

## **Weekly Goal 1: Identify Your Target Audience and RQ**

### **Behavioural Change Theories**

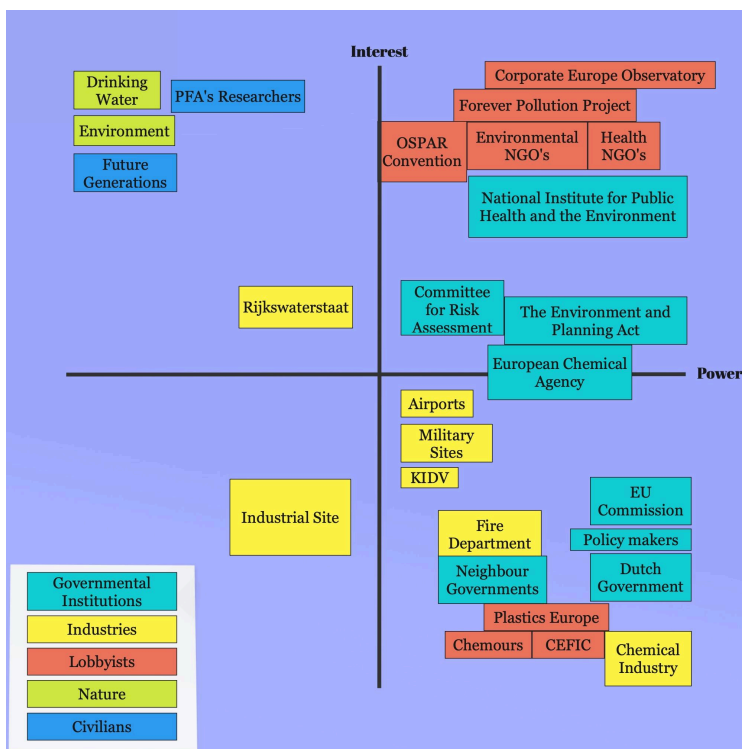
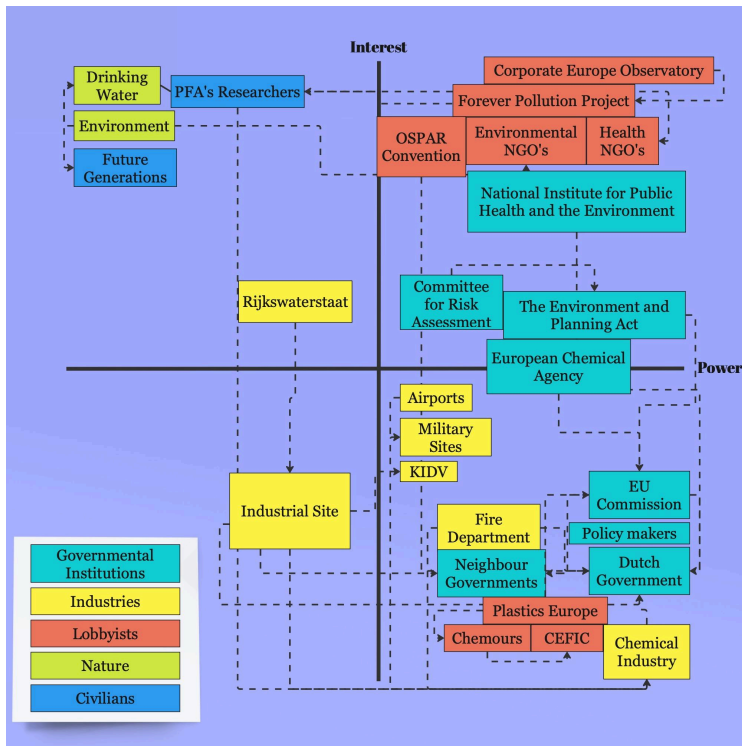
Persuasion in technology is achieved through design elements and nudges (Lustria, 2023). There are two main components to consider when discussing behavioural change—motivation and ability. Effective persuasive techniques will enhance one, the other, or both (Fogg, 2009). Triggers are used to prompt behavioural change; without the appropriate trigger and timing, behavioural change will not occur. Therefore, to successfully apply a behaviour model, one must understand the stakeholder's position.

From Fogg's model, methods and interventions can be derived to persuade behavioural change. One such method is behaviour modelling, which involves demonstrating and simulating the desired behaviour in a way that encourages individuals to adopt it. By creating an environment where the desired action is both observable and achievable, individuals are more likely to internalize and replicate it. In the context of establishing Duty of Care norms, we can develop a targeted and personalized model that integrates persuasive design principles to encourage responsible behavior. This model would leverage motivational incentives, simplify required actions, and employ well-timed triggers to ensure engagement and adherence. Beyond direct behavior modeling, another critical method for behavioural change is increasing stakeholder influence. By leveraging collective action and demonstrating the relevance of their concerns, stakeholders can shift perceptions within the focal organization, making it more likely to adopt new behavioral norms.

### **Stakeholder and behavioural change applicability**

**Airport / food industry packing**

## Stakeholder Map:



### Stakeholder Decision:

We've decided to include stakeholders based on their power, interest, and relevance according to our purpose within this project, which is to establish the norm of duty of care related to PFAs in companies that use them.

We categorized them into five different groups: civilians, lobbyists, industries, governmental institutions and nature. However, as governmental institutions have decided not to implement regulation of PFA use, then our focus group are the industries, as we aim to change their behaviour oriented to a responsible way to treat PFA to avoid water pollution which affects our 'civilians' and 'nature' groups, in addition, we identified some 'lobbyists' which have a high interest in a positive result of our project.

### Research Question and Relevance:

Per- and polyfluoroalkyl substances (or PFAS) are a large, complex group of synthetic chemicals. PFAS are found in various everyday products such as non-stick packaging and cookware, water resistant clothing, as well as firefighting foam. (*Perfluoroalkyl and Polyfluoroalkyl Substances (PFAS)*, n.d.) They are often referred to as 'forever chemicals' due to their extreme persistence in human bodies and the environment. They are also associated with health problems such as problems such as liver damage, thyroid disease, obesity, fertility issues and cancer. (*What Are PFAS and How Are They Dangerous for My Health?*, 2024)

In February 2023, a PFAS "universal restriction" was proposed under the EU chemical regulation, which would include the entire PFAS family of over 10,000 chemicals. (*The Disinformation Campaign*, n.d.) However, there has been a big effort from various lobbyists to stop the regulation. (*The Disinformation Campaign*, n.d.)

Duty of Care is a legal concept referring to 'a legal obligation requiring adherence to a standard of reasonable care'.

- used in many different areas
  - e.g.
- idea because of
  - lack of legislation(?)
  - pressure from environmental movements
- no concrete in what it should entail

Therefore the research question of *how to establish the norm of Duty of Care for companies dealing with PFAS?*

Target Audience :

- businesses
- legal experts
- Environmental organizations
- policy makers