



Motivational feedback for behavioural change

Sander Hermsen

Sander Hermesen

Behavioural scientist
(MSc Social Psychology, RU Nijmegen,
PhD Social Sciences, VU University
Amsterdam)

Graphic Designer (BDes, Artez AvBK Arnhem)

One Planet Research Center: Principal
Behaviour Scientist

<http://nl.linkedin.com/in/sanderhermsen>
@sanderhermsen
sander.hermesen@imec.nl



How can technology support healthy eating?

- foster self-monitoring
- increase knowledge of behaviour
- create awareness of current behaviour
- create awareness of gap with desired behaviour
- trigger actions

Feedback plays a role in every support function!

Does feedback motivate?

- Yes it does
- Not per se through increased knowledge
(most problems aren't information deficit problems)
- But by moving behaviour up
on the priority ladder



When does feedback motivate?

When we can understand it

- If possible, give *timely feedback* (“the lunch you are about to eat contains 1000 kcal” versus “the lunch you ate yesterday contained 1000 kcal”) – reflection-in-action vs reflection-on-action
- Give feedback *in context* (“the lunch you are about to eat contains 1000 of the 2000 kcal you are planning to eat today”)
- Feedback should be *easy to understand* (“the production of this 200g hamburger caused the emission of 4.8kg co₂, this is comparable with driving 6km in an average car”)

When does feedback motivate? When we can act upon it

- what can I do with knowledge of my cholesterol level?
- knowledge vs application

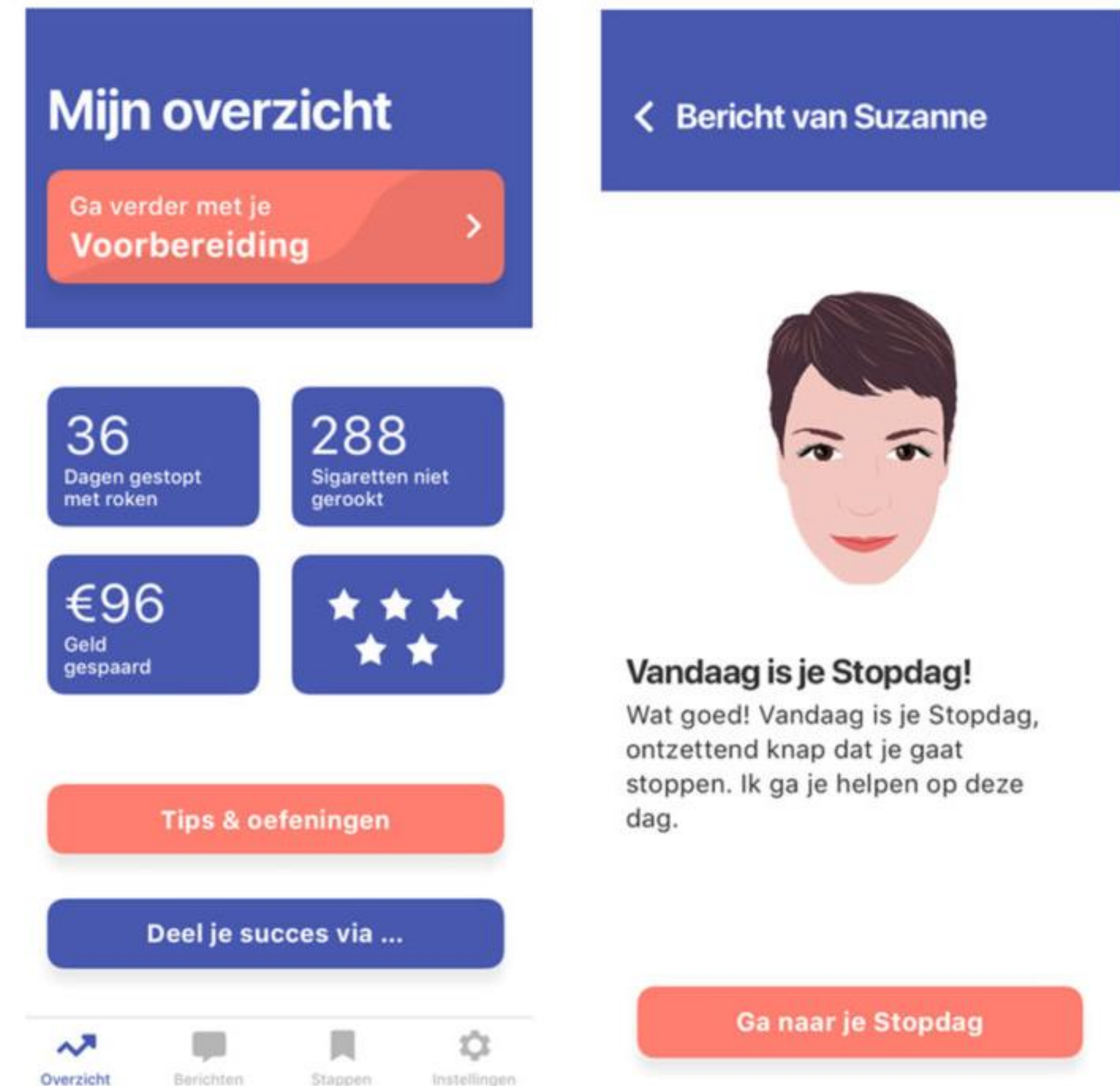


When does feedback motivate?
When it corresponds with our skills



When does feedback motivate?

When we have 'mental room' for change



How can we make sure feedback motivates? Refrain from using tricks and #nudges



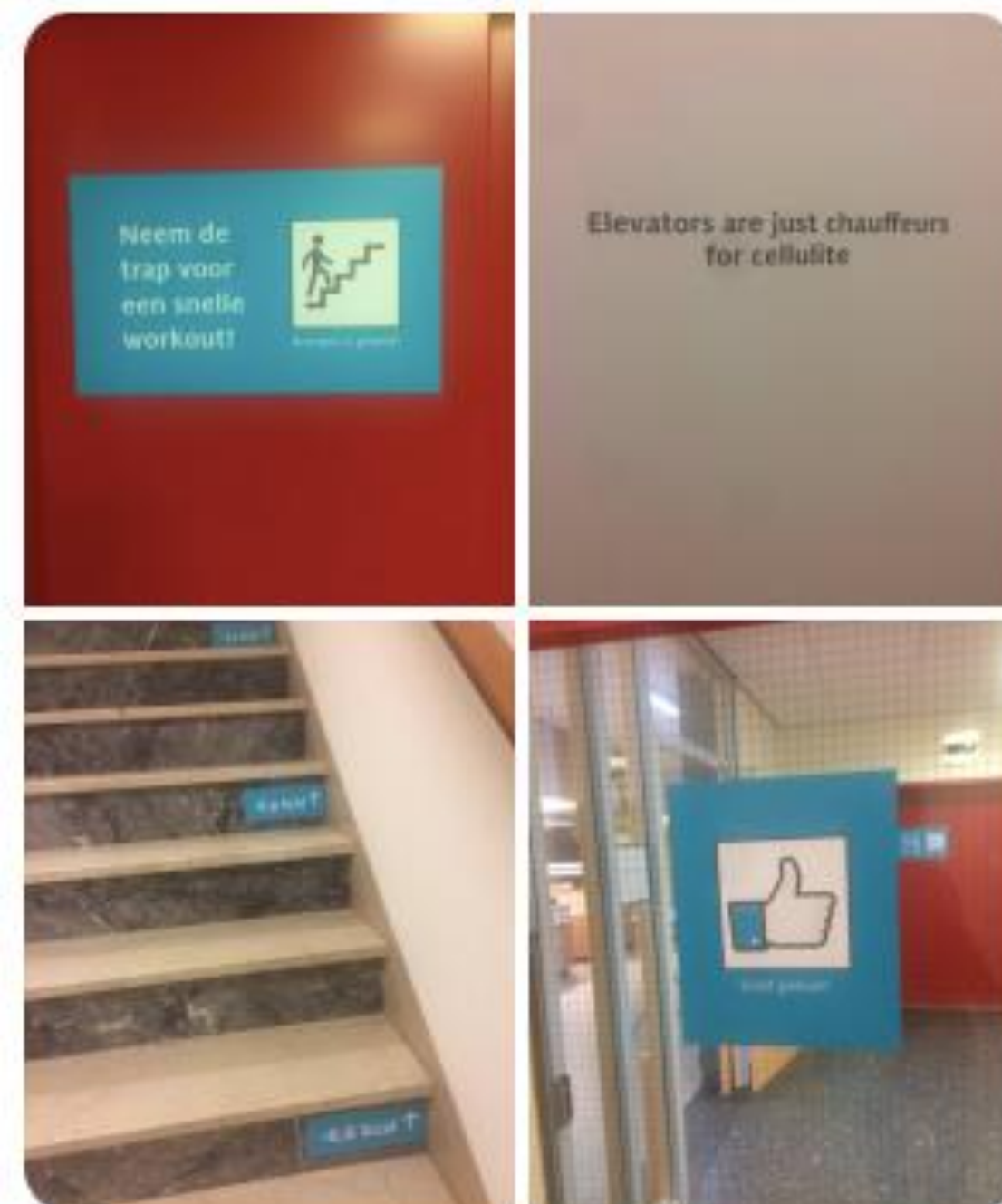
**Social comparisons,
Negative feedback,
Praise feedback,
Competition,
Cooperation:**

All failed to increase sustained use

How can we make sure feedback motivates? Combine with emotional and social support



Some **serious** physical activity
[#nudging](#) here at [@radboudumc](#).
Fortunately combined with some
excellent facilities for less able
visitors



Replying to [@sanderhermsen](#) [@radboudumc](#)
'goed gedaan!' zou bij mij echt
contra-productief werken. Ik zou
me gemanipuleerd voelen. Een klein
feitje over gezondheidseffect van
regelmatige beweging zou ik veel
blijer mee zijn.

5:04pm · 7 Mar 2018 · Twitter Web Client

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Radboudumc [@radboudu...](#) 8 Mar 2018
Replying to [@Ssterrenburg](#) [@sanderherm...](#)
Goeie tip. Ik geef hem door aan de
initiatiefnemers. ^JE

1 Reply 1 Like



Sander Hermsen [@sand...](#) 8 Mar 2018
Replying to [@radboudumc](#) [@Ssterrenburg](#)
Naja, er zijn zeker ook mensen bij wie
zo'n beloninkje juist heel goed werkt,
en die van feitjes in de weerstand
schieten. Moeilijk om hier iedereen te
bedienen, hoor!

1 Reply 1 Like

How can we make sure feedback motivates? Connect to intrinsic motivation

How? Well, ask people!

how do I combine the needs of a vegetarian teenager, a child with food allergies, and a parent who should lose some weight?

how can I deal with temptations from outside, especially olfactory cues?

how do I interpret nutritional information on packaging? what claims are real, and what's marketing?

how can I (quickly) select healthy alternatives in the supermarket?

how do I provide healthy festive food at birthdays?

what is the best time to eat certain foods?

how can I avoid eating yummy but unhealthy food when I am tired or unhappy?

how can I reduce my chocolate consumption?

how can I tell if a product is not just healthy, but also sustainable?

how can I snack less whilst feeling less hungry?

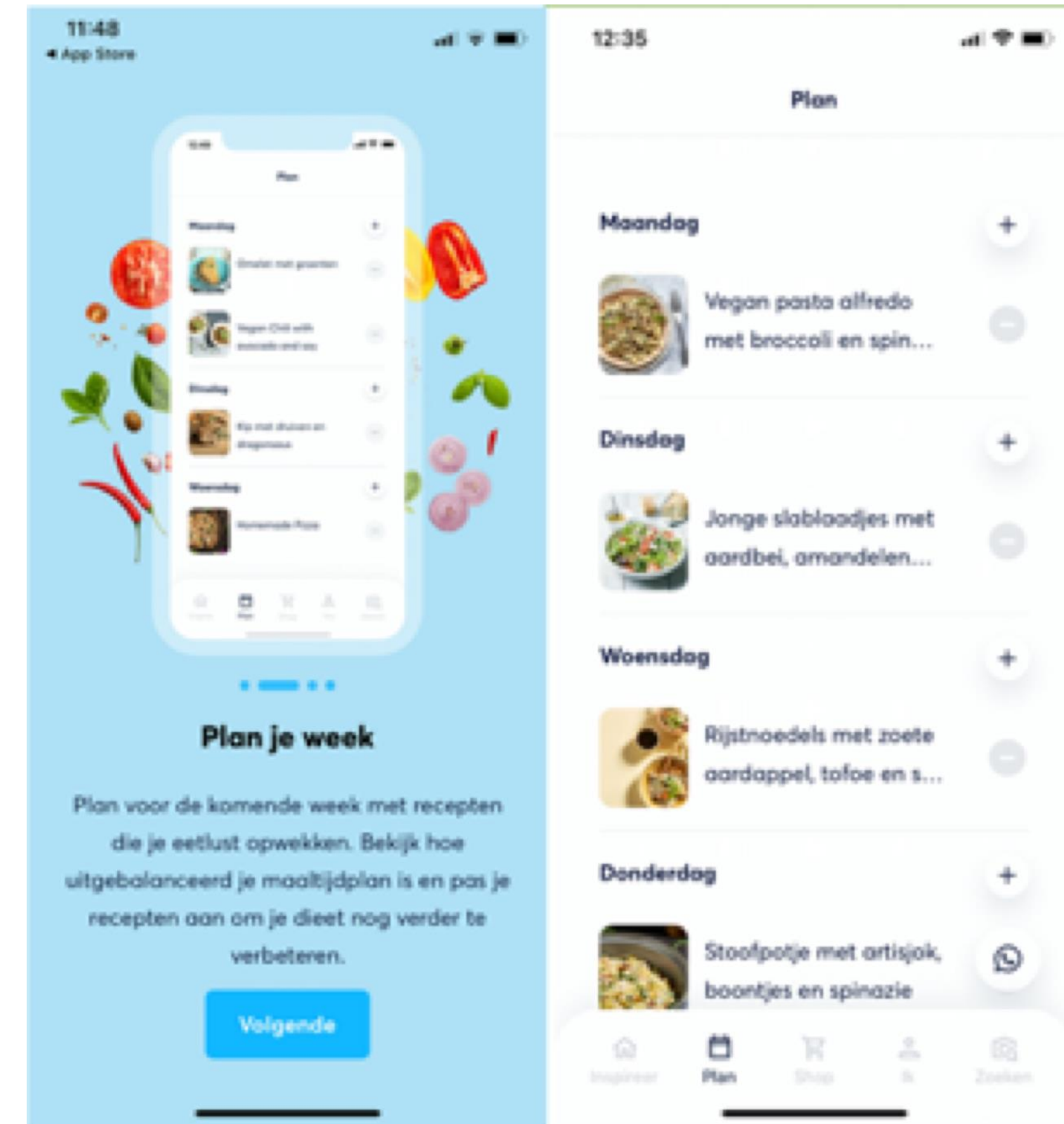
how can I have a bit more variation in what I cook?

how can I reduce packaging waste?

how can I use more locally sourced ingredients?

How can we make sure feedback motivates? Connect to intrinsic motivation

How? Tailor intervention delivery



How can we make sure feedback motivates?

- Feedback is understandable, in-context
- Feedback is timely, ready to be acted upon, fitting to skills
- Feedback fits to social practices and intrinsic motivations
- Refrain from tricks, but combine with emotional, social and practical support when needed