Behaviour Change Decision Tree

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What to do?

Information Overload!!
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?

DISCOURAGE THE CONSUMPTION

PROMOTE ALTERNATIVE CONSUMPTION CHOICES
Target behavior

What behavior are you trying to change?

DISCOURAGE POACHING AND TRAFFICING

PROMOTE ALTERNATIVE LIVLIHOODS
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 ritual 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