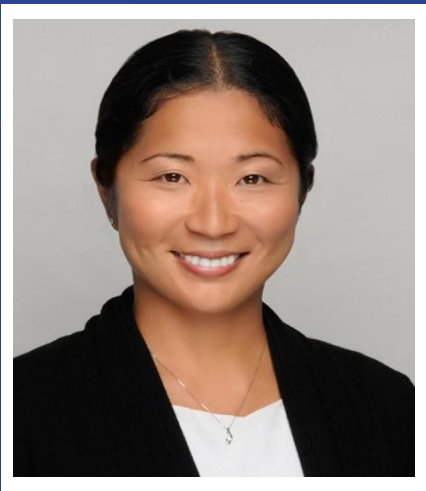


LEVERAGING BESCI TO PREDICT BEHAVIOR CHANGE POST COVID-19



Namika Sagara, Ph.D.
President,
Behavioral Science
Center

© 2019 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



4/15/2020

DOWNER

TEMPORARILY CLOSED
DUE TO CORONA



Pre-Covid, Now and Future – Two Key Premises

Pre Covid-19:

Status Quo



Covid-19:

Sequences of Disruptive Moments

Pre Behavioral Science:

Desire Leads to Behavior

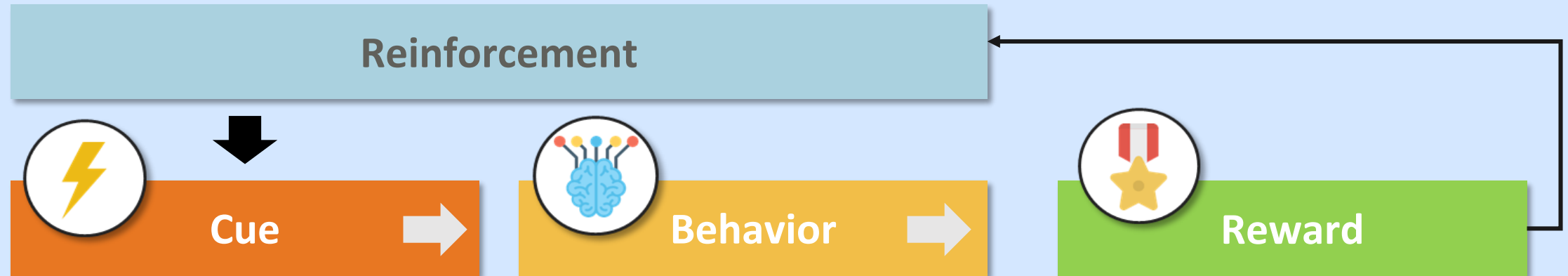


Behavioral Science:

Behavioral Cues are Essential

Habits Framework

Understanding habitual/new behaviors as well as predicting if behaviors persist.





Cue

Various factors can serve as a cue for behavior to happen



Locations & Setting



Script



Identities & Roles



Psychological
State



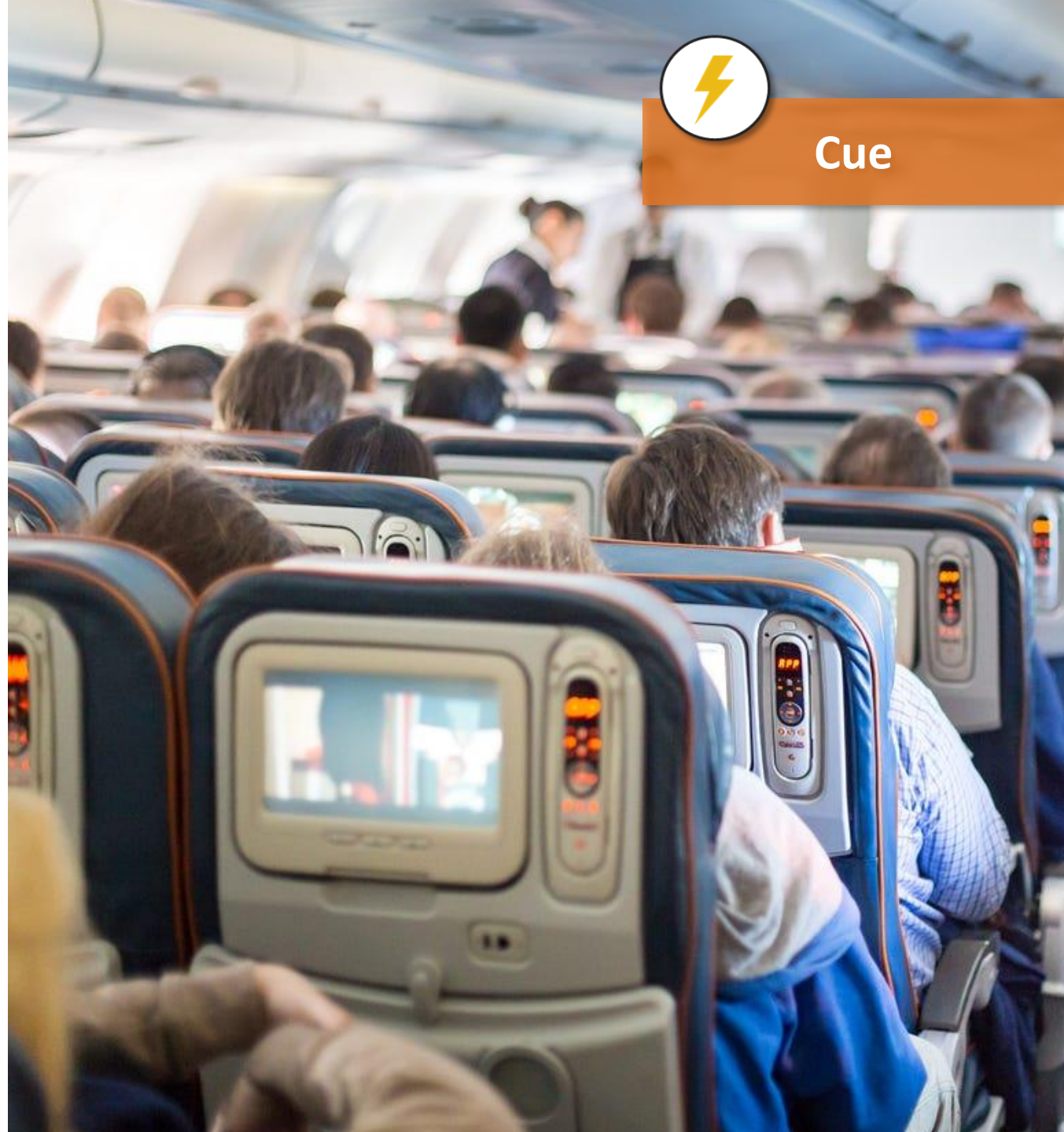
Physical State

Different types of cues

- Locations & Setting
- Script
- Identities & Roles
- Psychological States
- Visceral Physical States



Cue





Cue

Different types of cues

- Locations & Setting
- Script
- Identities & Roles
- Psychological States
- Visceral Physical States



Different types of cues

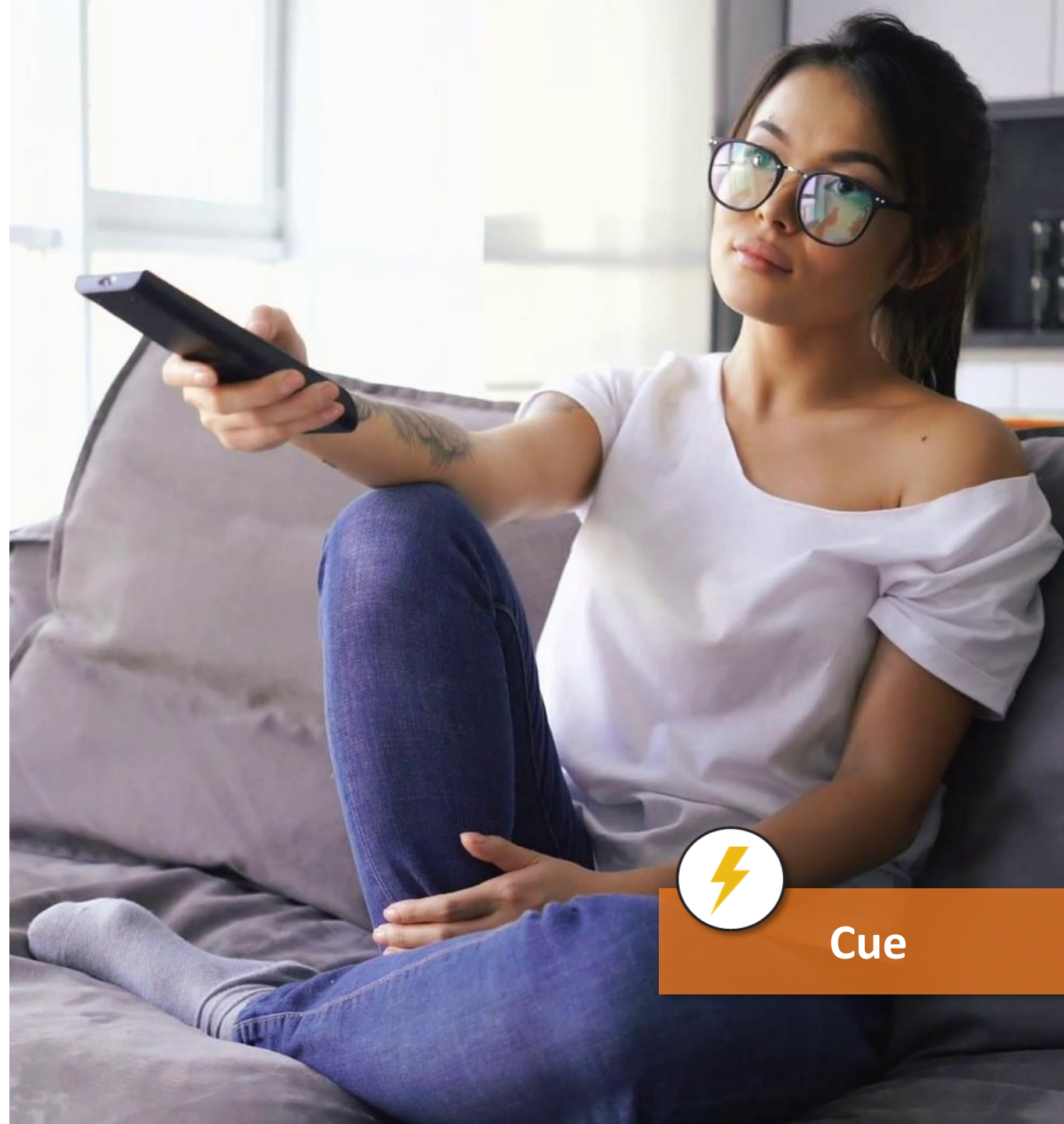
- Locations & Setting
- Script
- Identities & Roles
- Psychological States
- Visceral Physical States



Cue

Different types of cues

- Locations & Setting
- Script
- Identities & Roles
- Psychological States
- Visceral Physical States



Cue

Different types of cues

- Locations & Setting
- Script
- Identities & Roles
- Psychological States
- Visceral Physical States



Best Practice: Embedded Cues



Cue





Behavior

Behaviors are likely to persist if there's fewer/weaker barriers



Physical | Ability



Emotions |
Motivations



Knowledge



Effort



Financial

Different types of barriers

- Physical | Ability
- Emotions | Motivations
- Financial
- Knowledge
- Effort



Behavior

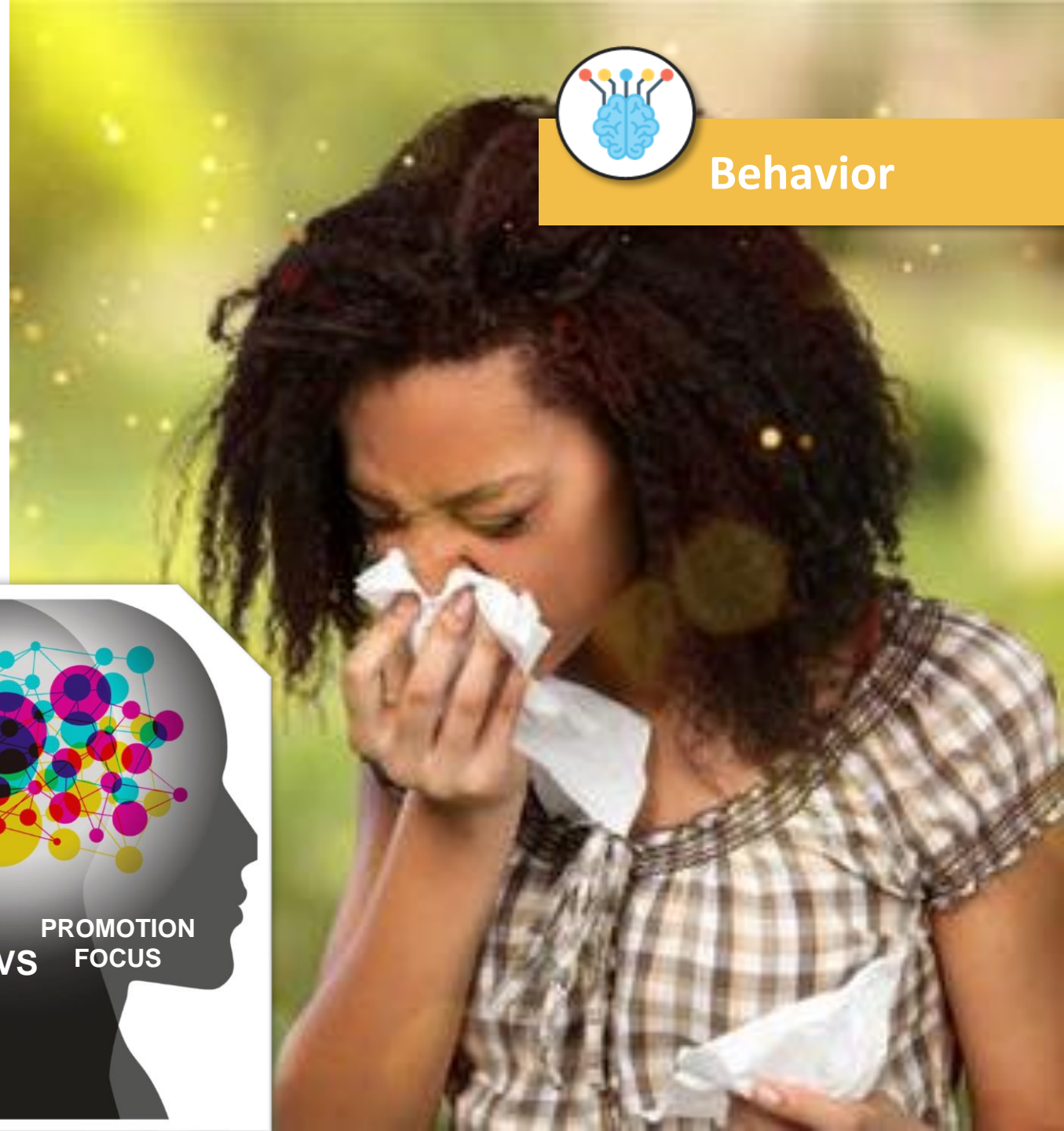




Behavior

Different types of barriers

- Physical | Ability
- Emotions | Motivations
- Financial
- Knowledge
- Effort



Different types of barriers

- Physical | Ability
- Emotions | Motivations
- Financial
- Knowledge
- Effort

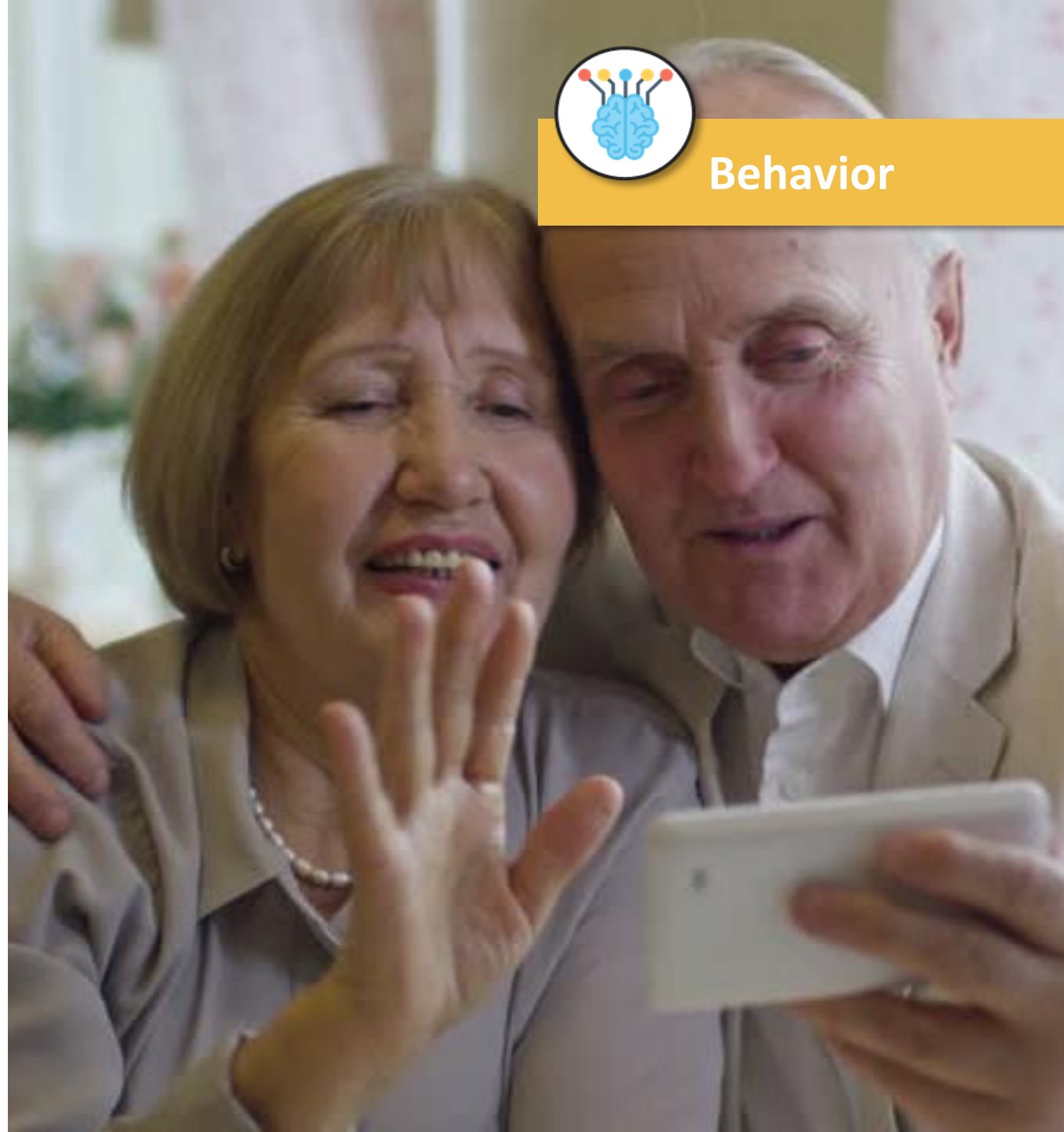


Different types of barriers

- Physical | Ability
- Emotions | Motivations
- Financial
- Knowledge
- Effort



Behavior



Different types of barriers

- Physical | Ability
- Emotions | Motivations
- Financial
- Knowledge
- Effort



Behavior





Behavior

Different types of barriers

- Physical | Need an ability
 - Emotions | Motivations
 - Financial
 - Knowledge
 - Effort
- These barriers (& emotions) can decrease once people get a handle of the behavior.





Reward

Immediate & multifaceted rewards are likely to lead to lasting behaviors



Functional



Social



Emotional



Cognitive



Sensory

Different types of rewards

- Functional
- Social
- Emotional
- Cognitive
- Sensory



Different types of rewards

- Functional
- Social
- Emotional
- Cognitive
- Sensory



Reward



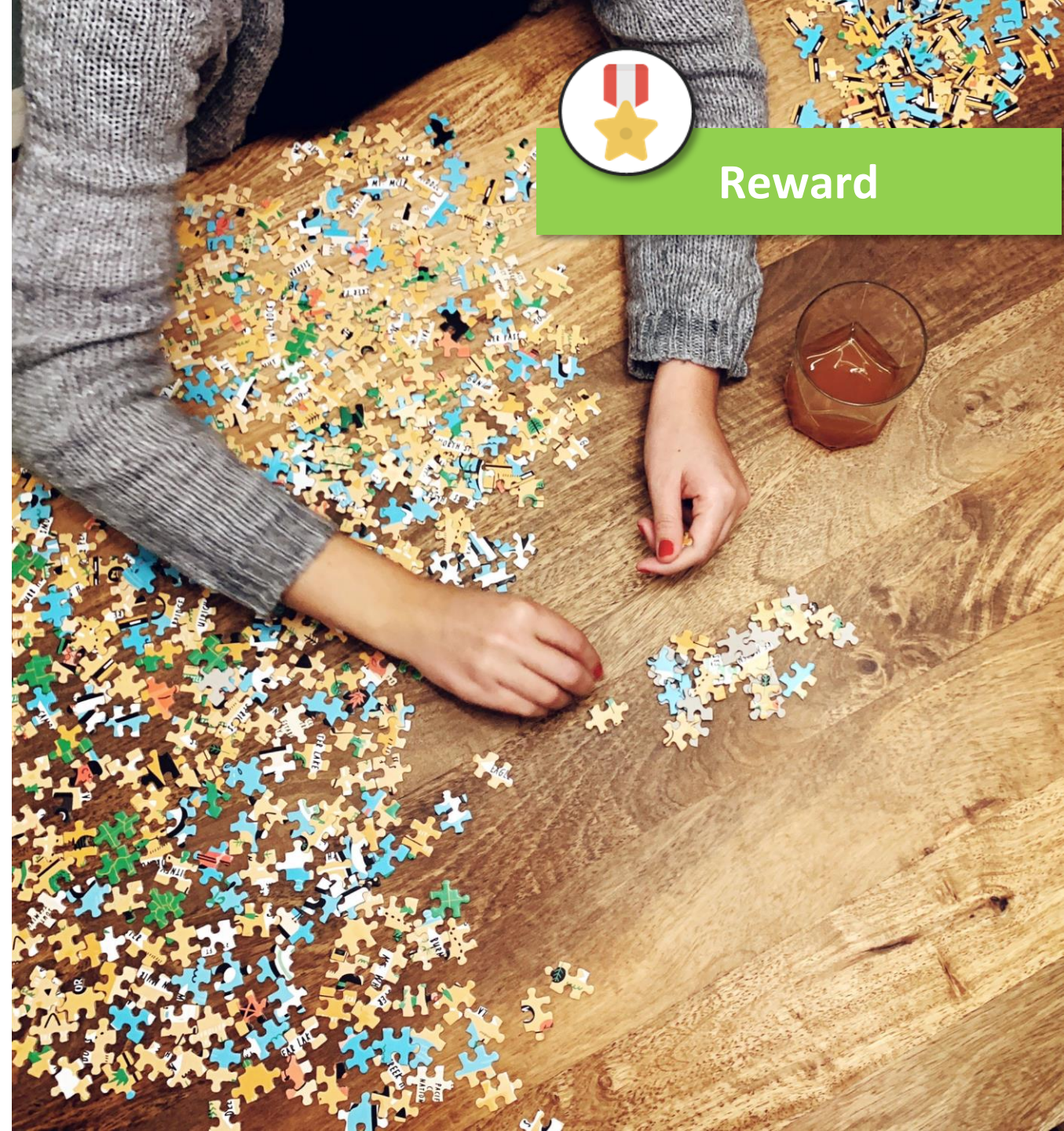
Different types of rewards

- Functional
- Social
- Emotional
- Cognitive
- Sensory



Different types of rewards

- Functional
- Social
- Emotional
- Cognitive
- Sensory



Different types of rewards

- Functional
- Social
- Emotional
- Cognitive
- Sensory



Reward



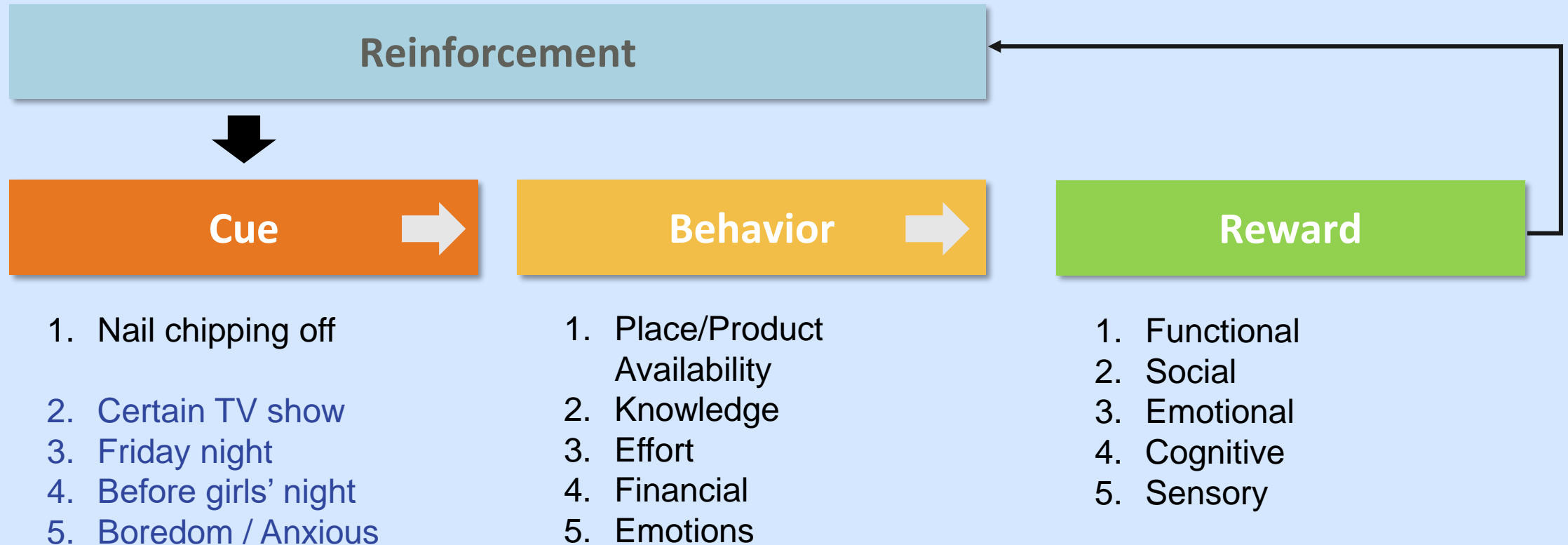
Different types of rewards

- Functional
 - Social
 - Emotional
 - Cognitive
 - Sensory
- There can be negative rewards.
 - Immediate vs. delayed



Habits Framework – Summary

More people are doing nail at home – would this last?



3 Key Factors to Assess in Your Research

01. CUES

- What are the potential cues?
- Are these cues sustainable (replaced) in new contexts?
- Are these cues embedded in existing and likely-lasting behaviors?

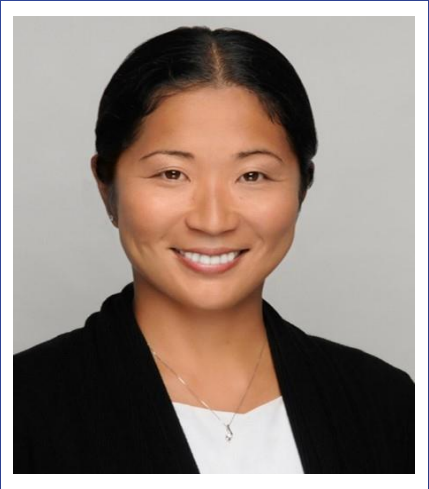
02. BEHAVIORS

- What are the opportunities and barriers?
- How are they different from pre-Covid, now and post-Covid?
- How can we lower the barriers?

03. REWARD

- What are the potential rewards?
- Immediate & multi-faceted rewards are likely to lead to lasting behavior.
- Negative rewards / consequences can counteract the effect of positive rewards.

THANK YOU.



Namika Sagara, Ph.D.
President,
Behavioral Science
Center





Cue

Behavioral Cues : **When, Where and How**

Coors Light: The Official Beer of Being Done Wearing a Bra



+ WHEN

+ HOW

+ WHERE

Create more relevant behavioral cue:

1. Woman finishes long day of work
2. Close her laptop
3. Tie her hair up
4. Head to Fridge



Cue

Behavioral Cues : **When, Where and How**

Godiva: Every Woman is One Part Godiva



— **WHEN**

— **HOW**

— **WHEN**

Create more relevant behavioral cue:

1. A woman finishes a stressful virtual meeting in her home office
2. She logs out from the virtual platform
3. And immediately reach out to the Godiva chocolate she has just outside of the shot