BEHAVIOUR CHANGE AND AI

23red | PANACEA OR PLAIN CREEPY?

Using behaviour change techniques in a campaign is a powerful way to nudge people towards changing their behaviour for the better, be that quitting smoking with Stoptober, making healthier choices with Change for Life or signing the organ donor register. But there are real-world limitations in how far communications can go to keep people on track with behaviour change campaigns as it can be hard to identify the one point where they may fall off the wagon. The developments in Artificial intelligence could begin to address the problem. AI holds both great potential and risk for the marketing industry. But little has been discussed about using it to strengthen behavioural change interventions.

Whilst behaviour change techniques are inherently simple to use, the addition of AI could help overcome some of the delivery limitations. Particularly the challenge of identifying and keeping people on track with a behaviour change.

Another opportunity could be in testing (and learning) which behavioural change intervention drives the desired action for a particular type of individual, in a particular type of occasion.

Lastly, behavioural change could help overcome the 'last mile problem' of modelling and targeting – modelling can help to identify people to target, but how to get them to change behaviour is where behaviour change techniques could be valuable. This could enable you to scale up nudges but getting the personalisation right is still a challenge, especially if audiences are anonymous, inferred or prefer to remain anonymous. One way to overcome this is to think of it as 'personification' not 'personalisation'. This is especially important if you can't risk getting personalisation wrong, something crucial for any trusted brand especially government communications.

TOP 4 TAKE OUTS

1	IA not AI	Reframing AI as IA; your Intelligent Assistant. Focus on how machines can assist humans, not how they mimic humans.
2	Personification vs personalisation	'Personification' is the delivery of relevant digital experiences based on an inferred membership in a consumer segment.
3	Small and simple is beautiful	It's easy to get carried away designing complex interventions, when in reality it is often the small and simple techniques that work the best.
4	Focus on the problem, not the tech	Any work with new tech needs to be grounded in answering the problem in hand. Starting with the tech and looking for a problem is rarely going to deliver success.