

Motivate, Facilitate, and Inspire Recycling

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Behavior Change Misperceptions

Elements of effective behavior change programs

<ul style="list-style-type: none"> • Best Practices <ul style="list-style-type: none"> • Defining goals and objectives • Targeting audiences • Evaluation • Program justification 	<ul style="list-style-type: none"> • Behavior change strategies <ul style="list-style-type: none"> • Techniques that provide information and/or motivation • e.g. social norms, feedback, prompts
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Background

NATURAL RESOURCES AND ENVIRONMENT
UNIVERSITY OF MICHIGAN

- UM Master's Project with the Chesapeake Bay Trust
- **Publication:**
 - Journal of Applied Environmental Education and Communication

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Research Questions

- What are the **practices, challenges, and needs** of organizations in developing environmental outreach programs?
- What **opportunities** are there for funders to help organizations develop effective **behavior change programs**?

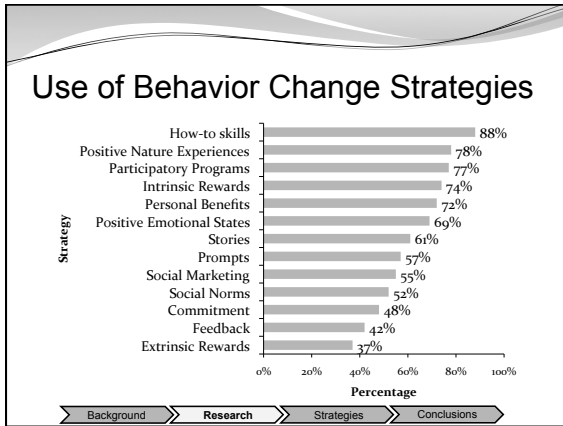
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Survey Results

- Completed Surveys: 108
- Response Rate: 56%
- **Who responded?**

Organization Type	Percentage
Non-profit	69%
Government Agency	19%
Academic	13%
Grassroots	9%

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Behavior Change Strategies

- 48% demonstrated intentional use

Intentional Use:
How-to Skills

"After getting someone interested in improving their horticulture practices, we actually show them how to do it, we are available to answer questions on the phone, and create web resources for them to refer to."

Non-Intentional Use:
Positive Emotional States

"...we use people's enjoyment of the river to encourage stewardship so they can continue to enjoy it."

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Recycle-Bowl Case study

- 6 schools
 - 9 interviewees
- Interviews
 - ~Retrospective pre-test
 - Follow up (15.5 weeks)
- Literature Review
- Recommendations

Keep America Beautiful Presents

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Research Question

- What are the primary **motivators** and **barriers** to recycling for students, teachers/staff, and community members?

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Motivators and Barriers

- Motivators
 - **Extrinsic rewards**
 - **Feedback**
 - **Social norms/role models**
 - Intrinsic motivation
 - Positive emotions
- Barriers
 - **Lack of knowledge and experience**
 - Social norm
 - Inconvenience
 - Negative habits
 - Financial Issues

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Extrinsic Motivation

- Incentives outside of the activity
- Money, food, prizes, subsidies, etc.

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Extrinsic Motivation

- **Benefits**
 - Encourage initial experimentation
 - Lower the cost of acting
- **Challenges**
 - Long term engagement
 - Intrinsic interest
- **Tips**
 - Not too valuable
 - Performance-based rewards
 - Pro-social rewards

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Prompts

- Simple requests or reminders

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Prompts

- **Benefits**
 - Inexpensive
 - Reminders
 - Recognizable
- **Challenges**
 - Presume competence
 - Careful design is key
- **Tips**
 - Be specific/explicit
 - Make distinct
 - Place close to behavior

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Feedback

- Letting people know how they are doing

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Feedback

- **Benefits**
 - Can be provided in many different ways
 - Tends to work best for those below a set goal
- **Challenges**
 - Can backfire
 - Needed frequently
 - Individual feedback: more effective but more difficult
- **Tips**
 - Give immediately
 - Be clear & concrete
 - Frame positively

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Social Norms

- Two types
 - Acceptable or unacceptable
 - Behavior of the majority

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Social Norms

- **Challenges**
 - Undesirable norms
- **Benefits**
 - Self-sustaining
 - Children actively seek out norms
- **Factors that encourage a “yes” to a social request**
 - Social Validation
 - Consistency
 - Liking
 - Authority

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Additional Resources

- kphelps@environmentalmotivation.com
- The Environmental Motivation Project website
 - www.environmentalmotivation.com
- Three programming tools:
 - Strategies for Motivating Watershed Stewardship
 - Rapid Assessment for Outreach Programs
 - Guide to a More Effective RecycleMania
 - <http://recyclemaniacs.org/participate/behaviorchange>

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