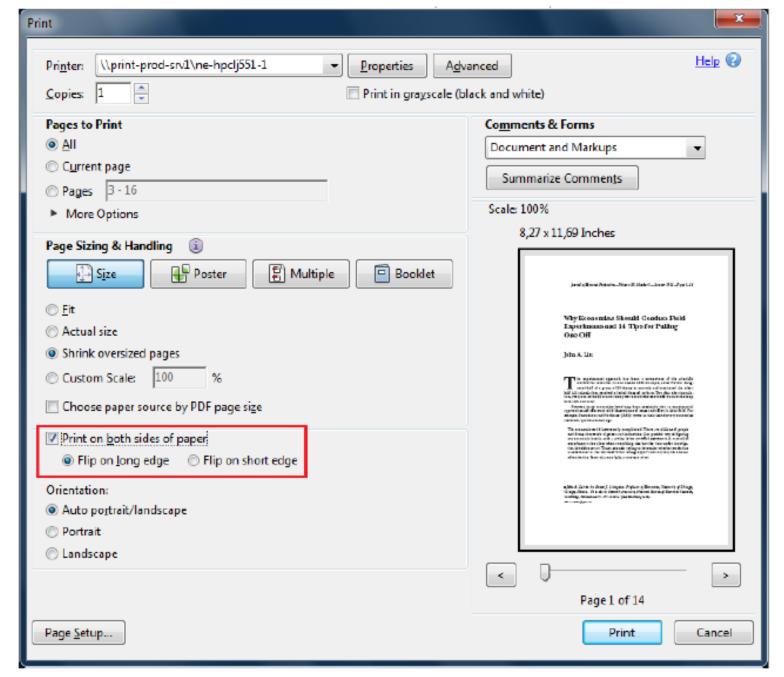
sosc1960= #OTOVERI Through understanding human mind and behavior, we can make a better world.

Aims

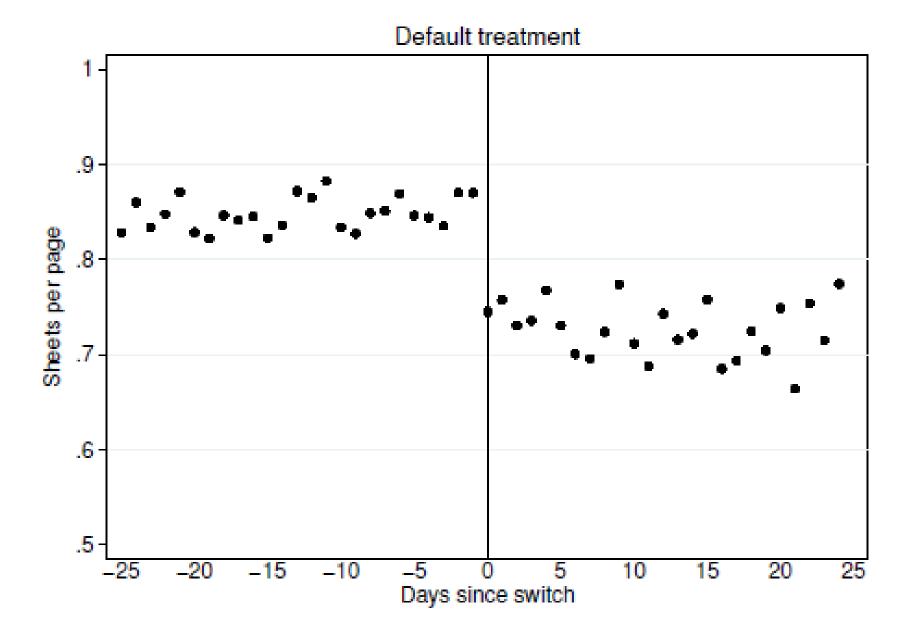
- Introduces the science behind human thinking and behavior
- Illustrates its relevance to the betterment of human performance and well-being in different settings

Illustration 1

We can elicit more prosocial behavior from people by carefully designing how choices are presented to them.



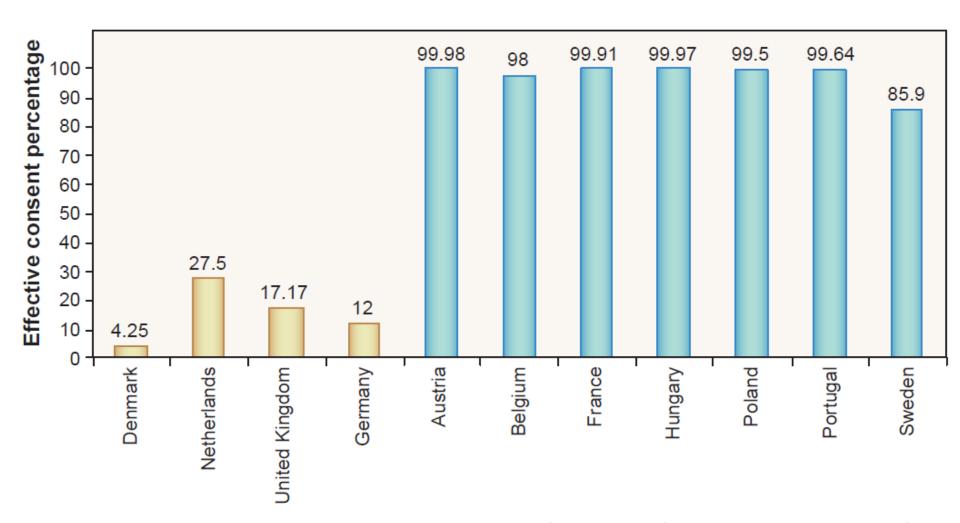
(Egebark & Ekström, 2013)



(Egebark & Ekström, 2013)



About 70% of the respondents indicated that they were willing to donate their organs after death. As at 2020, only about 300,000 members of the public had registered under the centralized register.



Effective consent rates, by country. Explicit consent (opt-in, gold) and presumed consent (opt-out. blue).

(Johnson & Goldstein, 2003)



Illustration 2

Like or dislike by association.



Do you like chocolate?



How about this?



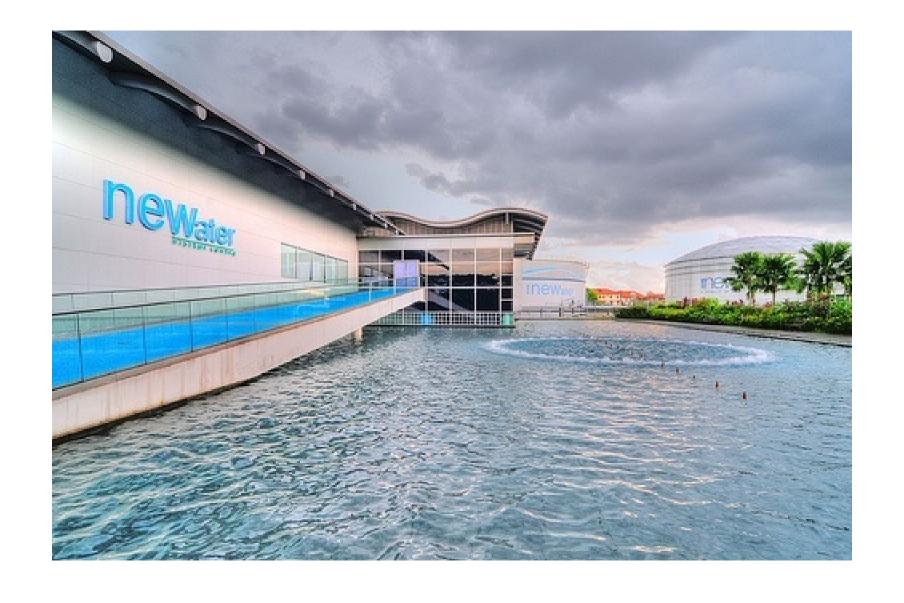
An estimated 700 million people currently experience water stress or scarcity (World Bank, 2010).



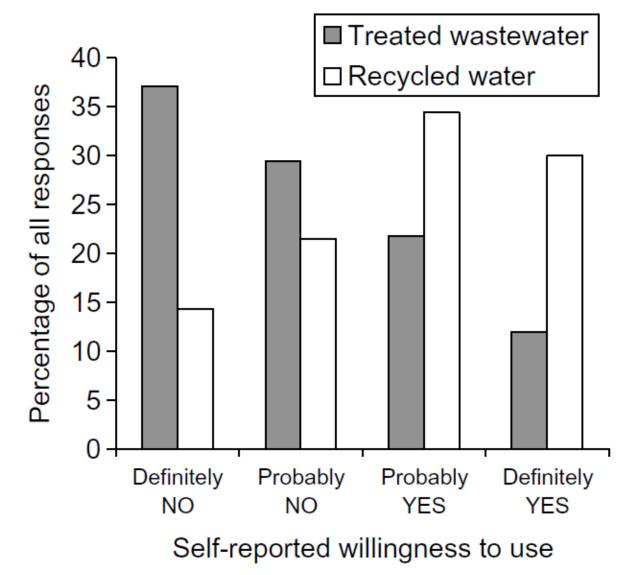
Reclaimed water: water reclaimed from households, industry or storm water, treated with microfiltration and reverse osmosis, etc.. Safe, cost effective, efficient and sustainable.







Providing more information to the public may help. Shown above is the NEWater Visitor Center in Singapore.



Participants were more willing to use the water when it was labelled as "recycled water" as opposed to "treated wastewater" (Menegaki et al., 2009)



5. Reusable NEWater bottles are now available, so you can toast to the nation's 56th birthday in style!

NEWater is a key pillar in our water sustainable journey, and has allowed us to turn our vulnerability into a strategic asset. To commemorate Singapore's 56th birthday and in line with PUB's key sustainability efforts, we have produced a new reusable 600ml NEWater bottle, made from polypropylene plastic (PP) and is BPA-free.