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# Designing For Behavior Change Applying Psychology And Behavioral Economics Stephen Wendel

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Change by Design

Spiritual Design: Enrich Your Spiritual Practice with Lessons from Behavioral Science

Pivot to the Future

Solutions for Health and Health Care

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THE BEHAVIOUR BUSINESS

Designing for Behavior Change

*Designing For Behavior Change Applying Psychology And Behavioral Economics Stephen Wendel*

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[Change by Design](#) Rosenfeld Media

Explores the subtle, secret influences that affect the decisions we make--from what we buy, to the careers we choose, to what we eat.

**Spiritual Design: Enrich Your Spiritual Practice with Lessons from Behavioral Science** Springer

Nudge meets Hooked in a practical approach to designing products and services that change behavior, from what we buy to how we work. Deciding what to create at modern companies often looks like an episode of Mad Men: people throw ideas around until one sounds sexy enough to execute and then they scale it to everyone. The result? Companies overspend on marketing to drive engagement with products and services that people don't want and won't help them be

happier and healthier. Start at the End offers a new framework for design, grounded in behavioral science. Technology executive and behavioral scientist Matt Wallaert argues that the purpose of everything is behavior change. By starting with outcomes instead of processes, the most effective companies understand what people want to do and why they aren't already doing it, then build products and services to bridge the gap. Wallaert is a behavioral psychologist who has led product design at organizations ranging from startups like Clover Health to industry leaders such as Microsoft. Whether dissecting the success behind Uber's ridesharing service or Flamin' Hot Cheetos, he underscores with clarity and humor how this approach can improve the way we work and live. This is an essential roadmap for building products that matter--and changing behavior for the better.

**Pivot to the Future** O'Reilly Media

Behavior change design creates entrancing—and effective—products and experiences. Whether you've studied psychology or are new to the field, you can incorporate behavior change principles into your designs to help people achieve meaningful goals, learn and grow, and connect with one

another. Engaged offers practical tips for design professionals to apply the psychology of engagement to their work.

[Solutions for Health and Health Care](#) O'Reilly Media

This unique collection synthesizes insights and evidence from innovators in consumer informatics and highlights the technical, behavioral, social, and policy issues driving digital health today and in the foreseeable future. Consumer Informatics and Digital Health presents the fundamentals of mobile health, reviews the evidence for consumer technology as a driver of health behavior change, and examines user experience and real-world technology design challenges and successes. Additionally, it identifies key considerations for successfully engaging consumers in their own care, considers the ethics of using personal health information in research, and outlines implications for health system redesign. The editors' integrative systems approach heralds a future of technological advances tempered by best practices drawn from today's critical policy goals of patient engagement, community health promotion, and health equity. Here's the inside view of consumer health informatics and key digital fields that students and professionals will find

inspiring, informative, and thought-provoking. Included among the topics: • Healthcare social media for consumer informatics • Understanding usability, accessibility, and human-centered design principles • Understanding the fundamentals of design for motivation and behavior change • Digital tools for parents: innovations in pediatric urgent care • Behavioral medicine and informatics in the cancer community • Content strategy: writing for health consumers on the web • Open science and the future of data analytics • Digital approaches to engage consumers in value-based purchasing Consumer Informatics and Digital Health takes an expansive view of the fields influencing consumer informatics and offers practical case-based guidance for a broad range of audiences, including students, educators, researchers, journalists, and policymakers interested in biomedical informatics, mobile health, information science, and population health. It has as much to offer readers in clinical fields such as medicine, nursing, and psychology as it does to those engaged in digital pursuits.

*Applications for Public Policy* Academic Press

Technology and Health: Promoting Attitude and Behavior Change examines how technology can be used to promote healthier attitudes and behavior. The book discusses technology as a tool to deliver media content. This book synthesizes theory-driven research with implications for research and practice. It covers a range of theories and technology in diverse health contexts. The book covers why and how specific technologies, such as virtual reality, augmented reality, mobile games, and social media, are effective in promoting good health. The book additionally suggests how technology should be designed, utilized, and evaluated for health interventions. Includes new technologies to improve both mental and physical health Examines technologies in relation to cognitive change Discusses persuasion as a tool for behavioral and attitudinal changes Provides theoretical frameworks for the effective use of technology

**Promoting Attitude and Behavior Change** Knopf

The world's leading expert on habit formation shows how you can have a happier, healthier life: by starting small. Myth: Change is hard. Reality: Change can be easy if you know the simple steps of Behavior Design. Myth: It's all about willpower. Reality: Willpower is fickle and finite, and exactly the wrong way to create habits. Myth: You have to make a plan and stick to it. Reality: You transform your life by starting small and being flexible. BJ FOGG is here to change your life--and revolutionize how we think about human behavior. Based on twenty years of research and Fogg's experience coaching more than 40,000 people, *Tiny Habits* cracks the code of habit formation. With breakthrough discoveries in every chapter, you'll learn the simplest proven ways to transform your life. Fogg shows you how to feel good about your successes instead of bad about your failures. Already the habit guru to companies around the world, Fogg brings his proven method to a global audience for the first time. Whether you want to lose weight, de-stress, sleep better, or be more productive each day, *Tiny Habits* makes it easy to achieve.

*An Intervention Mapping Approach* Penguin

Designing for Behavior Change Applying Psychology and Behavioral Economics "O'Reilly Media, Inc." *Community-Led Practices to Build the Worlds We Need* "O'Reilly Media, Inc."

Designing Interventions' brings together theory-based tools developed in behavioural science to understand and change behaviour to form a step-by-step intervention design manual. This book is for anyone with an interest in changing behaviour regardless of whether they have a background in behavioural science.

**The Hidden Forces that Shape Behavior** Springer Nature

A new, counterintuitive theory for how social networks influence the spread of behavior New social movements, technologies, and public-health initiatives often struggle to take off, yet many diseases disperse rapidly without issue. Can the lessons learned from the viral diffusion of diseases improve the spread of beneficial behaviors and innovations? *How Behavior Spreads* presents over a decade of original research examining how changes in societal behavior—in voting, health, technology, and finance—occur and the ways social networks can be used to influence how they propagate. Damon Centola's startling findings show that the same conditions that accelerate the viral expansion of an epidemic unexpectedly inhibit the spread of behaviors. *How Behavior Spreads* is a must-read for anyone interested in how the theory of social networks can transform our world.

*Start at the End* New Society Publishers

Social problems in many domains, including health, education, social relationships, and the workplace, have their origins in human behavior. The documented links between behavior and social problems have compelled governments and organizations to prioritize and mobilize efforts to

develop effective, evidence-based means to promote adaptive behavior change. In recognition of this impetus, *The Handbook of Behavior Change* provides comprehensive coverage of contemporary theory, research, and practice on behavior change. It summarizes current evidence-based approaches to behavior change in chapters authored by leading theorists, researchers, and practitioners from multiple disciplines, including psychology, sociology, behavioral science, economics, philosophy, and implementation science. It is the go-to resource for researchers, students, practitioners, and policy makers looking for current knowledge on behavior change and guidance on how to develop effective interventions to change behavior.

**How Behavior Spreads** Penguin

“Full of revealing, instantly applicable ideas for leveraging your strengths and overcoming your weaknesses.” —Adam Grant, author of *Think Again* and *Originals*, and host of the TED podcast *WorkLife* For many of us, listening is simply something we do on autopilot. We hear just enough of what others say to get our work done, maintain friendships, and be polite with our neighbors. But we miss crucial opportunities to go deeper—to give and receive honest feedback, to make connections that will endure for the long haul, and to discover who people truly are at their core. Fortunately, listening can be improved—and Ximena Vengoechea can show you how. In *Listen Like You Mean It*, she offers an essential listening guide for our times, revealing tried-and-true strategies honed in her own research sessions and drawn from interviews with marriage counselors, podcast hosts, life coaches, journalists, filmmakers, and other listening experts. Through Vengoechea's set of scripts, key questions, exercises, and illustrations, you'll learn to: • Quickly build rapport with strangers • Ask the right questions to deepen a conversation • Pause at the right time to encourage vulnerability • Navigate a conversation that's gone off the rails Now more than ever, we need to feel heard, connected, and understood in a world that keeps turning up the volume. Warm, funny, and immensely practical, this book shows you how.

*Designing Your Life* Basic Books

Designers and managers hope their products become essential for users—integrated into their lives like Instagram, Lyft, and others have become. Such deep integration isn't accidental: it's a process of careful design and iterative learning, especially for technology companies. This guide shows you how to apply behavioral science—research that supports many products—to help your users achieve their goals using your product. In this updated edition, Stephen Wendel, head of behavioral science at Morningstar, takes you step-by-step through the process of incorporating behavioral science into product design and development. Product managers, UX and interaction designers, and data analysts will learn a simple and effective approach for identifying target users and behaviors, building the product, and gauging its effectiveness. Learn the three main strategies to help people change behavior Identify behaviors your target audience seeks to change—and obstacles that stand in their way Develop effective designs that are enjoyable to use Measure your product's impact and learn ways to improve it Combine behavioral science with data science to pinpoint problems and test potential solutions

**Psychology and Behavioral Economics** Routledge

User experience doesn't happen on a screen; it happens in the mind, and the experience is multidimensional and multisensory. This practical book will help you uncover critical insights about how your customers think so you can create products or services with an exceptional experience. Corporate leaders, marketers, product owners, and designers will learn how cognitive processes from different brain regions form what we perceive as a singular experience. Author John Whalen shows you how anyone on your team can conduct "contextual interviews" to unlock insights. You'll then learn how to apply that knowledge to design brilliant experiences for your customers. Learn about the "six minds" of user experience and how each contributes to the perception of a singular experience Find out how your team—without any specialized training in psychology—can uncover critical insights about your customers' conscious and unconscious processes Learn how to immediately apply what you've learned to improve your products and services Explore practical examples of how the Fortune 100 used this system to build highly successful experiences

*Emotional Design* Routledge

Presents a multifaceted model of understanding, which is based on the premise that people can demonstrate understanding in a variety of ways.

*Design for How People Think* Designing for Behavior Change Applying Psychology and Behavioral Economics

If you are in business, you are in the business of behaviour - and unless a business influences behaviour, it will not succeed. In the last 50 years we have learnt more about how we behave than

over the previous 5,000. This book shows how behavioural science has revolutionised our understanding of how people really think (or don't) - and how we can use those insights in our businesses to influence behaviour and gain competitive advantage. Richard Chataway works for the BVA Nudge Unit, a global consultancy specialising in behavioural change, and has experience in everything from getting people to join the armed forces, drink spirits rather than wine, and buy flatpack furniture - to developing the world's most successful stop-smoking mobile app. Introducing the leading thinkers and practitioners from this new field (and sharing dozens of real-world examples), Richard guides readers through the hidden influences, biases and fallacies that influence the behaviour of customers, employees, and business leaders alike - and shows how we can ethically use these insights to: • powerfully attract and retain customers • fuel true and lasting innovation • stand apart in the new world of increasing automation and artificial intelligence • change workplaces and maintain happy and productive employees and teams • and a lot more! It's time to shape behaviour instead of simply reacting to it. *The Behaviour Business* is the eye-opening, practical guide you have been waiting for.

*Applied Behavior Analysis* Harriman House Limited

The changemaker's guide to catalyzing environmental behaviour change for a healthy future To tackle our urgent environmental problems and achieve positive, durable change, we must design solutions based directly on how people think, make decisions, and act. From hotels that save water and money using simple signage, to energy suppliers that boost participation in renewable energy programs through mere enrollment form tweaks—shifting the behavior of millions for the better is possible. Based on decades of research into what drives behavior change, *Making Shift Happen* provides a suite of powerful tools to transform the world. It features A to Z guidance on how to design a behavior change initiative—from choosing the right audience and uncovering what drives their behavior, to designing, prototyping, testing, and implementation. Clear instructions and real-world examples empower you to apply hundreds of behavioral science solutions including: Using social norms to spread positive environmental behaviors Selecting and testing stories, metaphors, and values to frame information for each audience Catalyzing action by aligning your initiative with your audience's personal and social motivators Breaking bad habits and building positive ones Capturing your audience's attention and reducing barriers to action Connecting people with nature and building empathy for the environment and its inhabitants. *Making Shift Happen* is a must-have guide for practitioners in non-profits, governments, and businesses looking to design successful campaigns and initiatives that shift behaviors and mindsets toward positive environmental outcomes and a better future for all.

*Applying Psychology and Behavioral Economics* Princeton University Press

*In Change by Design*, Tim Brown, CEO of IDEO, the celebrated innovation and design firm, shows how the techniques and strategies of design belong at every level of business. *Change by Design* is not a book by designers for designers; this is a book for creative leaders who seek to infuse design thinking into every level of an organization, product, or service to drive new alternatives for business and society.

*The Handbook of Behavior Change* MIT Press

With the wide variety of devices, touch points, and channels in use, your ability to control how people navigate your well-crafted experiences is fading. Yet it's still important to understand where people are in their journey if you're to deliver the right content and interactions at the right time and on the right device. This practical guide shows you how storytelling can make a powerful difference in product design. Author Anna Dahlström details the many ways you can use storytelling in your projects and throughout your organization. By applying tried-and-tested principles from film and fiction to the context of design and business, you'll learn to create great product experiences. Learn how the anatomy of a great story can make a difference in product design Explore how traditional storytelling principles, tools, and methods relate to key product design aspects Understand how purposeful storytelling helps tell the right story and move people into action Use storytelling principles to tell, sell, and present your work

*Designing for Behavior Change* John Wiley & Sons

An exploration of how design might be led by marginalized communities, dismantle structural inequality, and advance collective liberation and ecological survival. What is the relationship between design, power, and social justice? “Design justice” is an approach to design that is led by marginalized communities and that aims explicitly to challenge, rather than reproduce, structural inequalities. It has emerged from a growing community of designers in various fields who work closely with social movements and community-based organizations around the world. This book

explores the theory and practice of design justice, demonstrates how universalist design principles and practices erase certain groups of people—specifically, those who are intersectionally disadvantaged or multiply burdened under the matrix of domination (white supremacist heteropatriarchy, ableism, capitalism, and settler colonialism)—and invites readers to “build a better world, a world where many worlds fit; linked worlds of collective liberation and ecological

sustainability.” Along the way, the book documents a multitude of real-world community-led design practices, each grounded in a particular social movement. Design Justice goes beyond recent calls for design for good, user-centered design, and employment diversity in the technology and design professions; it connects design to larger struggles for collective liberation and ecological survival.  
[Health Behavior ASCD](#)

This book aims to facilitate the task of reviewing and selecting relevant theories to inform the design of behaviour change interventions and policies. The main goal is to provide an accessible source of potentially useful theories from a range of disciplines beyond those usually considered. It also provides an opportunity to analyse broader issues around the use of theory in the design of behaviour change interventions and examine areas where there is scope for improvement.