Beyond Behaviour Change Forum
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Going beyond behaviour change
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Behaviour change

• Curtailment behaviours (everyday ‘green’ actions to conserve resources)
  – Shorter showers
  – Using cold water in the washing machine
  – Turning off lights
  – Turning off standby power

• Efficiency retrofit behaviours
  – Low-flow showerheads
  – Energy efficient light bulbs

• Efficiency and system changes (big ticket items)
  – Install solar panels
  – Install water tanks
  – Install efficient appliances
Behavioural strategies: bypassing the individual (technology & efficiency)

Making appliances more efficient
installing efficient devices
changing supply systems
Behavioural strategies: targeting the individual and their resource use

Information/ feedback
- litres/ pricing/ bills

Education
- Resource management problems/ changing attitudes & beliefs

Incentives and disincentives
- Fines, rewards, pricing etc.

Rules and laws
- Water restrictions

Preaches to the converted
Assigns blame to the individual
Assumption of rational, self-interested consumption
Community engagement and collective change

Information/ feedback
- Share information
- Benchmarking (i.e. water bills)

Incentives and disincentives
- Community programs, cooperative schemes

Education
- Co-learning & social learning

Rules and laws
- Water restrictions (social ‘dobbing’)

[Diagram of interconnected circles representing various aspects of community engagement and collective change]
Missing links and gaps

Behaviour change

The elephant in the room

- ‘Normal’ consumption and practices
- What we do and why we do it
- Expectations and aspirations

Technology

People
Practices and expectations are changing…
Practices are always changing

• Air-conditioning usage grown from virtually nothing in the last 40 years (McCann 2006). Nearly 70% of Australian households now have one or more AC (DEWHA 2008)

• Showering once a day only became common in last 80-100 years (Davidson 2008).

• Clothes washing has become more frequent over last 50-100 years (Slob & Verbeek 2006)
Behaviour change vs. practice change

- Efficient technologies and supply systems
- New technologies; increased supply
- Curtailment & efficiency behaviours
- New practices; new expectations and aspirations

- Demand management & behaviour change programs
- Commercial interests, institutions, governments
Social practice theory: the elements of a practice

Skills and competencies about how we do something

Practical knowledge

Common Understandings

Meanings and understandings about what we ought to do

Rules

Rules and restrictions about what we must do

Things that we use and/or systems that enable practice (i.e. stuff)

Material infrastructure

References:
- Reckwitz 2002
- Schatzki 2002
- Shove & Pantzar 2005
- Warde 2005
The elements of a practice: showering

How we wash and clean the body

Practical knowledge

Material infrastructure

Common Understandings

Rules

Regularity, frequency and duration required

Piped water and sewage systems, showers, baths, towels, soap, sponges, shampoo

How we ought to look/smell/enjoy etc.
## Social practices vs. behaviour change

<table>
<thead>
<tr>
<th>BEHAVIOUR CHANGE</th>
<th>SOCIAL PRACTICE THEORY</th>
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</thead>
<tbody>
<tr>
<td>Barriers, drivers, attitudes, values, norms and/or technologies are the central unit of analysis and change</td>
<td>Practices are the central unit of analysis and change</td>
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<tr>
<td>Emphasis on changing people and their individual behaviours</td>
<td>Emphasis on changing the elements of the practice</td>
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<tr>
<td>Technology, supply systems and people are separate from each other</td>
<td>Technology, supply systems and people are part of a practices</td>
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<tr>
<td>People have agency</td>
<td>People, things and practices have agency</td>
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<tr>
<td>People change through targeted information, education, price signals, social norms, community interaction etc.</td>
<td>Practices circulate and change through ‘carriers’ (ie. people and things) and through changing elements</td>
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<td>Efficiency improvements and habits are long-lasting</td>
<td>Practices are always changing</td>
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References


• Shove, E & Pantzar, M 2005, 'Consumers, producers and practices: understanding the invention and reinvention of Nordic walking', *Journal of Consumer Culture*, vol. 5, no. 1, pp. 43-64.
