



Behavioural Design for positive impact

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MAKE Studios and STREAT

Abstract

Behavioural Design is the practice of understanding cognitive biases and human motivations to design interventions that influence a change in behaviour.

In a world where we have witnessed the impact of the unintended consequences of influencing human behaviour, MAKE and STREAT have teamed up to explore behavioural design to help create positive impact for people and the planet.

In this dialogue-based and thought-provoking workshop, we investigate the ethics of design and strategic interventions underpinned by Behavioural Design in the context of nudge actions and habits with the intention to benefit individuals, society and the world.

We explore Behavioural Design by incorporating our understanding of human cognition and unconscious processing into a human-centred approach for positive impact. We will discuss case studies and ethics and get hands-on with exploring many questions arising from this engagement.

This workshop will:

- Give participants an understanding of the fundamentals of Behavioural Design and how it can be utilised in a range of contexts

- Explore how human cognition and unconscious processing influences our decision-making
- Give examples of key tools and frameworks to nudging helpful new behaviours
- Explore the ethics of behavioural design

Keywords: Cognitive and behavioural sciences, ethics, evaluation and impact

References

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