CONSUMER INSIGHT



NUDGING FOR GOOD

BVA

AIM EUROPEAN BRANDS ASSOCIATION

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3. THE DRIVERS OF INFLUENCE

Simplicity is the ultimate sophistication.

Leonardo da Vinci

INTRODUCTION

Behavioural sciences have identified a hundred implicit biases that shape our behaviour, from each of the 5 areas presented in the previous section. The BVA Nudge Unit captured these biases in THE DRIVERS OF INFLUENCE.

CONVERT BEHAVIOURAL INSIGHTS INTO NUDGES

THE DRIVERS OF INFLUENCE are a summary of behavioural sciences insights. They facilitate the use of these insights during the process of Creating Nudges.

A HUNDRED BIASES TURNED INTO 21 DRIVERS

This is a list of 21 Drivers of Influence that impact our behaviour. Each driver comes with a short explanation of how to use it to build efficient Nudges. Use the Drivers, that you will discover in the next page, when you are Creating Nudges. They will allow you to design the best Nudge ideas.

TRANSMITTER — Choose the right messenger to reinforce the message

HABITS — Promote the development of new habits through new triggers and appropriate rewards

EGO — Give value to the action by rewarding with recognition

DEFAULT — Create a default choice sequence that leads to the desired behaviour

RECIPROCITY — Engage in a logic of reciprocity by creating a social debt

INCENTIVES — Encourage a behaviour with money, goodies or social reward

VALUE — Highlight the scope of work realised to justify the price

EMOTION — Generate an emotional response through images, visuals and embodied stories

REWARDS — Reward with positive feedback

SALIENCE — Attract attention by making an item salient

ONE STEP AT A TIME — Make the task seem easier by going on step at time

FRAMING — Create a choice context that encourages the desired behaviour

IMMEDIACY — Postpone constraints and efforts in the future while immediately providing advantages

NOSTALGIA — Activate the feeling of nostalgia

FAIRNESS — Show the fairness of the targeted behaviour

LOSS AVERSION — Mention the loss provoked by not adopting the desired behaviour

UPPER/LOWER ANCHORING — Generate favourable associations and reference points

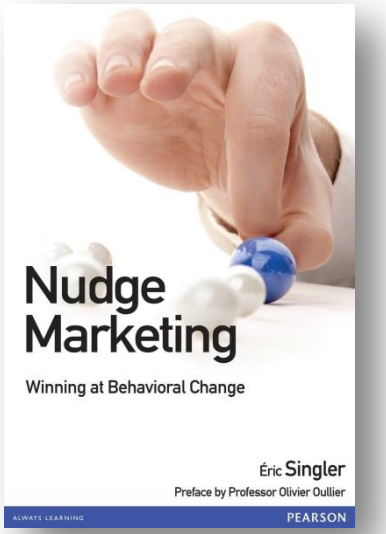
EASINESS — Simplify the desired behaviour

NORMS — Encourage the need for conformity

COMPARTMENTALIZE — Materialise invisible flows (like efforts, expenses) with objects you can visually handle

ENGAGEMENT — Generate commitments to promote consistency

From…



THE 21 DRIVERS OF INFLUENCE



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DIFFERENT WAYS TO USE THIS TOOL

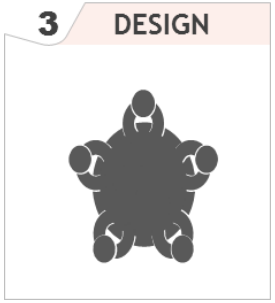


When you are in the process of Creating Nudges, there are various stages at which you could use the Drivers of Influence:



Use them as special lenses:

Keep the Drivers of Influence in mind when watching the results of the ethnography. What barriers are hampering your consumers? At what touchpoints could you use a trigger? What implicit influences do you notice?



Use them as a source of inspiration:

Use the Drivers of Influence as a starting point to stimulate your imagination. Is “default” applicable to your issue? How to make the norm more obvious? Can you make the desired behaviour easier to adopt?



Use them as an evaluation tool:

Use the Drivers of Influence as a framework to prioritize the best Nudges. On what drivers is your Nudge idea relying? What Nudge idea uses the most powerful levers?

ADDITIONAL READING: BOOKS

(For people who are new to behavioural sciences):

- Ariely (2008), Predictably irrational
- Kahneman (2011), Thinking, fast and slow
- Thaler & Sunstein (2008), Nudge: Improving Decisions About Health, Wealth, and Happiness
- Akerlof & Kranton (2010), Identity Economics: How Our Identities Shape Our Work, Wages, and Well-Being
- Sunstein (2013) Simpler: The Future of Government
- Akerlof and Shiller (2009) Animal Spirits
- Lunn (2008) Basic Instincts: Human Nature and the New Economics
- Eric Singler (2015): Nudge Marketing, winning at behavioral change

ADDITIONAL READING: ARTICLES

(For people with a strong knowledge of behavioural sciences and academic methods):

- Akerlof, G. A., & Kranton, R. E. (2000). Economics and identity. Quarterly journal of Economics, 715-753.
- Carmon, Z., Wertenbroch, K., & Zeelenberg, M. (2003). Option Attachment: When Deliberating Makes Choosing Feel like Losing. Journal of Consumer Research, 30(1), 15-29.
- Dolan, P., Hallsworth, M., Halpern, D., King, D., Metcalfe, R., & Vlaev, I. (2012). Influencing behaviour: The mindspace way. Journal of Economic Psychology, 33(1), 264-277
- Ellsberg, D. (1961). Risk, Ambiguity, and the Savage Axioms. The Quarterly Journal of Economics, 75(4), 643.
- Fehr, E., & Schmidt, K. M. (1999). A theory of fairness, competition, and cooperation. Quarterly journal of Economics, 817–868.
- Kahneman, D., & Tversky, A. (1979). Prospect Theory: An Analysis of Decision under Risk. Econometrica, 47(2)
- Loewenstein, G. F., Weber, E. U., Hsee, C. K., & Welch, N. (2001). Risk as feelings. Psychological Bulletin, 127(2)
- Strotz, R. H. (1955). Myopia and Inconsistency in Dynamic Utility Maximization. The Review of Economic Studies
- Thaler, R. (1985). Mental Accounting and Consumer Choice. Marketing Science, 4(3), 199-214.
- Tversky, A., & Kahneman, D. (1981). The framing of decisions and the psychology of choice. Science, 211(4481), 453-458.
- Webb, T. L., & Sheeran, P. (2006). Does changing behavioral intentions engender behavior change? A meta-analysis of the experimental evidence. Psychological Bulletin, 132(2), 249-268.
- Articles on Behavioural Economics and neurosciences. BVA Lab: http://lab.bva.fr/?s=anglais

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