

Changing Attitudes and Behaviours



**Northern Ireland has a
history of **excellence** in
attitude and behaviour
changing communications
campaigns**



It has never been enough
to **tell** or **inform** people
about an issue or to even
give them **good reason** to
change their attitudes



All campaigns are
measured on their
ability to **persuade**

4 EXAMPLES

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the model for change

the challenges

Lack of awareness of the
issue

low on the pecking order
of importance

entrenched attitudes/
behaviours

overcoming the challenges

Lack of awareness of the
issue

low on the pecking order
of importance

entrenched attitudes/
behaviours



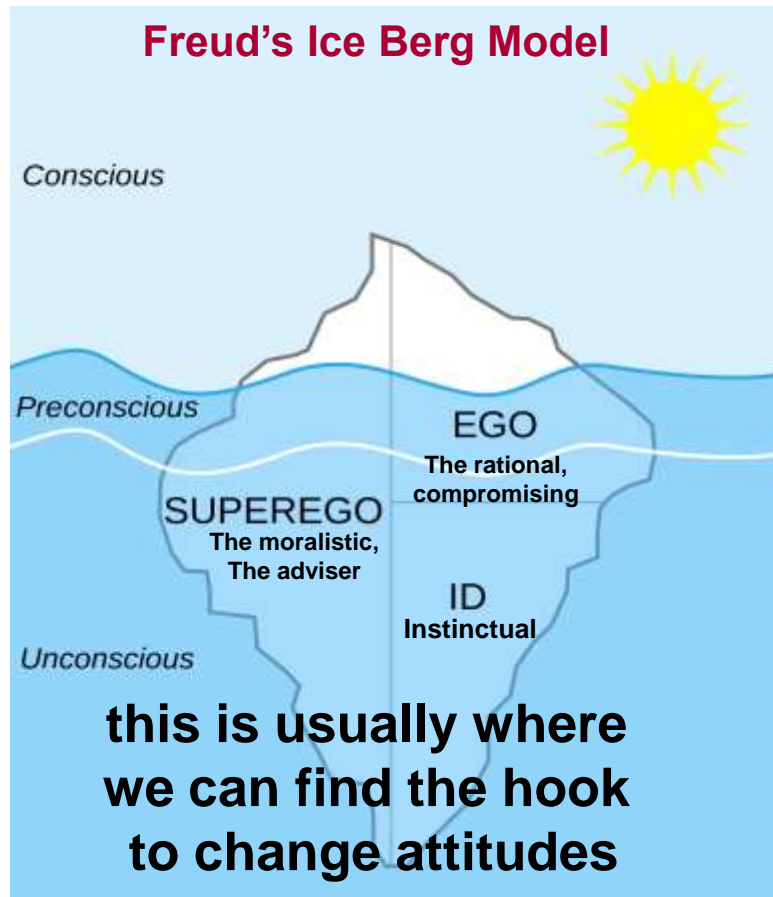
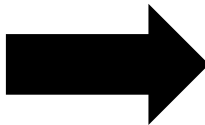
Unless we uncover the **real rationale** for current attitudes we may miss the mark

(treating the symptom not the underlying cause)

conscious
what we are aware of
thinking and doing

preconscious
We have to think a bit
but we are aware

Unconscious
Unaware, difficult to access
thoughts and feelings





Not easy to access – it's
unconscious!

Doesn't want to be found out!



Defence Mechanisms

a type of mental process, usually unconscious, that allows the ego or conscious mind to **avoid conflict or anxiety**

4 examples:

IT'S NOT DENIAL

I'M JUST VERY
SELECTIVE
ABOUT THE
REALITY
I ACCEPT



denial



displacement

shifting the focus of your
real issue to something else



projection

projecting our own faults
onto others



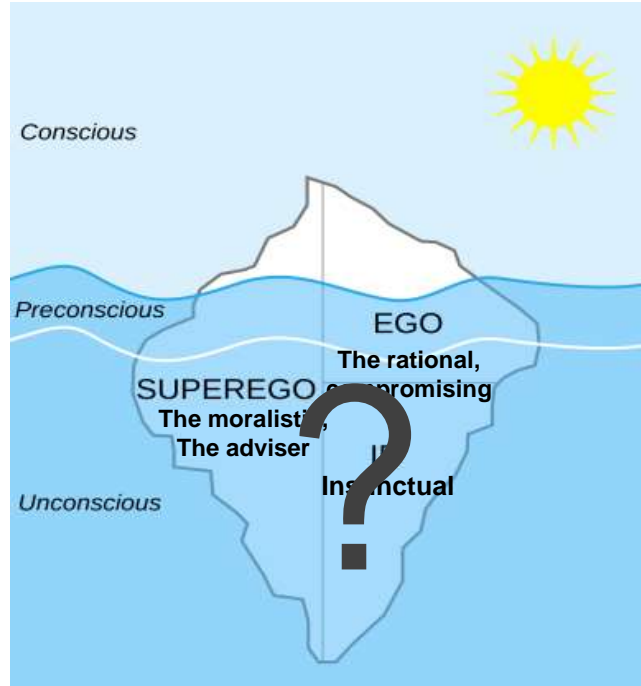
rationalisation

Self deception by Reasoning

(Karen Horney)



fortunately, there are **techniques** we can use to fool the unconscious into **revealing itself**



word association
projective questioning
cognitive dissonance
laddering
empathy
non Verbal

littering

strong awareness of the
issue

low on the pecking order
of importance

entrenched attitudes/
behaviours



Worth exploring more



I don't really litter, litterers are terrible people!

**Projection/
Demonisation**



Displacement



I have OCD

Comments from focus groups

It's just laziness



**A behaviour/
rationalisation
not a reason**

Don't want to put someone out of a cleaning job

Rationalisation
(includes most 'excuses')



I'm busy (doing more important things) sometimes it's just easier



Don't really think about it.



I do it so many times I forget that I am doing it

It's older generation...less pride

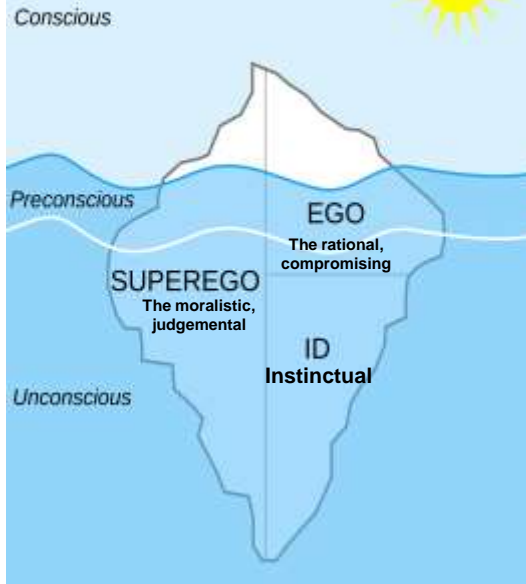
Projection



It's the youngsters...no respect

The following emerged:

They answer to the question
“Why do we litter” is in here
somewhere.



- The need to reject anything that might be, at best, unwanted, messy and untidy or at worst, unclean and unhealthy appears to be at the root of littering behaviour.
- We are in effect protecting ourselves, our children and what we see as our environment from danger (NB. environment does not stretch to public places).
- We are purging ourselves in much the same way as we purge our bodies of anything unclean.
- We have given ourselves permission to perform these actions in public
- The difference between litterers and non litterers is that the latter have a more developed superego which acts as a strong inhibitor here.

Social
Norming



Enforcement



Visible

Punitive

now we know this, how should we proceed



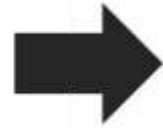
Cognitive Dissonance is
when we realise that
we have done something
that is at odds with our beliefs

Eg

Littering is wrong
I have just littered

**Advertising
induces a state of
cognitive dissonance**

**Forces the individual
Retain the belief
change attitude to their own behaviour
Remove opt outs which might make
them change the perception of their
actions**



**Littering is
wrong**

Inconsistency

**I have just
littered**

Advertising
induce a state of cognitive dissonance
don't allow the viewer to indulge in cognitive reassurance

Plant the resolution in the mind of the viewer
Causes and Consequences

Advertising Pre Testing

1. impact and involvement
2. relevance
3. credibility
4. clarity of communication
5. call to action

impact and involvement

Advertising Pre Testing

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relevance

Advertising Pre Testing

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credibility

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clarity of communication

Advertising Pre Testing

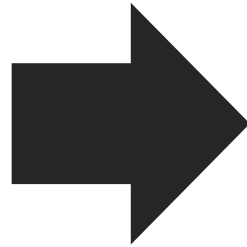
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call to action

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Advertising Pre Testing

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consideration
attitude change
behaviour change

Thank you for listening

Any questions?

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