



# **Why is it not enough to tell them it is important?**

## **On changing attitudes and behavior**

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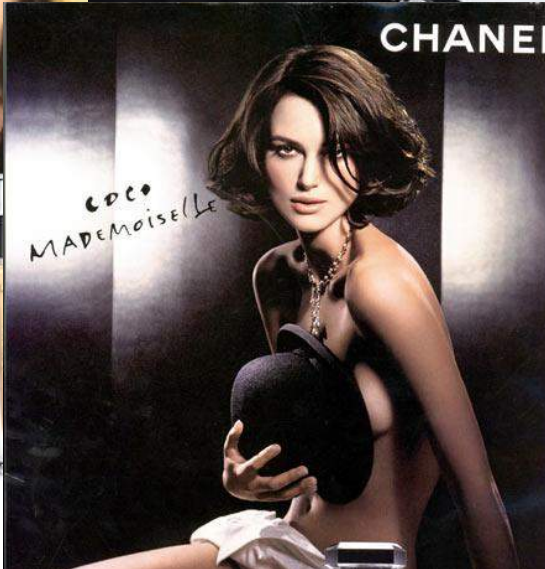




# How are attitudes formed?

- Direct experience
- Mere exposure
- Modeling (watching others)
- Balancing
- Punishment/rewards
- Classical conditioning
- Norms













DANGER...about to  
be destroyed forever



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At Gufuskálar

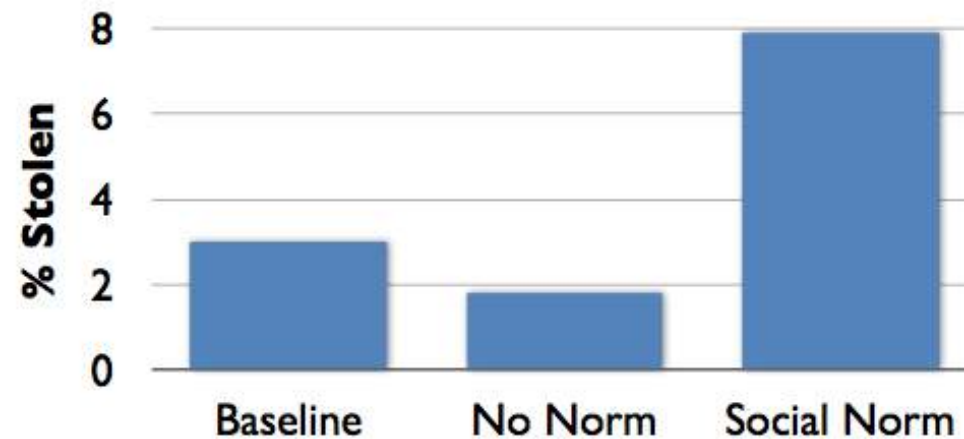


# Social Norms

No Norm



Social Norm







# How you persuade depends on how interested people are

Elaboration Likelihood Model  
Petty and Cacioppo (1979)

Central Path

(Thinking-logical)

1. I need a car
2. The price is great
3. High-Performance
4. Top car of the year

David



**Motivation and Ability**



Peripheral Path

(Cues - Fear, Desire)

1. I just need a car
2. Sexy girls
3. I can pay
3. This is the car for me

Tom





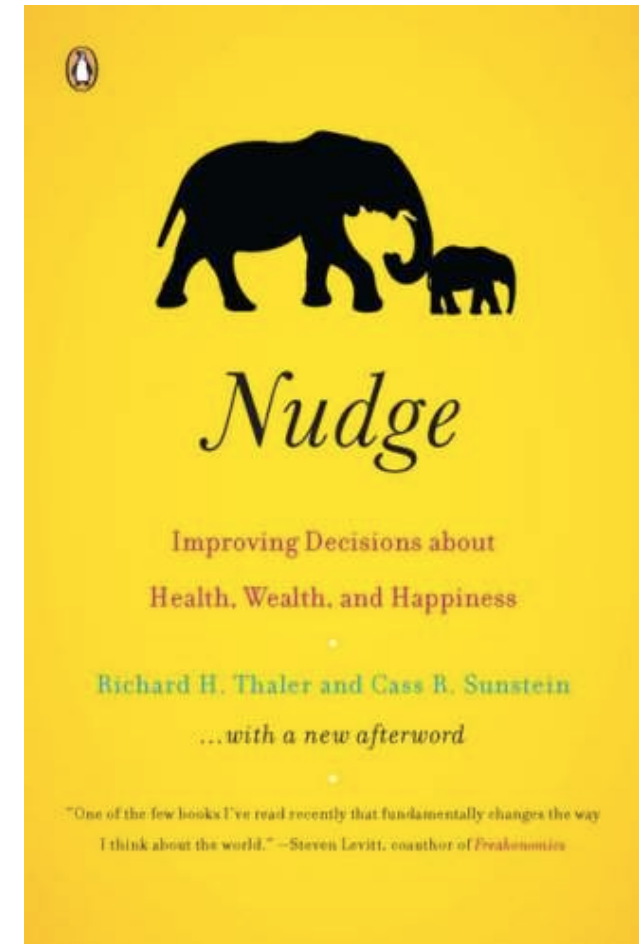




# To facilitate desirable behavior

Nudging: An umbrella term.  
Using behavioral science to help people behave according to their own self-interest by making it easy, attractive, social, and timely

(Behavioural Insights Team in the UK)





# Examples of nudging



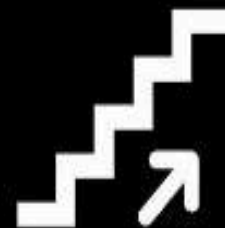




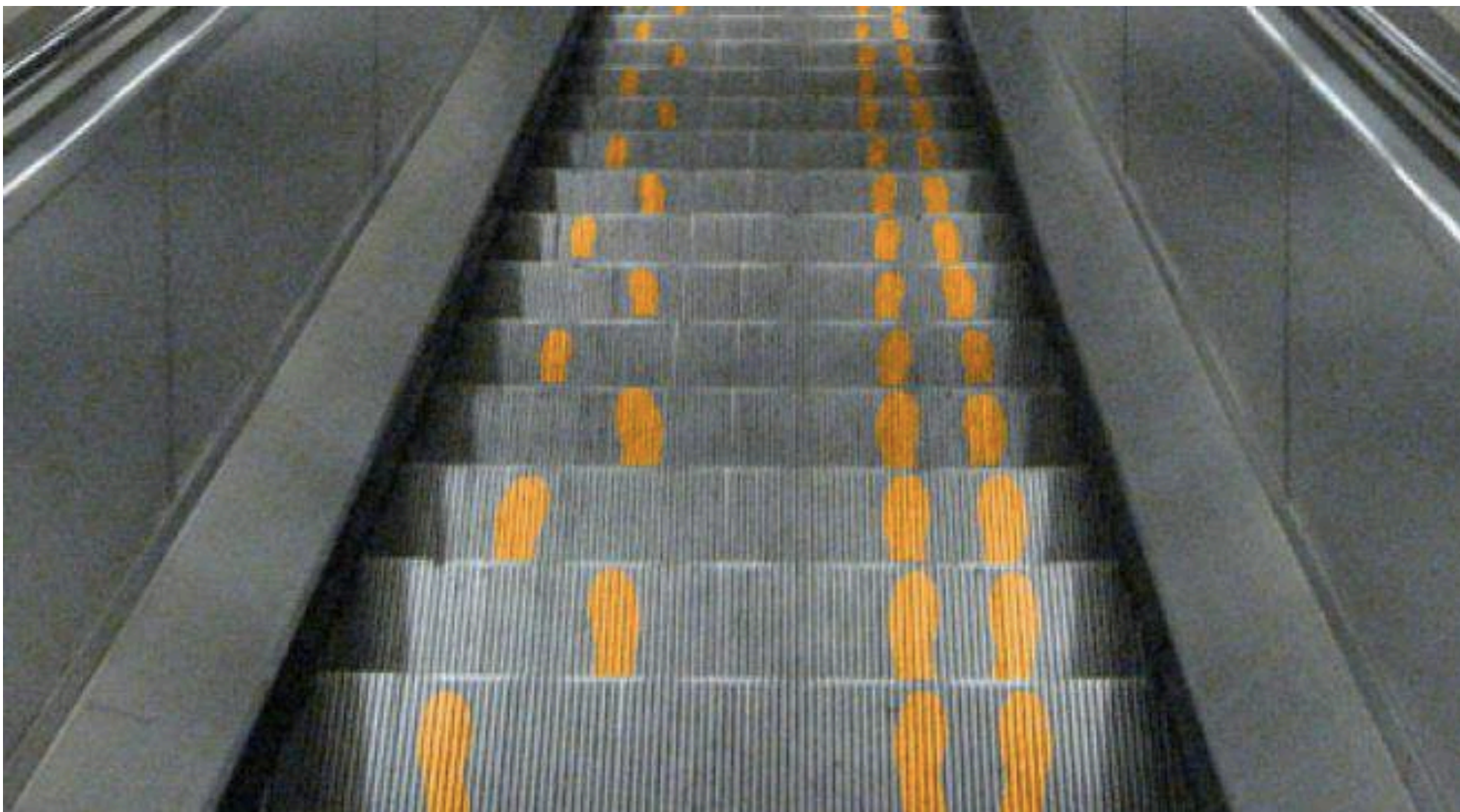
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Figure 26 – an alternative design of a speedometer to capture change in the impact force  
Image Source: Rumar (1999)











# Take home message

- Classical conditioning, fear, and social norms are effective tools to form attitudes
- But although changing attitudes is a good start, it is not enough
- The desired behavior has to be easy, attractive, social, and timely...





Politicians with deep pockets flocking into a fundraiser for a national heritage foundation



