

## **Part 1:**

### Difficulty with Self-Control

Would you make yourself sick to prevent cirrhosis?

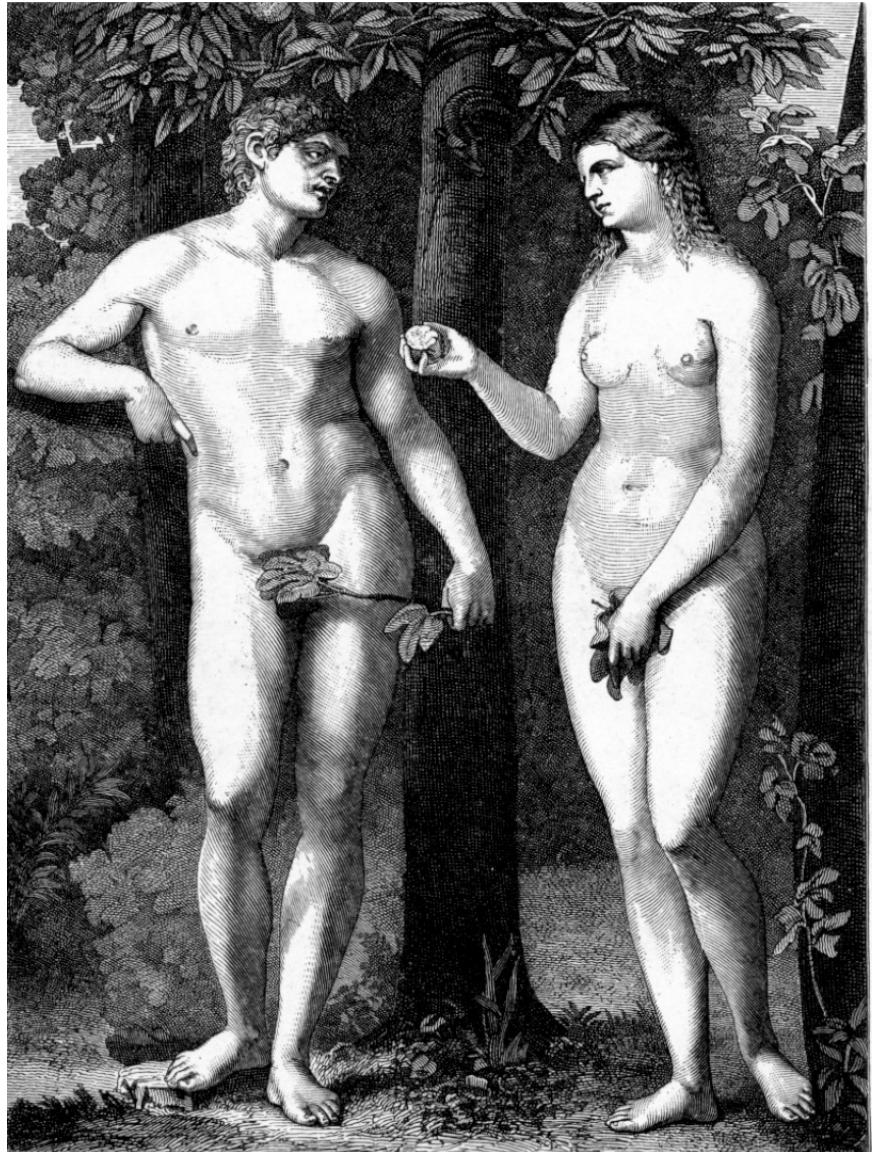


Although we start out with the best of intentions, we often end up falling behind in our work.



**Present focus bias:**

the tendency to give more weight to our current environment or state.



Would you sacrifice eternity  
in the Garden of Eden for an apple?  
Depends on how hungry you are.

# NOW

1 week



# NOW



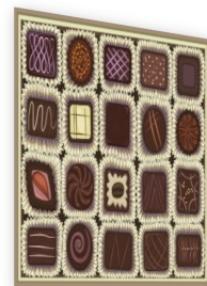
1 year



1 year  
+  
1 week

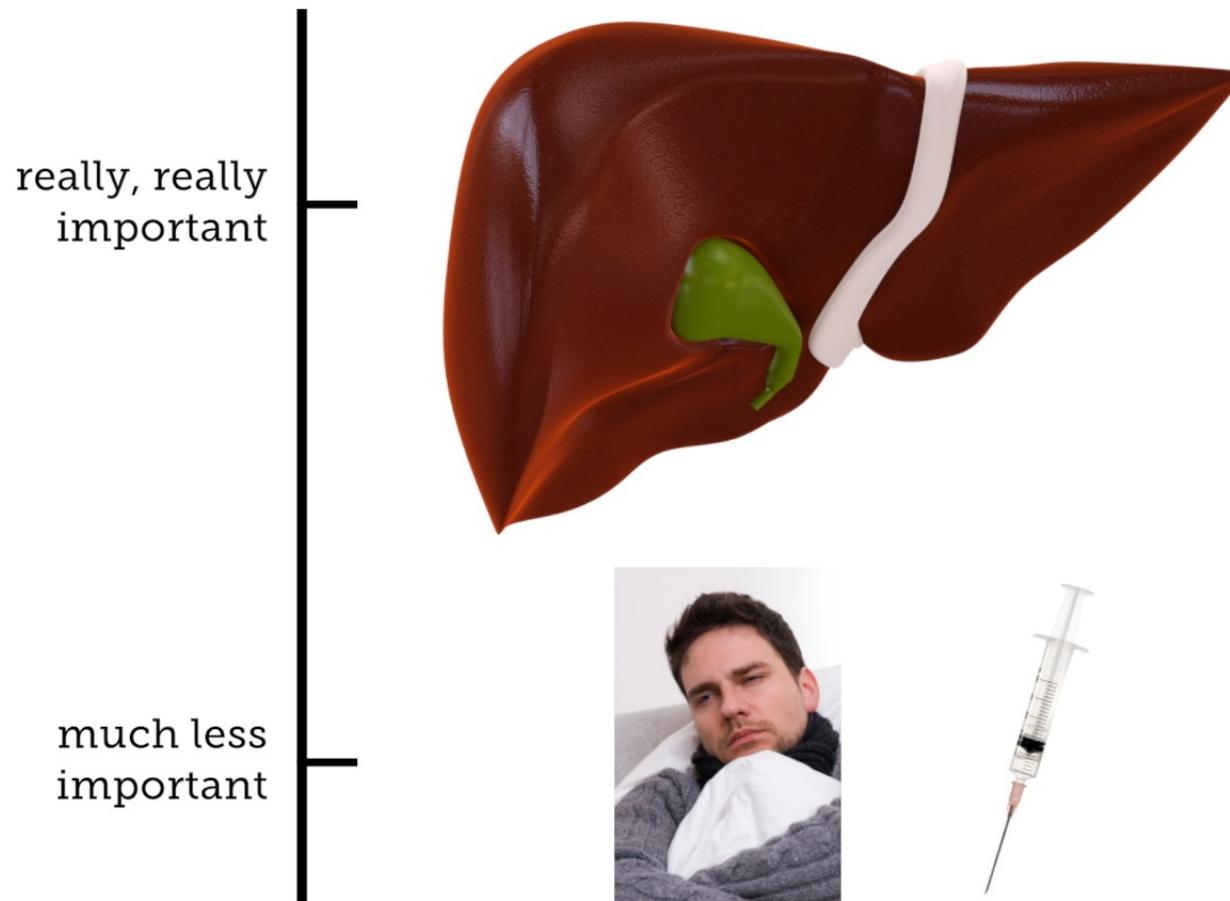


NOW

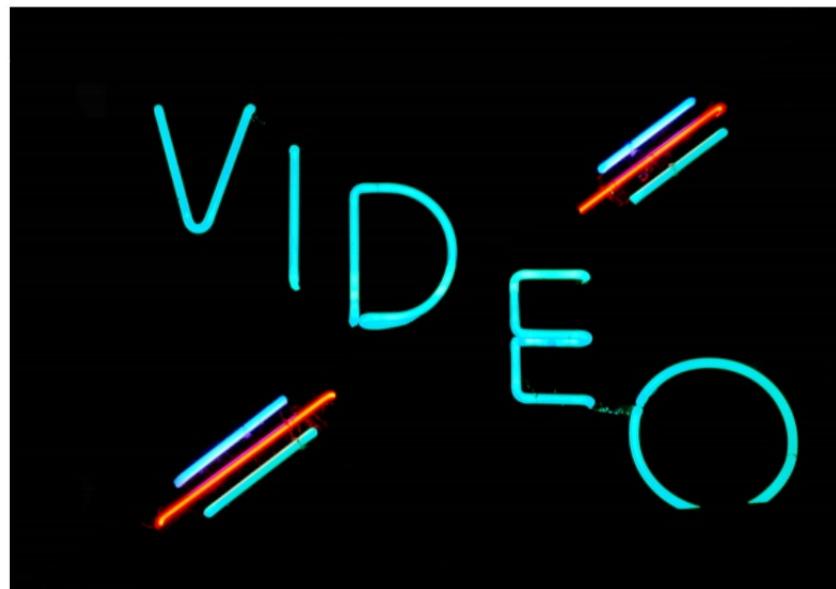


1 week

# Relative Importance of Things in Life



**Reward Substitution:** using an alternate reward that is immediate, and therefore more motivating.



## Why Climate Change Maximizes Human Apathy

- 1) far in the future
- 2) affects others first
- 3) we do not see its progression
- 4) we don't see a particular person suffering
- 5) individual efforts to mitigate are a drop in the bucket



Can we use reward  
substitution to encourage  
eco-friendly behavior?

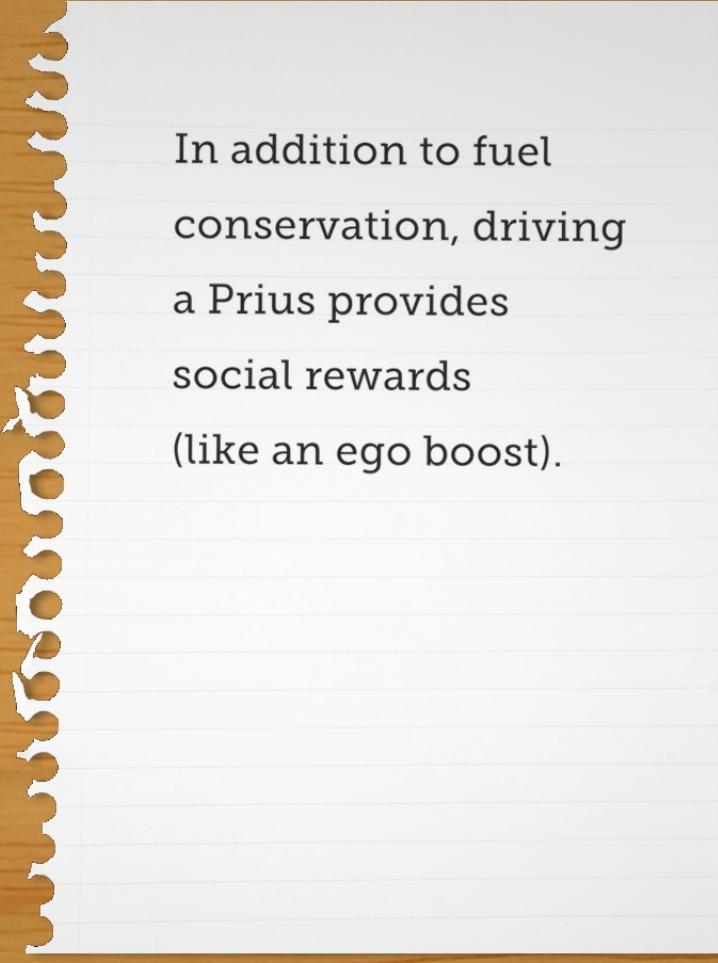




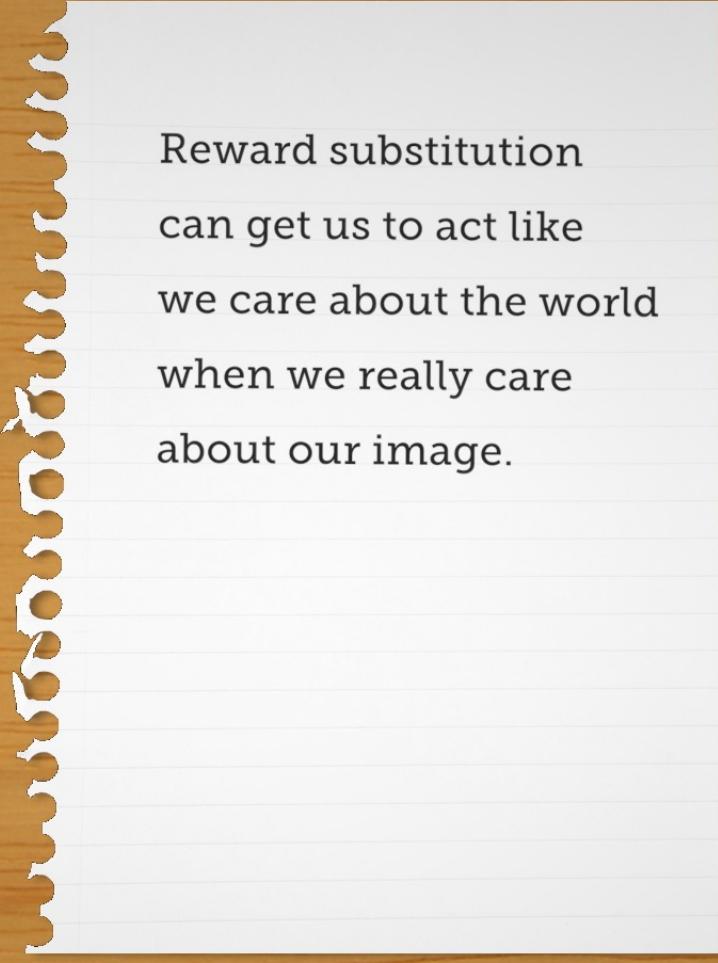
Gamers have devised many ways to motivate people.

A photograph of a man with dark hair and a warm smile, wearing a light blue button-down shirt. He is seated in the driver's seat of a silver car, looking towards the camera. A dark grey speech bubble originates from his mouth, containing the text "You drive a Prius! You must be a wonderful, kind human being." The background shows the interior of the car and a blurred view through the windows.

You drive a Prius! You must be  
a wonderful, kind human being.



In addition to fuel  
conservation, driving  
a Prius provides  
social rewards  
(like an ego boost).



Reward substitution  
can get us to act like  
we care about the world  
when we really care  
about our image.