



Center for  
Communication  
Programs

## *Applying the Behavioural Lens to Smart Cities*

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# Why do we want to change behaviour?

Usually to solve a problem



**PEOPLE DON'T  
ALWAYS BEHAVE  
RATIONALLY**



## Making decisions is hard

The brain has evolved  
to take shortcuts and  
simplify decision-making







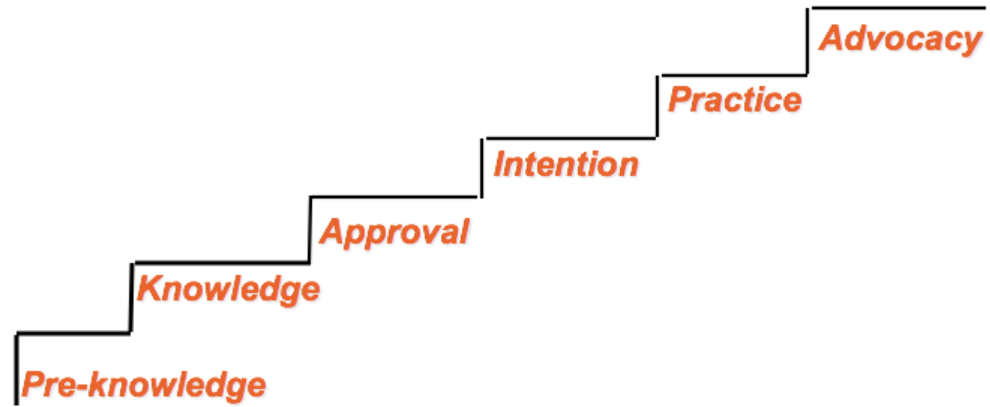
PLEASE  
USE  
SIDEWALK

PLEASE  
USE  
SIDEWALK

Information isn't always  
enough.



## ***Steps to Behavior Change/ Formation***



8



# What is your behavioural objective?

Get people to walk on the footpath and not the grass

# Who is your audience?

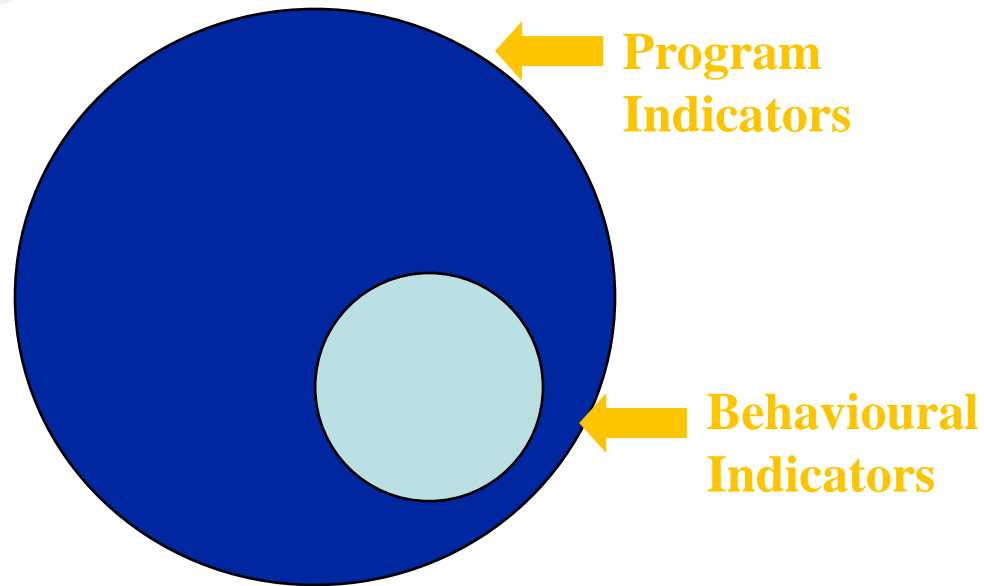
Think about who walks in that area.

Observe which people tend to follow the footpath and which ones take the short cut

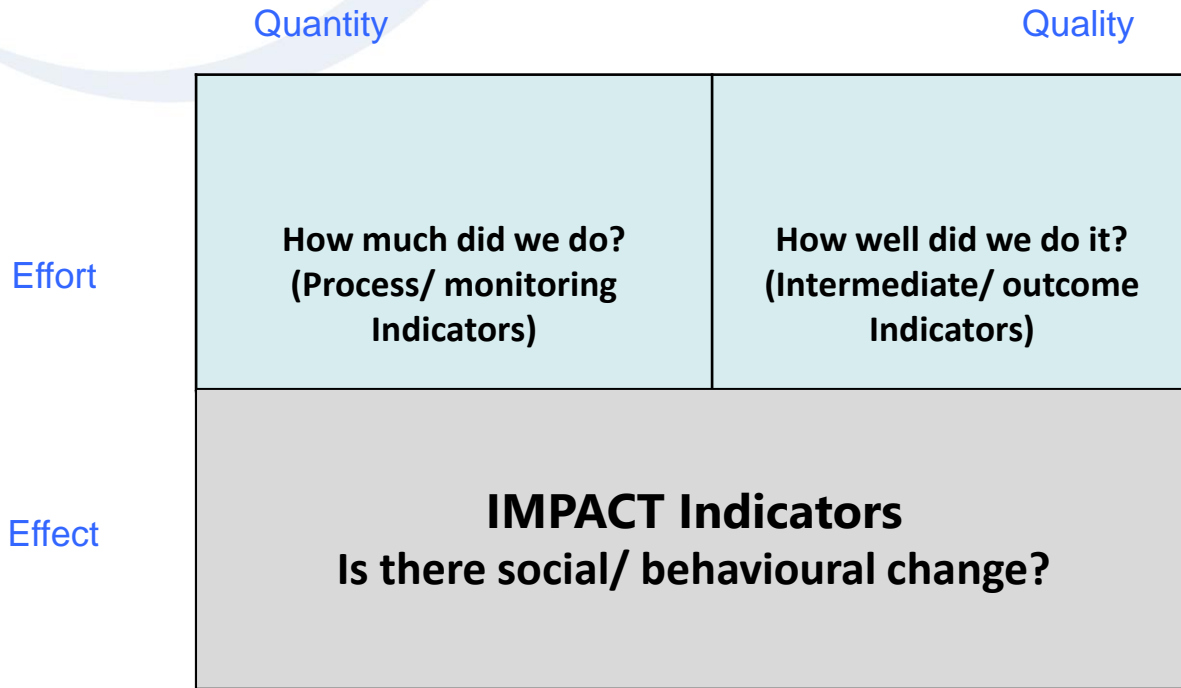
Whose behaviour do we need to change?



# What are we trying to measure



# SBC evaluation indicators



# SBC evaluation indicators

## Quantity

(Process indicators - How much did we do?)

## Quality

(Intermediate indicators - How well did we do it?)

Effort

- # of signs posted in the area about walking only on the footpath
- # of outreach activities conducted in the area
- % of area residents reached with radio messages about the importance of walking on the footpath

- % of pedestrians who can recall the message
- % of pedestrians who mention the importance of walking on the footpath
- % pedestrians who say they plan to walk only on the footpath

Effect

(Impact/Outcome indicators - Is there social/ behavioural change?)

- % of pedestrians who walk on the footpath
- % of pedestrians who encourage others not to walk on the grass but walk on the footpath instead