



Dan Ariely on Changing Customer Behavior

Harness the principles of behavioral change to reach more customers and create impact

What You'll Learn:

- Understand how people make decisions
- Map your customer's behavior journey
- Apply 6 Behavior Change principles to your social enterprise
- Understand 5 Value and Pricing principles to understand how to price your product
- Design experiments to test these principles in action

Description

Many good innovations deployed to solve social problems fail to reach their full potential. Even when the right information has been communicated, people still behave against their best interest. The resistance to behavior change is strong and knowledge alone won't cause them to make the switch. There are other factors and motivations at play.

In this course, Dan Ariely will help you apply insights from behavioral economics and psychology to understand how people make decisions. By drilling down to specific behaviors that your customers need to perform, you'll uncover new opportunities to redesign your experience for greater effectiveness.

In addition to video tutorials from Dan, you'll also gain access to 4 Behavior Change Design Guides (totaling over 90 pages) that will include step-by-step exercises to apply these principles to your challenge. Once you start seeing these principles in everyday life, you won't be able to resist redesigning elements of even your own life to create impact in a much more effective and efficient way.

Format: Video-Based Course

Curriculum

- **LEARNING TOOLS**
 - 27 video tutorials from Dan Ariely, Professor at Duke University
 - 4 Design Guides full of examples and step-by-step exercises to help you put behavioral science research into practice
- **SECTION 1: Introduction to Behavior Change for Entrepreneurs**

- Video: Introduction to Behavior Change from Dan Ariely
 - Activity: Introduce Yourself to the Course Community
 - Video: What All Great Talks Have in Common
 - Resource: Listening Guide for Section 1
 - Video: Why Social Science Can Unlock New Insights for Entrepreneurs
 - Video: What the Typical Approach to Behavior Change Gets Wrong
 - Video: Where Entrepreneurs Should Start
 - Video: Why Bumps in the Road Matter
 - Video: Design the Path of Least Resistance
 - Quiz: Apply Your Knowledge of Behavior Change
 - Resource: Behavior Change Design Guide 1
- **SECTION 2: Behavior Change Principles to Trigger Use of Your Product**
 - Resource: Listening Guide for Section 2
 - Video: Choice Architecture and Choice Overload
 - Video: Default Bias and Organ Donation
 - Video: Defaults in the Grocery Store
 - Video: Evoking Cues and Loss Aversion
 - Video: TV Sales, Retirement Funds, and Loss Aversion
 - Video: Social Desirability and Social Proof
 - Video: Concreteness
 - Video: Incentives
 - Video: Don't Mix Market and Social Norms
 - Video: The Case of the Daycare Center
 - Video: Complete and Incomplete Contracts
 - Quiz: Identify the Behavior Change Principle
 - Resource: Behavior Change Design Guide 2
- **SECTION 3: Design a Product Customers Will Value and Pay For**
 - Resource: Listening Guide for Section 3
 - Video: Value Perception
 - Video: Relativity
 - Video: Starbucks and Dunkin Donuts
 - Video: The Pain of Paying

- Video: The Peril of Pay-As-You-Go
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- Resource: Behavior Change Design Guide 3

- **SECTION 4: How Entrepreneurs Can Design Behavior Change Experiments**
 - Video: Experimental Design for Entrepreneurs
 - Video: Things All Experiments Need
 - Video: The Ethics of Experiments
 - Video: Why Experiments Can Change the World
 - Video: A Coin Experiment in Kenya
 - Resource: Behavior Change Design Guide 4

About the Course Partner

Dan Ariely is a professor of psychology and behavioral economics at Duke University. He is the author of the bestsellers *Predictably Irrational*, *The Upside of Irrationality*, *The Honest Truth About Dishonesty* and *Payoff*. Through his research and his experiments, Dan questions the forces that influence human behavior and the irrational ways in which we often all behave.

The Center for Advanced Hindsight at Duke University

We study, design, test and implement behavioral interventions that help people be happier, healthier and wealthier. With our 'Advanced Hindsight' superpower we develop, apply, and share behavioral insights.