



DUURZAAM BOUWEN AAN GEDRAGSVERANDERING

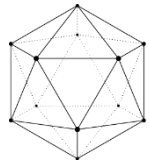
prof. dr. Rick van Baaren
dr. Mattheis van Leeuwen



▼
behavior
change
group

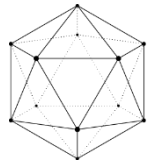


WAAR GAAT HET FOUT?



behavior
change
group

- Na financiële educatie gaan soldaten **slechter** om met geld (Bell, Gorin & Hogarth, 2009)
- Verplichte personal finance cursus voor probleemschuldenares leidt tot **slechtere** financiële planning (Braucher, 2001)
- Scholieren die aandelenmarktspeel hebben gedaan als onderdeel van financiële planning weten **meer**, maar sparen **minder** (Mandell, 2008)
- Slachtoffers van woekerhypotheek en financiële fraude hadden **meer** financiële kennis dan gemiddeld (NASD, 2006; Moore 2003)

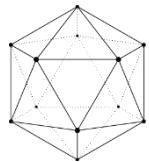
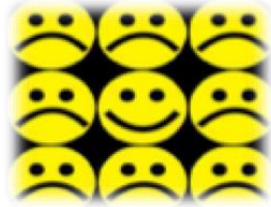




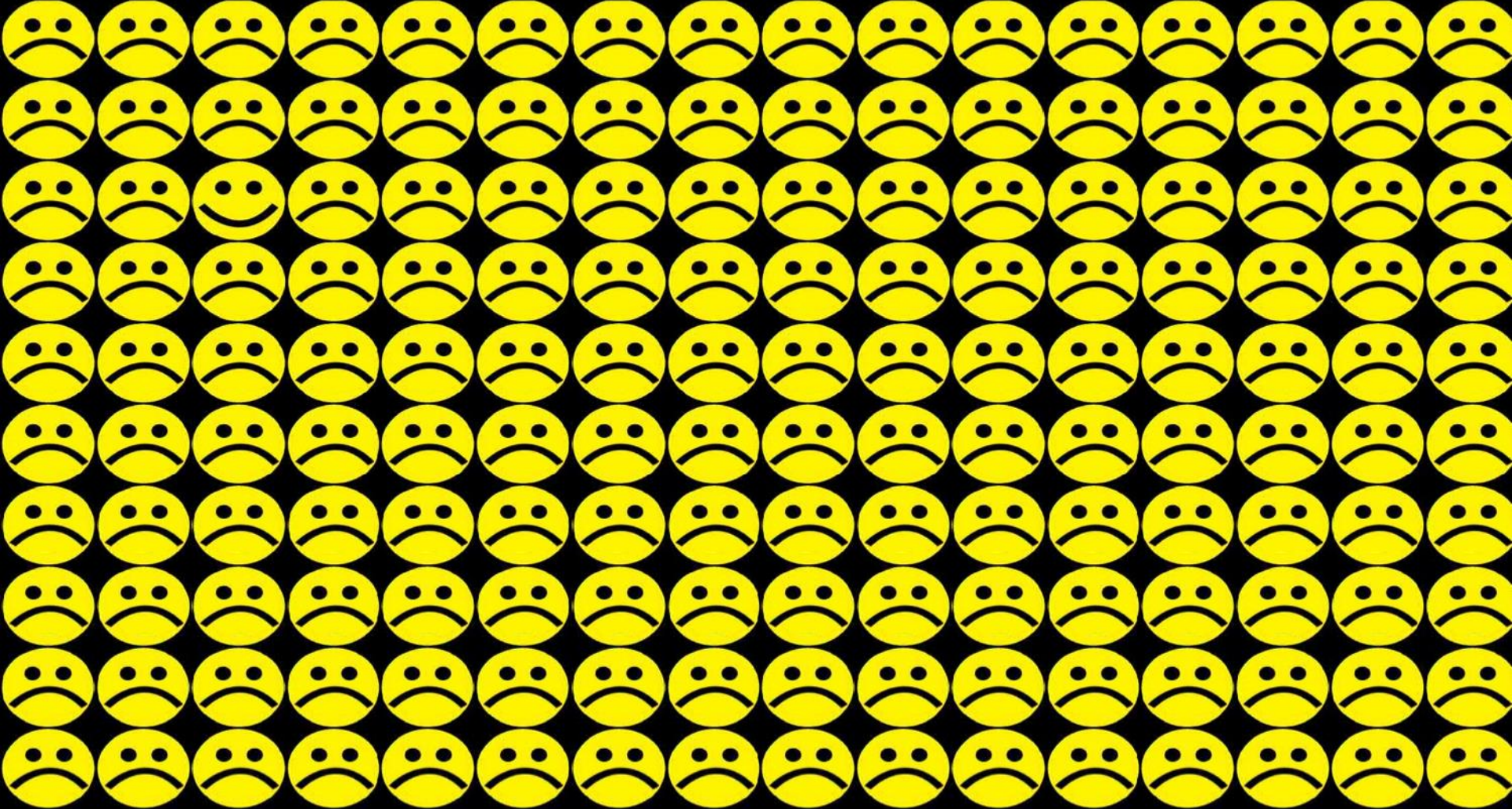




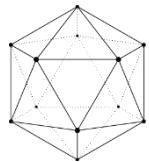
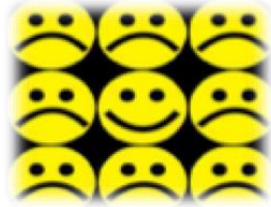
Test



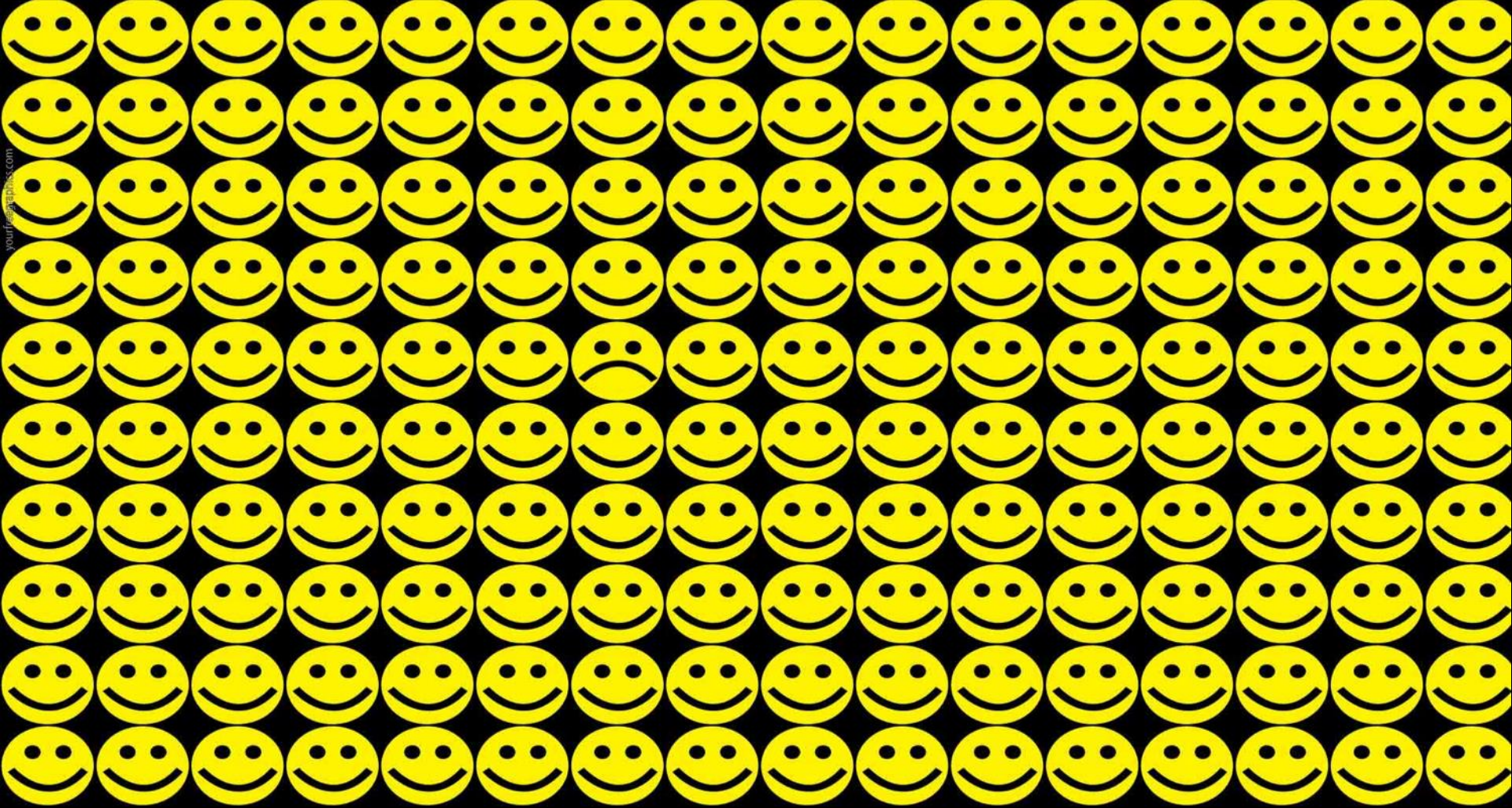
behavior
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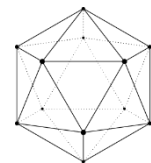
Test



behavior
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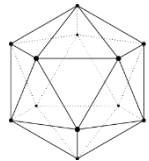


**KENNIS NIET GENOEG
WEINIG MOEITE
FOCUS OP NEGATIEVE
=
WEERSTAND TEGEN VERANDERING**



▼
behavior
change
group

SUCCESSVOLLE GEDRAGSVERANDERING?



behavior
change
group

HOUD REKENING MET **WEERSTAND**



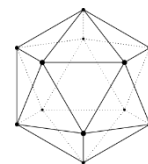
REACTANCE



SCEPTICSM



INERTIA



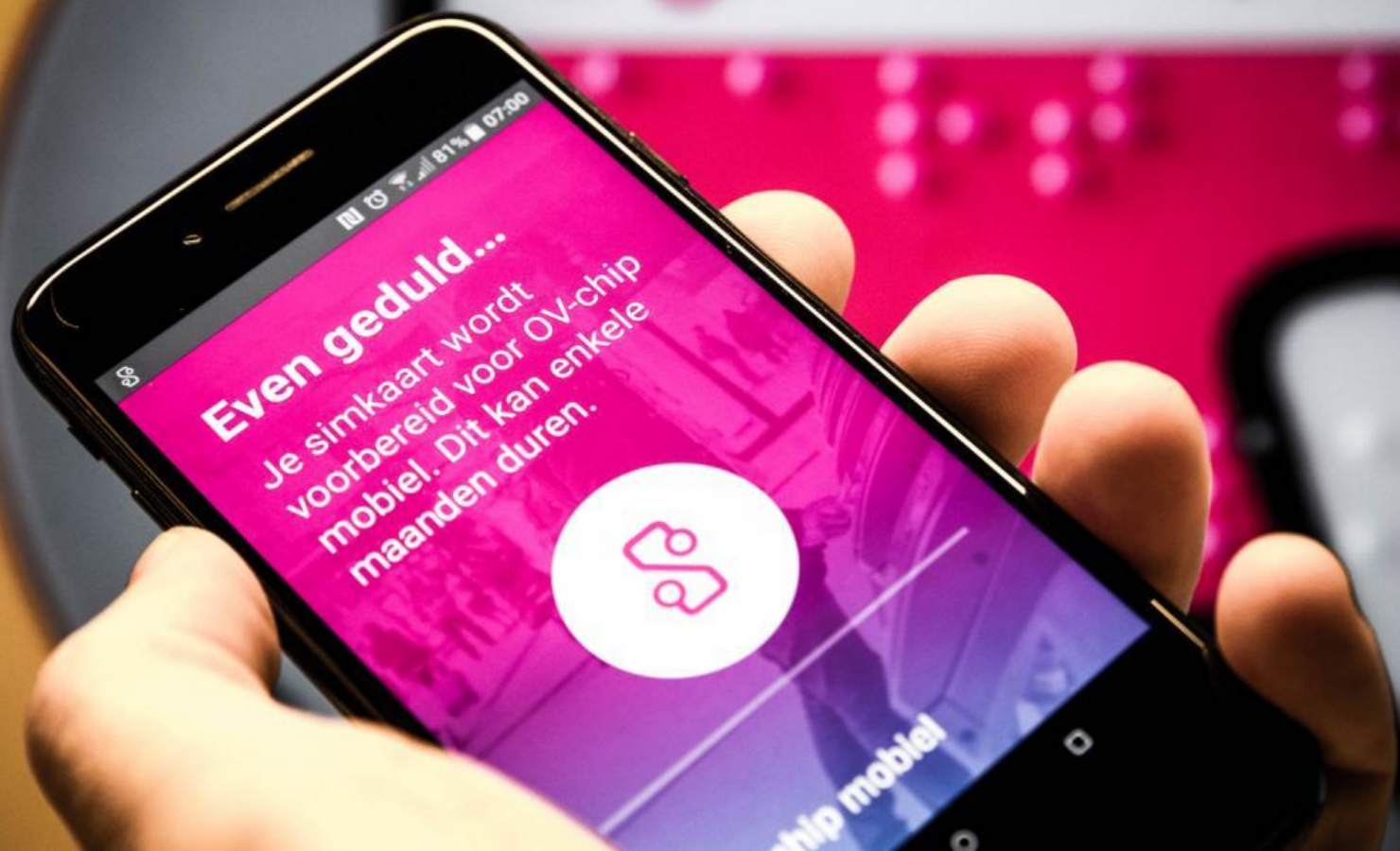








ov-chipkaart



Even geduld...

Je simkaart wordt
voorbereid voor OV-chip
mobiel. Dit kan enkele
maanden duren.



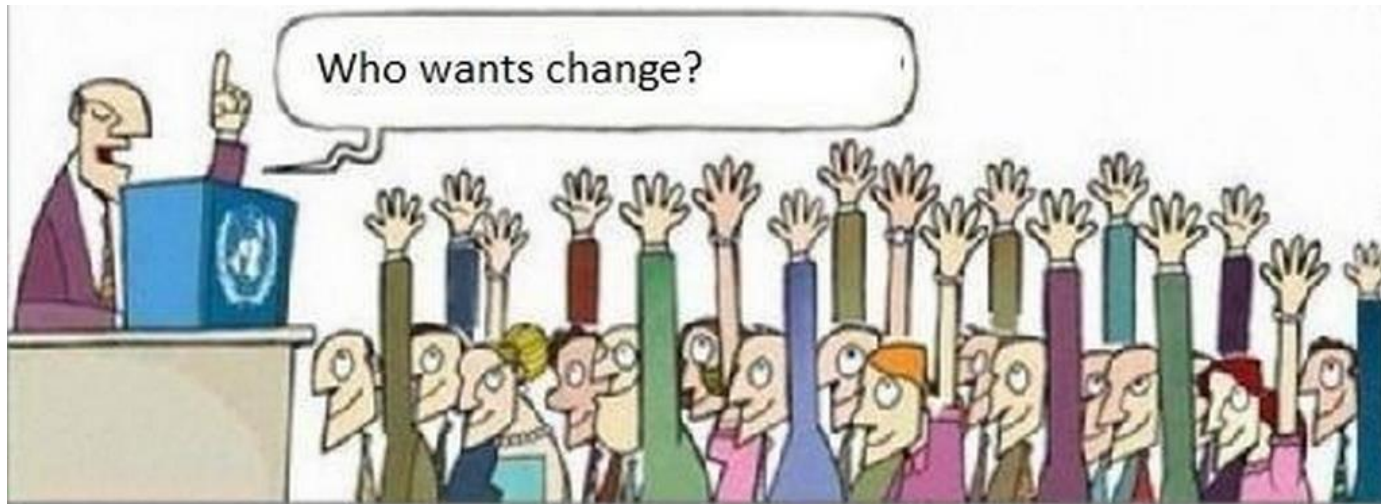
chip mobiel



FEATURING

The Lazy Guy





HOUDT REKENING MET **WEERSTAND**



REACTANCE

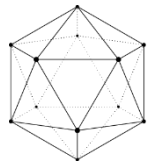


SCEPTICSM



INERTIA

**OPLOSSINGEN
IN DE WORKSHOP**



behavior
change
group





DUURZAAM BOUWEN AAN GEDRAGSVERANDERING

prof. dr. Rick van Baaren
dr. Mattheis van Leeuwen



▼
behavior
change
group



WORKSHOP: GEDRAGSTECHNIEKEN

prof. dr. Rick van Baaren
dr. Mattheis van Leeuwen



▼
behavior
change
group



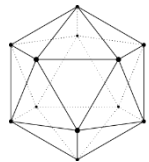






School rules and Regulation (To the students)
Take care of School Property.

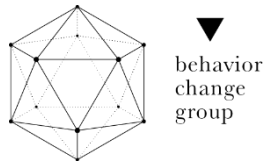
- Speak in English (From class one to class ten).
- Don't throw dust here and there.
- Don't speak vulgar words.
- Arrive school on time.
- Respect elders and teachers.
- Don't do bad activities.
- Wear proper uniform.
- Follow every rules and regulation of school.



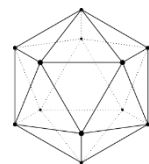
behavior
change
group

Vraag:

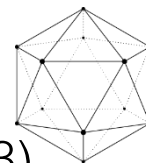
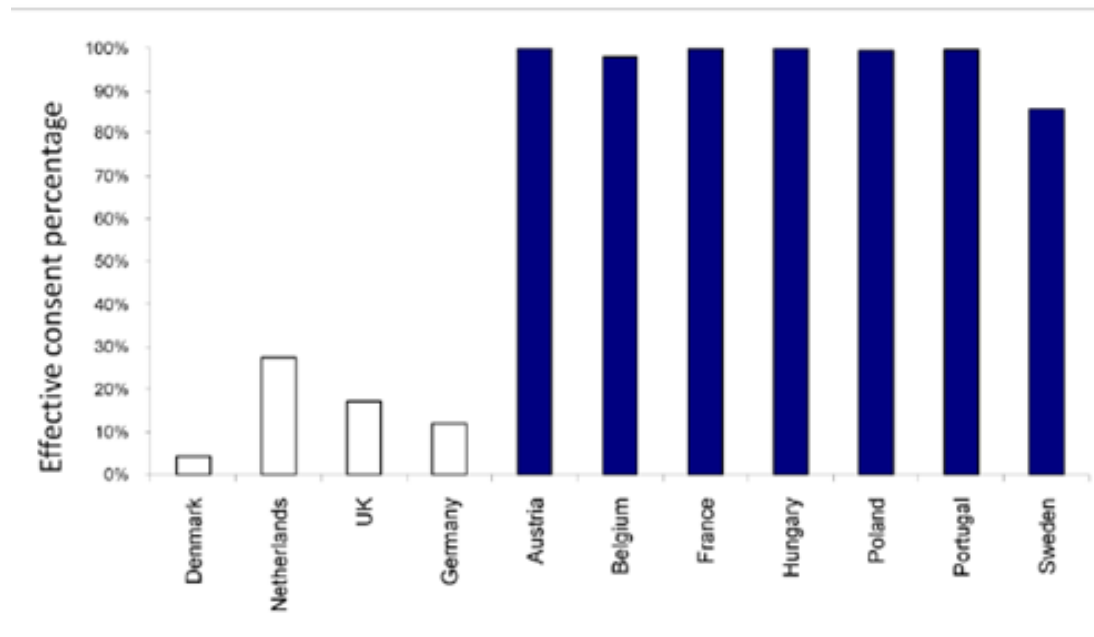
- ▶ Hoe zorg je voor gedragsverandering?
 - Je krijgt 20 minuten de aandacht van de klas







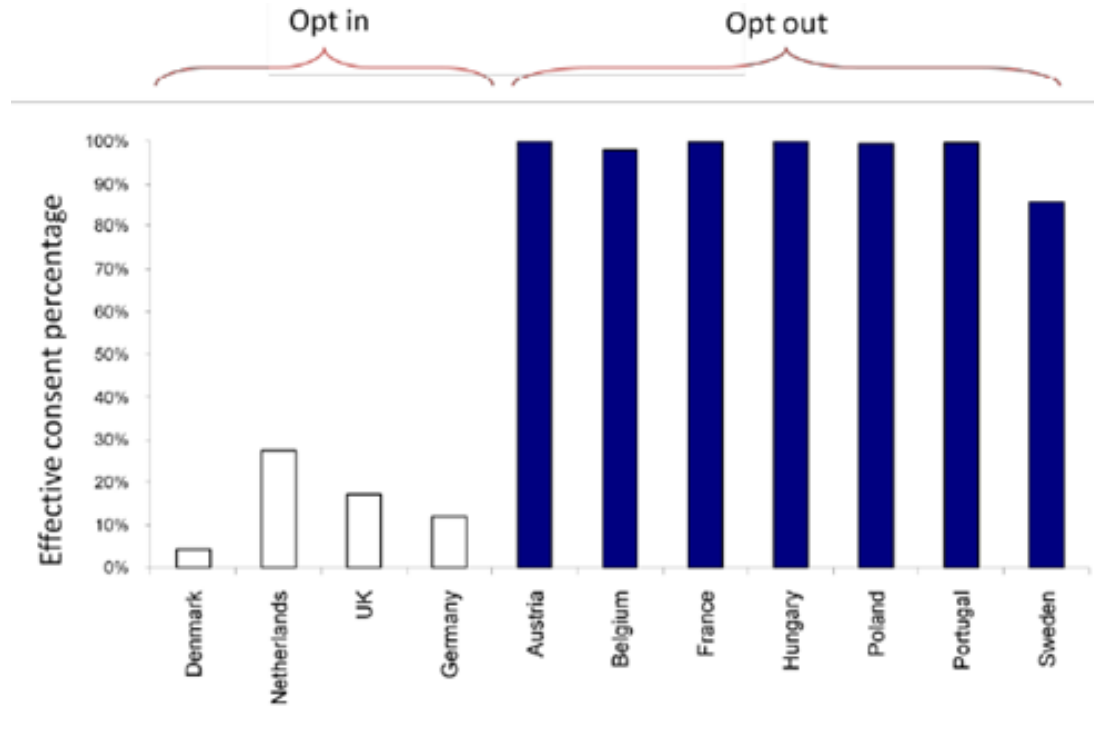
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behavior
change
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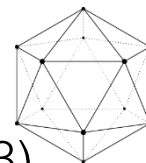
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behavior
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(Johnston & Goldstein, 2003)

Orgaandonatie



(Johnston & Goldstein, 2003)

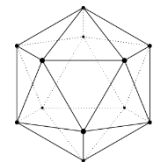


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behavior
change
group

HUMAN



WEERSTAND ERKENNEN



▼
behavior
change
group

(Knowles & Linn, 2004)

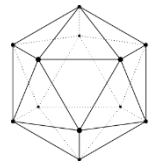
**HANS BRINKER BUDGET HOTEL.
IT CAN'T GET ANY WORSE.**



BUT WE'LL DO OUR BEST.
AMSTERDAM +31 20 6220687



(Knowles & Linn, 2004)



▼
behavior
change
group

**Ach 1 peukje,
klinkt het
40 miljoen keer
per jaar.**



Vlaamse overheid

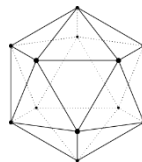
V.Z. Danny Wille, O.W., Vlaamse overheid 110, 2000 Mechelen - 2013

**Maar 1 blikje,
denken 2 miljoen
mensen per jaar.**



Vlaamse overheid

V.Z. Danny Wille, O.W., Vlaamse overheid 110, 2000 Mechelen - 2013



▼
behavior
change
group









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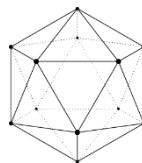
Pilot -
 Staff Nurse -
 Player -
 Teacher -
 Army = 9

Doctors -
 Engineer -
 Artist -
 Scribe -
 Bank Manager -

Nurse -
 Police -
 Doctor -
 Singer -
 Officer -



Cavities
Diseases +
Germs +
Strong +
Health
Clean
No damage

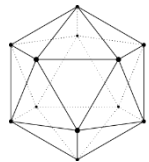


▼
behavior
change
group





Waarom stelden we deze twee vragen?



behavior
change
group



WORKSHOP: GEDRAGSTECHNIEKEN

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dr. Mattheis van Leeuwen



▼
behavior
change
group