

Changing Peoples Behaviour – Practitioner Work Sessions

Dr. K. Purdam 2010-2011

The Changing People's Behaviour (CPB) at the University of Manchester will be hosting a series of interdisciplinary work sessions with practitioners in 2010. The work sessions are planned as the basis for sharing expertise across disciplines and policy sectors.



The CPB research group at the University of Manchester comprises academics working in social science, economics, public health, psychology, environmental change, decision sciences and law. The focus is on sharing research expertise and evidence in the field of behaviour change. In particular the work involves examining people's attitudes, intentions, motivations and behaviour and how these may change over time across the different areas of people's lives.

Focus and Format of the Work Sessions

The work sessions will be based around the key theme of what works in changing people's behaviour. They will consider the ethics of interventions, and comparing different theories, methods and models such as information and education, the role of social norms and value change, cognitive based methods, incentives and rewards, role models, social networks, punishments and changes in the law. To facilitate the discussions in the work sessions a number of practitioners will be invited to discuss how they may have changed people's behaviour in practice. These visiting speakers will include practitioners such as: business leaders involved in organisational change, education specialists who work on changing children's behaviour, drug and alcohol addiction workers, the police, nutritionists and waste management practitioners. The work sessions will provide an opportunity to identify potential overlaps, synergies and shared learning opportunities as well as being a basis for interdisciplinary funding applications.

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