Changing Environments to Change Behavior

Prof. Theresa Marteau

Director of Behaviour and Health Research Unit, University of Cambridge

Director of Studies in Psychological and Behavioural Sciences at Christ’s College, Cambridge

Traditional approaches to changing smoking, drinking & diet involve providing information to try to change people’s minds about their behavior with, at best, modest population-level effects and sometimes increased inequalities. Such interventions are based on partial models of human behavior that woefully underestimate the power of environments on our behavior, often without our awareness. This presentation focuses on one set of environments – micro-physical – and the myriad cues in these that shape our behavior – sometimes known as nudges or choice architecture.

Thursday, September 7, 2017
1:00 pm—2:00 pm
FXB G-12

The event is sponsored by the Department of Social & Behavioral Sciences at the Harvard TH Chan School of Public Health.