Interview Themes

*Theme 1 – Your organisation and behaviour change.*

1. How would you describe your organization’s approach to changing human behaviour.

2. Which ideas and theories inform this approach?

3. What are the main strengths associated with your organisation’s current approach to behaviour change?

4. What are the main weaknesses associated with your organisation’s current approach to behaviour change?

5. Have you noticed a shift in your organization’s approach to achieving behaviour change over the last 2 years?

6. If not raised directly, question if behavioural economics/behavioural psychology/neuroscience have been influential factors.

Why do these ideas appear to be gaining influence at this point in time?

*Theme 2: Evaluation.*

7. What are the preferred methodologies used by your organization to evaluate behaviour change intervention?

8. What are the strengths of this method of evaluation?

9. What are weaknesses of this method of evaluation?

10. Is there a tension within behaviour change evaluation methodologies between the things you can measure, and the less measurable things that are still important to behaviour (i.e. values, everyday practices/habits, long-term behaviours)?

*Theme 3: The corporate perspective*

11. How cognisant are the corporations you work with of the insights of the contemporary behavioural sciences?

12.What, in your opinion, lies behind the corporate interest in pro-social and pro-environmental behaviour change?

13. Is corporate based behviour change simply CSR by another name?

14. Do you see problems with forms of pro-social and pro-environmental behaviour change that are still framed by consumption?

*Theme 3: Ethics and Implications.*

15. Do contemporary behaviour change initiatives challenge the ways in which we understand the human subject?

16. Do current behaviour change initiatives challenge the ways in which we understand freedom (particularly in relation to questions of choice and defaults)?

17. What do you think are the main ethical challenges associated with behaviour change policies?