

The Nudging way to behaviour change: Behavioural Economics in a Pandemic

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Abstract

What is the most effective way of communicating behaviour change, so key within the pandemic response programmer? Behavioural Economics offers a more scientifically robust and accessible model for understanding the basis of behaviour change in a fundamentally different way and how to implement against it. This has been demonstrated in different response to encouraging behaviour change in the Covid pandemic. BE replaces the old faulty-if seductive-model of the Rational Consumer, whose every decision is carried out with as much rational consideration as we would like to imagine, with one that is more in line with cutting-edge thinking about the emotional and social triggers that underlie behavioural change. This talk will introduce concepts such as choice architecture, heuristics, anchoring, priming and other such cognitive biases will be clearly explained and collaboratively applied in discussions and exercises

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Citation : Dr Anthony Tasgal, The Nudging way to behaviour change: Behavioural Economics in a Pandemic, 2nd International Conference on Lifestyle Disease & Medicine, April 22-23, 2021 at Germany Specifically,

- What does it mean for research, insight and communications?
- How do we understand and communicate with the all-important Unconscious System 1?!

- Fully understanding how System 1 and System 2 differ, and why S1 is “the secret author of our choices”.

- The role and importance of engaging the emotions: why are they so important (and underestimated)?

- Why decisions are not just made by individuals, but by the collective “herd”.

- Specific areas such as priming, norms, heuristics and availability will be explored for their separate and cumulative impact. And what does effective communication in a pandemic look like? We will look at examples of Government campaigns and discuss optimal communication strategies.

Biography:

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