

## Part II

# Psychological Strategy

- There are three possible psychological strategies: “providing objective information,” “facilitating cooperative experience,” and “communication.”
- Providing objective information (Chap. 5. Method of Providing Objective Information):
  - A noncooperator has a “negative delusion” about engaging in cooperative behavior.
  - By simply providing objective information to correct the negative delusion, there will be a change in belief, followed by a change in attitude and behavior.
  - Similarly, people believe that other people are more defective than they actually are (that is to say, they expect a lower level of trust than what is objectively possible).
  - Therefore, by simply providing information on the actual cooperation rate, their trust in cooperation by others will be restored, and the tendency for people to cooperate will increase. This method is called a “strategy to correct misunderstandings concerning the cooperation rate of others.”
- Facilitating cooperative experience (Chap. 6. Method of Facilitating Experience):
  - A “negative delusion” about cooperation can also be corrected by experiencing or being aware of cooperation.
  - By simply experiencing cooperation, the effect of simple contact and a decrease in cognitive dissonance may lead to a positive attitude about cooperation. By repeating the behavior, there is the further possibility of habituating it.
  - One of the ways to facilitate cooperative experience is to implement a “temporary structural change”. In other words, a “temporary” structural change may lead to a “permanent” change in behavior.
- Communication (Chaps. 7 and 8. Communication Method)
- Behavior may change towards cooperation through language-centered communication, if the following conditions are met:
  - Communicators have a specific image of a recipient of the communication and have respect for the person.

- Communicators consider the possibility of the “psychological reactance” of the recipient, and try to have two-sided communication when needed.
- The communication is through the methods of offering individual advice or creating a behavioral plan, the actual way of bringing about the behavior change should be understood by the recipient.
- As communication techniques, the following four methods are possible:
  - Request method (request cooperation)
  - Advice method (offer advice on the specific method for bringing about cooperation; there are two methods: the individual advice method and the collective advice method)
  - Behavioral plan method (if the individual is to carry out a cooperative behavior, ask how they will actually do it)
  - Feedback method (measure people’s cooperation, and give feedback on the results; there are two methods: the individual feedback method and the collective feedback method. These methods are more effective when combined with the goal setting method.)
- Travel Feedback Program (TFP) is a specific method to facilitate behavior change on transportation that introduces several communication techniques, based on the assumption that there is mutual communication.
- Norm Activation Theory is effective to describe behavior change through communication, it presumes that a cooperative behavior is conducted through a series of processes such as awareness of consequences, ascribed responsibility, moral obligation, behavioral intention, and then finally the behavior itself.