

# Natural artifice: Inducing eco-friendly behavior

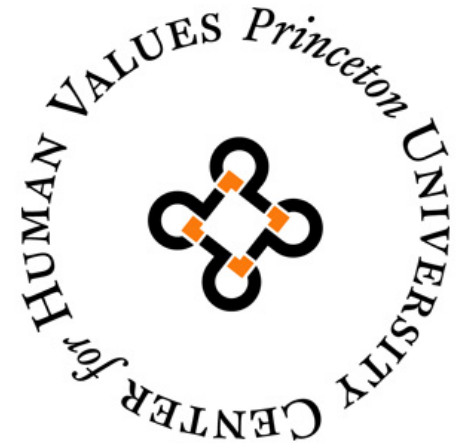


MARK ALFANO

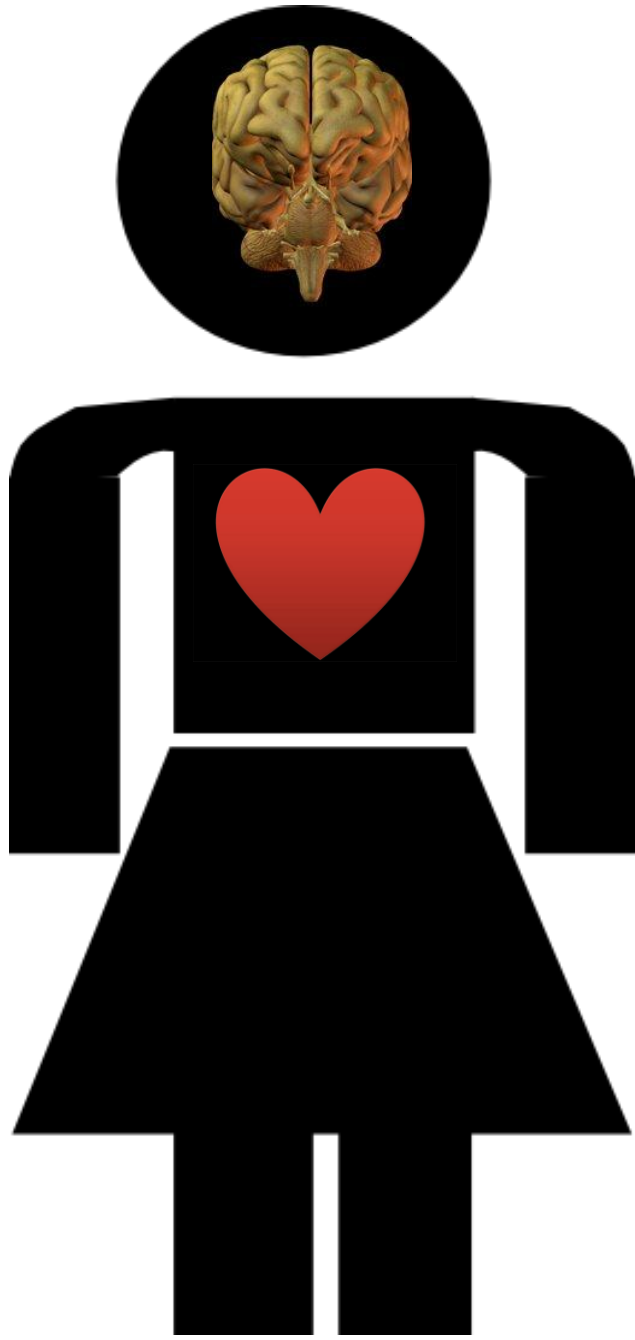
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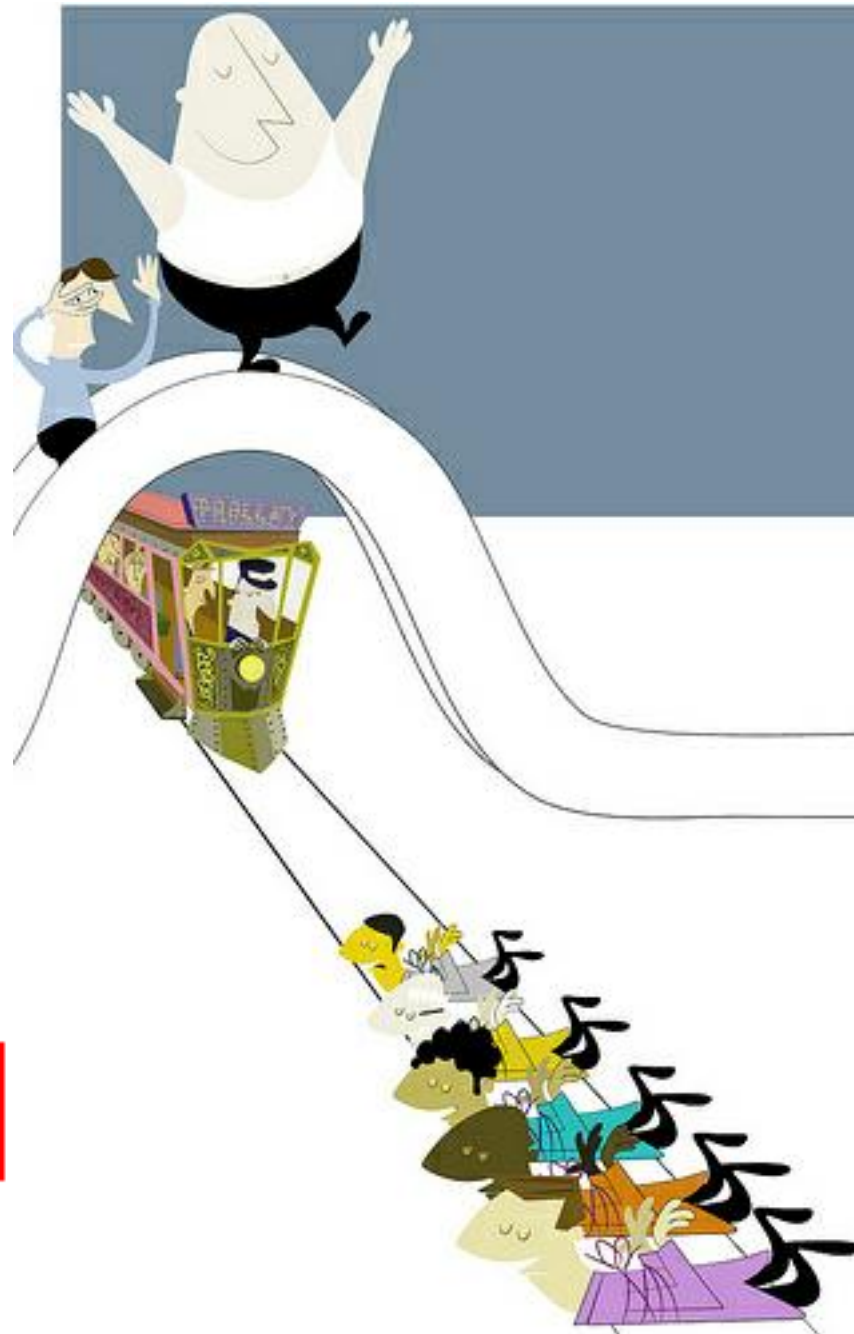
# Availability

- - - - n -

airline  
combine  
cyclone

- - - - ing

jumping  
sitting  
running



Save lives!



Don't kill!



# Social information / proof



HELP SAVE THE ENVIRONMENT. You can show your respect for nature and help save the environment by reusing your towels during your stay.

JOIN YOUR FELLOW GUESTS IN HELPING TO SAVE THE ENVIRONMENT. Almost 75% of guests who are asked to participate in our new resource savings program do help by using their towels more than once. You can join your fellow guests in this program to help save the environment by reusing your towels during your stay.

JOIN YOUR FELLOW GUESTS IN HELPING TO SAVE THE ENVIRONMENT. In a study conducted in Fall 2003, 75% of the guests who stayed in this room participated in our new resource savings program by using their towels more than once. You can join your fellow guests in this program to help save the environment by reusing your towels during your stay.



# Self-Concept



Conditional  
Norm-follower:

Prefers to conform  
provided:

- 1) Enough other people  
conform too

AND

- 2) Enough other people  
expect her to  
conform

# Virtue-labeling



Thank you  
for your attention!

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