

Behavioral Modification

Work shop 1.3

Aim of behavior modification

- Policy determines behaviors to be influenced
- Behaviors → measures

Example:

- Improve air quality – by reduction of CO₂ emissions
- Reduce car trips, cold starts, encourage clean vehicles, promote transit us

- Travel behavior change influenced by supply, regulation, **communication**
- Good understanding and a good theoretical basis
- Theories of behavior modification
 - Change theories
 - Attitude theories
 - Self-regulating theories
 - Habit forming theories

- More complex than attitudes → behavior
- Additional factors important
 - Setting personal goals
 - Implementation plan
 - Points in life people more susceptible to changing behavior
 - Births, deaths, (retrospective studies)

Communication Interventions

- Spectrum of communication programs
 - mass communication
 - Aimed at specific groups
 - personalized travel feedback programs
- Personal – effective for change
- Mass - necessary condition
 - Social norms, moral obligations
- Combinations of structural changes and communication interventions

Evaluation

Measure effectiveness, test theory

- Real change vs. fluctuations, variations
- How do we know change is due to the intervention
- Need good evaluation designs
- Use of control groups and comparisons groups
- Survey - ask if there has been a change