

UBC Briefing 5: How do MINDSPACE and EAST map onto COM-B and the Behaviour Change Wheel?

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Many people working with the Behavioural Insight Team and the UK government use the MINDSPACE and/or EAST frameworks when developing behaviour change interventions.

MINDSPACE refers to *generalisations about human behaviour, cognition or emotion* that intervention designers can use to make their interventions more effective.

EAST refers to *features of the target behaviour* that may make it more likely to be enacted, or of the intervention that make it more likely to be effective.

The COM-B model and Behaviour Change Wheel (BCW) are widely used to guide the development and evaluation of interventions and the synthesis of evidence.

The question often arises as to how MINDSPACE and EAST map on to COM-B and the BCW. The answer is that there is no direct mapping because the frameworks represent very different things. MINDSPACE and EAST list heterogeneous groups of constructs and are not intended to be coherent models.

However, in some cases, the MINDSPACE and EAST constructs are more relevant to some COM-B and BCW constructs than others.

The table below explains relationships between MINDSPACE and EAST constructs and COM-B and BCW ones. (See also UBC Briefings 1, 2, 3, 4 and 6.)

MINDSPACE Construct	How it relates to COM-B and the BCW
<i>Messenger</i> : We are heavily influenced by who communicates information	This is most relevant to the BCW Intervention Functions: Education and Persuasion. Features of the source of these intervention functions will influence their effectiveness.
<i>Incentives</i> : Our responses to incentives are shaped by predictable mental shortcuts, such as strongly avoiding losses	This is most relevant to the BCW Intervention Function: Incentivisation. The nature of the incentive or the way it is framed can influence its effectiveness.
<i>Norms</i> : We are strongly influenced by what others do	This is most relevant to the COM-B Target: Social Opportunity, and the BCW Intervention Functions, Modelling and Environmental Restructuring. Seeing or knowing how others behave influences our actions in many different ways.
<i>Defaults</i> : We 'go with the flow' of pre-set options	This is most relevant to the BCW Intervention Function: Environmental Restructuring. Creating an environment in which certain behaviours occur without conscious effort makes it more likely that these will occur.
<i>Saliency</i> : Our attention is drawn to what is novel and seems relevant to us	This could be relevant to any COM-B Target or Intervention Function. Novelty and relevance increase our likelihood of paying attention.
<i>Priming</i> : Our acts are often influenced by sub-conscious cues	This is most relevant to the Intervention Function, Environmental Restructuring. Cues in the environment can shape our behaviour without us being consciously aware of them.
<i>Affect</i> : Our emotional associations can powerfully shape our actions	This is most relevant to the COM-B Target: Motivation (both Automatic and Reflective); and the Intervention Function: Persuasion. Use of emotional content in messaging, or creating emotional links with behavioural targets can change behaviour.
<i>Commitments</i> : We seek to be consistent with our public promises, and reciprocate acts	This is most relevant to the Intervention Functions: Persuasion and Coercion. Persuasion can be used to remind us of promises we made while coercion can be used to get us to make promises that we will try to avoid breaking for fear of shame or embarrassment.
<i>Ego</i> : We act in ways that make us feel better about ourselves	This is most relevant to the COM-B target: Motivation. Feeling good about ourselves can be an important behavioural goal.

EAST Construct	How it relates to COM-B and the BCW
<i>EASY</i> - If a decision requires minimal effort, it is more likely to be the one that is chosen.	This is most relevant to the COM-B Targets: Capability and Opportunity
<ul style="list-style-type: none"> Harness the power of defaults – making the desired action the default option makes it more likely to be selected 	Increase opportunity through environmental restructuring so that the desired behaviour does not require conscious effort
<ul style="list-style-type: none"> Reduce the hassle factor of taking up a service 	Increase opportunity through environmental restructuring so that the desired behaviour is quick and does not require physical, mental or material resources
<ul style="list-style-type: none"> Simplify messages – making messages clear and concise can increase response rates and engagement 	Improve education, training and persuasion by making communication more comprehensible
<i>ATTRACTIVE</i> – If something is attractive, we will be drawn to it.	This is most relevant to the COM-B Target: Motivation
<ul style="list-style-type: none"> Use bold and striking colours and professional imagery 	This does not fit very well under the ‘Attractive’ heading. It suggests using imagery to increase salience that may apply to any Intervention Function
<ul style="list-style-type: none"> If a choice has a financial reward or other incentives, we’ll be drawn to that – and if it captures our attention we’ll be more likely to engage 	Use incentivisation and improve its effect by increasing their salience
<i>SOCIAL</i> – We are social beings – we care about what our peers are doing, and what they think of us.	This is most relevant to the COM-B Targets: Social Opportunity and Motivation
<ul style="list-style-type: none"> Show that most people perform the desired behaviour – use social proof to highlight and reinforce participation 	This advises on the use of social models to increase the effectiveness of any Intervention Function
<ul style="list-style-type: none"> Use the power of networks – peer relationships are very important to us, both in person and online 	This advises on the use of peer relationships to increase the effectiveness of any Intervention Function
<ul style="list-style-type: none"> Encourage people to make a commitment to others – commitment devices voluntarily ‘lock ourselves’ into doing something in advance 	Use commitment as a form of persuasion and coercion.
<i>TIMELY</i> – The time that you choose to prompt or ‘nudge’ someone towards a desired behaviour is vitally important.	This is a feature of a range of interventions that may influence effectiveness
<ul style="list-style-type: none"> Prompt people when they’re most likely to be receptive – behaviour is easier to change when habits are already disrupted 	This is advice on when to deliver a range of interventions
<ul style="list-style-type: none"> Consider the immediate costs and benefits – we’re more influenced by costs and benefits that take effect immediately 	This is advice on how to improve the effect of incentivisation and coercion
<ul style="list-style-type: none"> Help people plan their response to events – identify the barriers to action and develop a plan to address them 	This not appear to relate to the overall heading of Timeliness but is a way of enacting the BCW Intervention Function, Enablement