

tabula rasa

GEDRAGSVERANDERING
EN COMMUNICATIE

Fire prevention in student residences: a contradictio in terminis?

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Students, behavior and fire risk

- Are these fine young cannibals interested in how to prevent fire?



- What do ***you*** think?

They have far more serious problems



So who cares about escape routes in case of fire



In case of fire: first make sure the beer is safe



No problem, still working



So (how) can this behavior be changed?

- *Don't even try* to convince students to change this behavior with strong arguments
- This kind behavior is: doing without deliberation: it is unconscious behavior
- In that case arguments have no effect at all
- A different way of influencing is needed
- Namely: influencing without attention required

Influencing unconscious behavior

- We used techniques from the field of social influence in social psychology
- Techniques that affect unconscious behavior while the target group does not have the faintest idea that they are influenced
- For example: we referred to *what most students do*
- This intervention is named social validation: we mostly act like our peers are acting, especially when we are doing without deliberation

One of the intervention techniques: social validation

- *Simple wall sticker*
- *Image: smoke detector is sounding*
- *Text:*

*Most students look after good working smoke detectors.
That is safer both for you and your house mates*



Effect size

- Escape routes free from obstacles: from 73% to 90%
- Kitchen equipment less dangerous: from 48% to 92%
- Hygiene related to fire risk improved: 33% of the residences moved from 'bad and moderate' to 'good'

Required

- A simple sticker
- And a evidence based intervention technique