Behaviour Change Decision Tree

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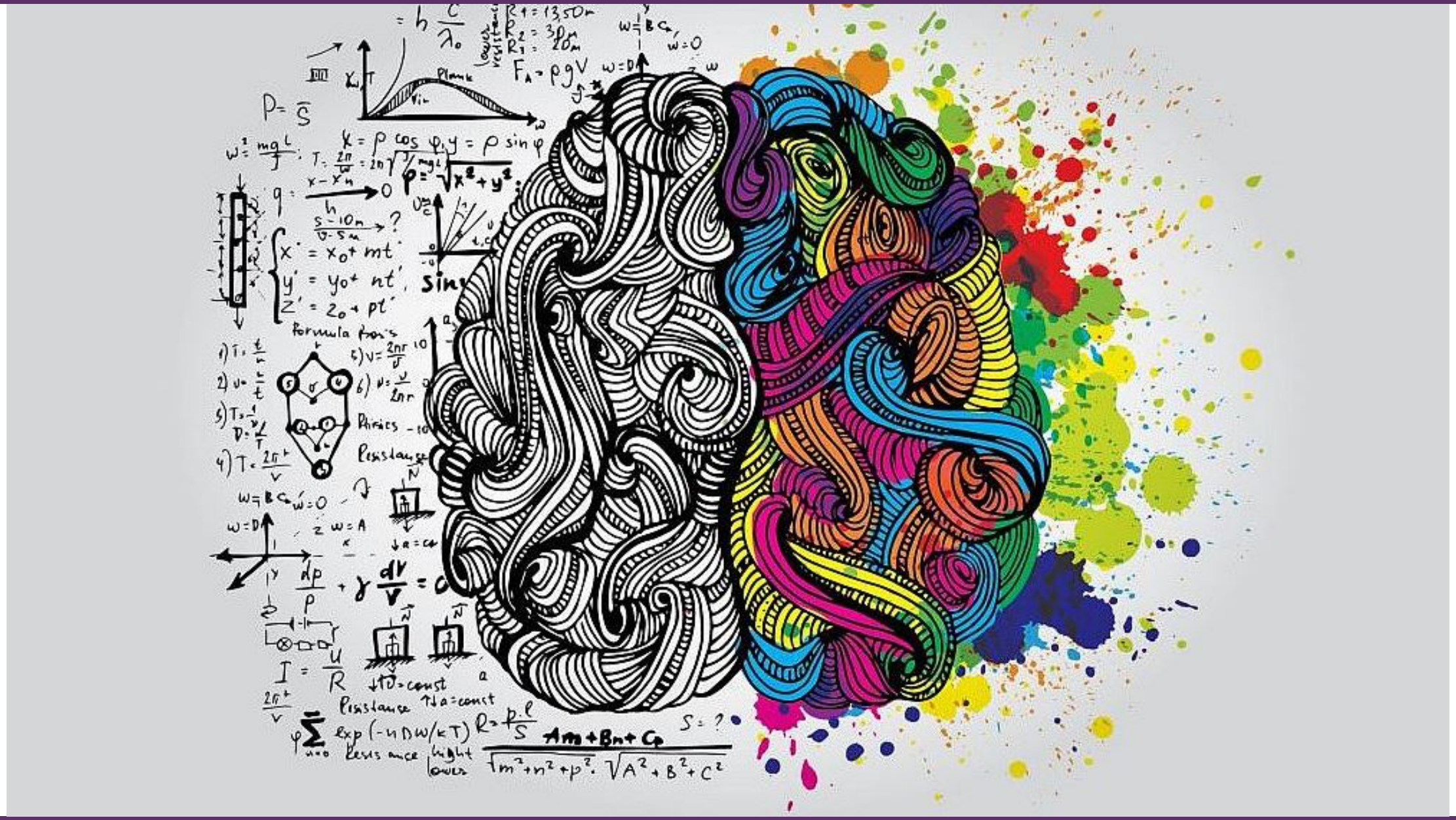
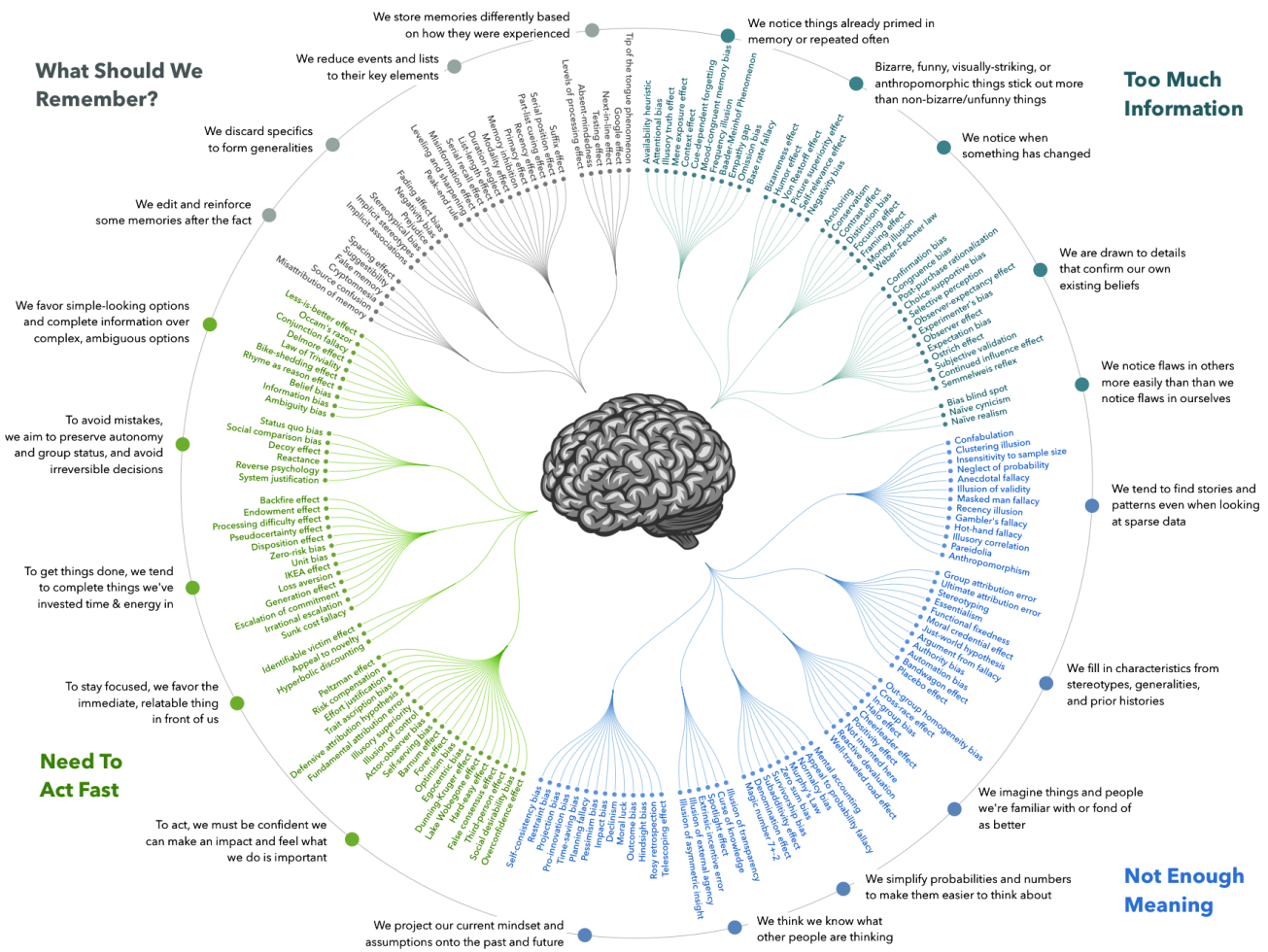

Plank
Formula Basis
Resistance
Resistance
Resistance
Am+Bn+Cp

COGNITIVE BIAS CODEX



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What to do?

TARGET GROUP

TARGET BEHAVIOR

TARGET MOTIVATION

INTERVENTION CONTEXT

CONSUMPTION CONTEXT

TARGET FREQUENCY

Target group

Whose behavior are you trying to change?

POACHERS &
TRAFFICERS

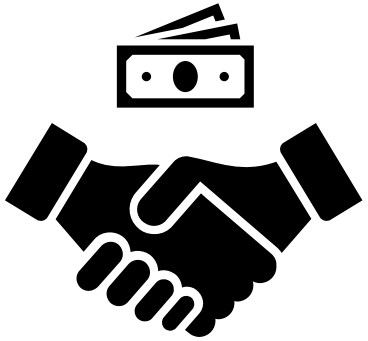
LAW
ENFORCEMENT

CONSUMERS

Target behavior

What behavior are you trying to change?

LAW ENFORCEMENT



DISCOURAGE CORRUPTION

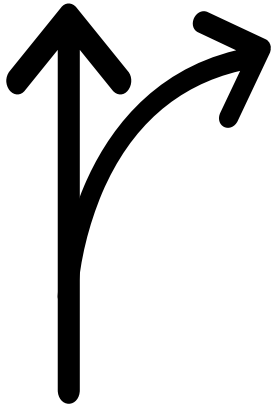
MOTIVATE ENFORCEMENT OFFICERS

Target behavior

What behavior are you trying to change?

CONSUMERS

DISCOURAGE
THE CONSUMPTION



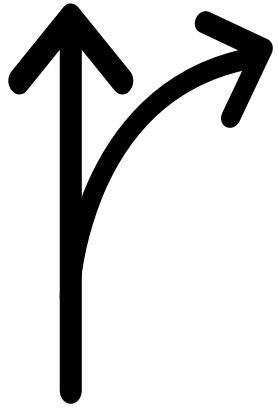
PROMOTE ALTERNATIVE
CONSUMPTION CHOICES

Target behavior

What behavior are you trying to change?

POACHERS &
TRAFFICERS

DISCOURAGE
POACHING AND
TRAFFICING



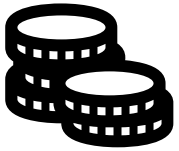
PROMOTE
ALTERNATIVE LIVLIHOODS

Target motivation

What is the primary motivation driving you are trying to change?

CULTURAL

EMOTIONAL



FINANCIAL

FUNCTIONAL

MEDICINAL

NUTRITIONAL

RECREATIONAL

REPUTATIONAL

SOCIAL

SPIRITUAL

Target frequency

What is the frequency of the behavior you trying to change?

Once-off/ occasional

Once a year or every few months. (For example, an annual or semi-annual holiday.)

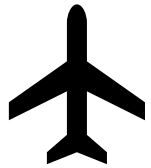
Frequent/ Habitual

Once a day or more. (For example, a practice that is a daily ritural for the agent.)

Consumption context

In what context do consumers purchase the product?

ONLINE



TOURIST

LOCAL MARKET

Implementation context

In what context will you be implementing your behavior change project?

SOCIAL MEDIA

PUBLIC CAMPAIGNS

IN PERSON