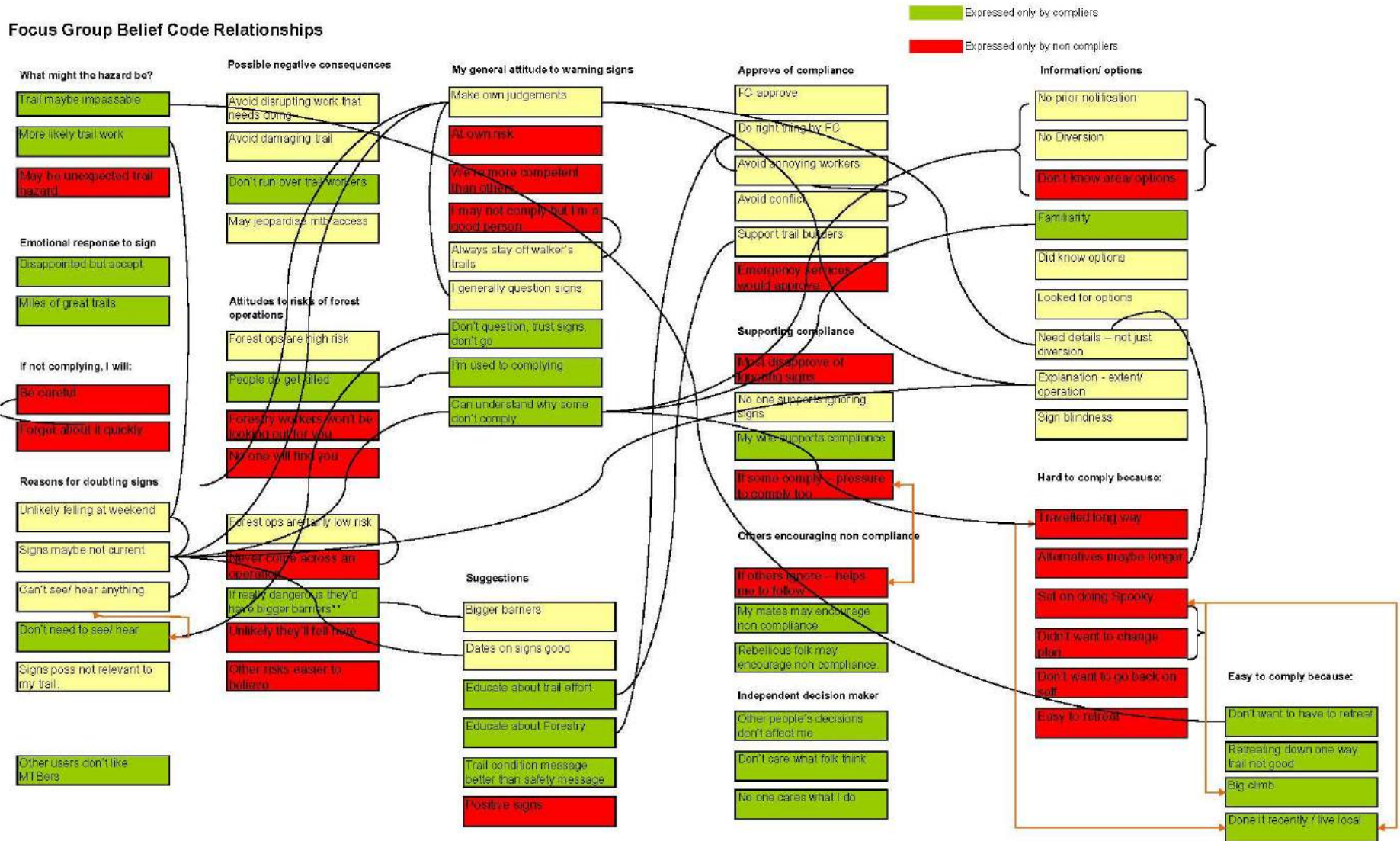
# The Control







### Focus Group Belief Code Relationships



## So which beliefs really mattered?

**Lots of good candidate beliefs.** Only really careful analysis revealed the likely best belief to target. But the focus group approach certainly helped understanding.

**Inconvenience** – “ I could meet an impassable obstacle and have to come back”

Essential supporting information:

**Explanation** - reason for closure

Is the sign **currently relevant** – today?

# Trail closed

Sorry, we're in the middle of a  
**Tree felling operation.**



Even when we're  
not actively working,  
a **closed trail can be**  
**impassable**  
as well as dangerous.

And when you **finally** have to come  
**all the way** back here...

**Save it for another great trail** instead and **stay safe!**

**The trail should be open again by:** The first week in September  
Thanks.



## Understanding the results

- Are Compliers and Non-Compliers Different? - both behaviour groups appeared to hold similar beliefs. *Conditional compliers* = target for persuasion
- Non-compliance: Hazard and Risk. The residual non compliers were greater risk takers. Influence those you can, leave the rest
- Peer Influence, Intent and Actual Behaviour – group discussions (Elaboration Likelihood Model) plus seeing others
- Getting Visitors' Attention – a major problem!

## Long Term Attitude Change and Message Reinforcement

- Experiences are reflected on and tested, perhaps through several iterations, before new beliefs are fully adopted
- Reinforcement important and also changing message approach – keep it fresh
- Potential for behaviour change to be short lived & no lasting belief change
- Unrealistic to expect users to stop using own judgement. Respect their intelligence!

1. The target audience - “conditional compliers”
2. Claims and scenarios - believable and honest
3. Avoid stressing dangers to personal safety
4. Don't attempt to challenge firmly held beliefs
5. Focus message on interests of the visitor
6. Explain why ... time limits ... reasonableness
7. Messages – unambiguous & simple
8. Designs - impact and engage quickly
9. Avoid over signing
10. Active sign management