# When self-report is not enough

## Measuring unconscious behaviour change in response to a campaign designed to change where people brake at bends on country roads

Helen Angle – Kantar Public

# “If we can’t evaluate it, we can’t run the campaign”

How did we get to this point?

## “If we can’t evaluate it, we can’t run the campaign”

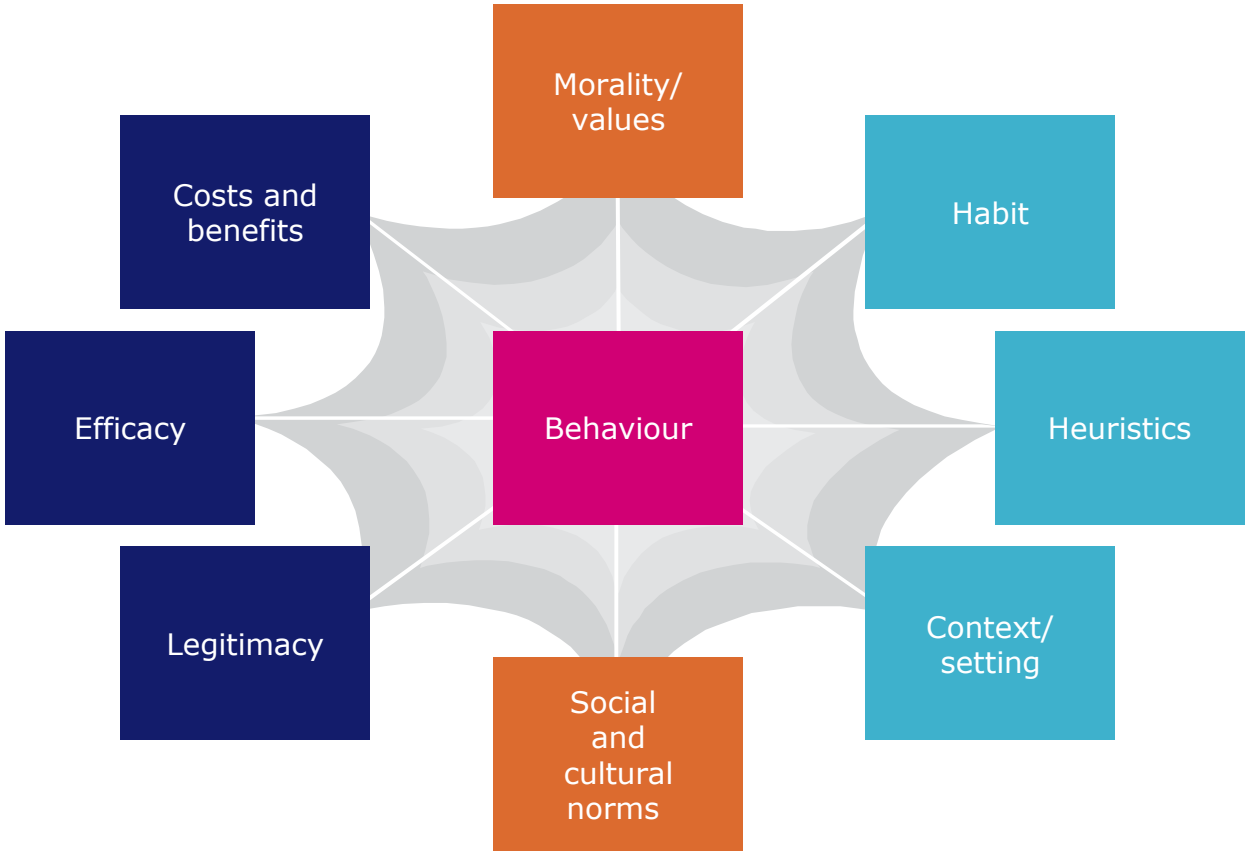
Stricter Government guidelines mean funding for campaigns is not released unless there is a good evaluation plan to measure success

A workshop to explore behavioural influencers had highlighted the automatic nature of some driving behaviours, raising questions around how to measure success

Identified the need to expand beyond traditionally used surveys to supplement the data

# Used workshop to think about road safety campaigns in terms of behavioural influencers used

Kantar Public Behaviour web



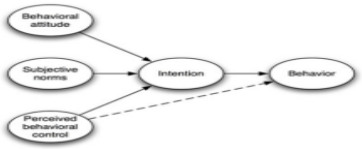

System 2/reflective

System 1 /automatic

# TNS Behaviour Web distils constructs from most commonly used behavioural theories

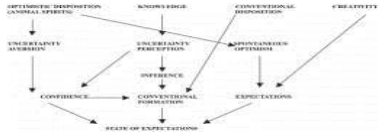
Theory of Reasoned Action (Fishbein)


Theory of Planned Behaviour (Ajzen)

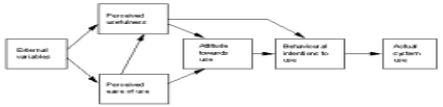



Health Belief model (Becker)

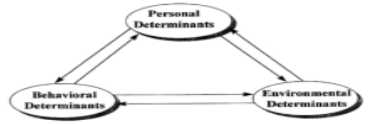

Cognitive dissonance theory (Festinger)



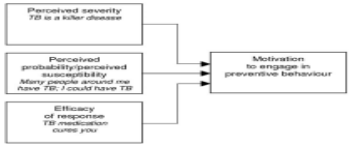
Theory of Trying (Bagozzi & Warshaw)



Social learning theory (Bandura)



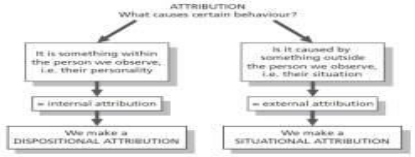

Protection motivation theory (Rogers)




Theory of Interpersonal Behaviour (Triandis)

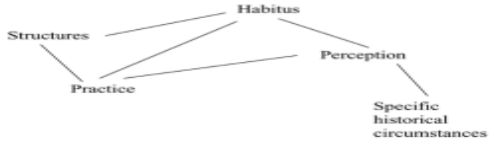

Social influence theory (Kelly & Thibaut)

Attribution theory (Heider)



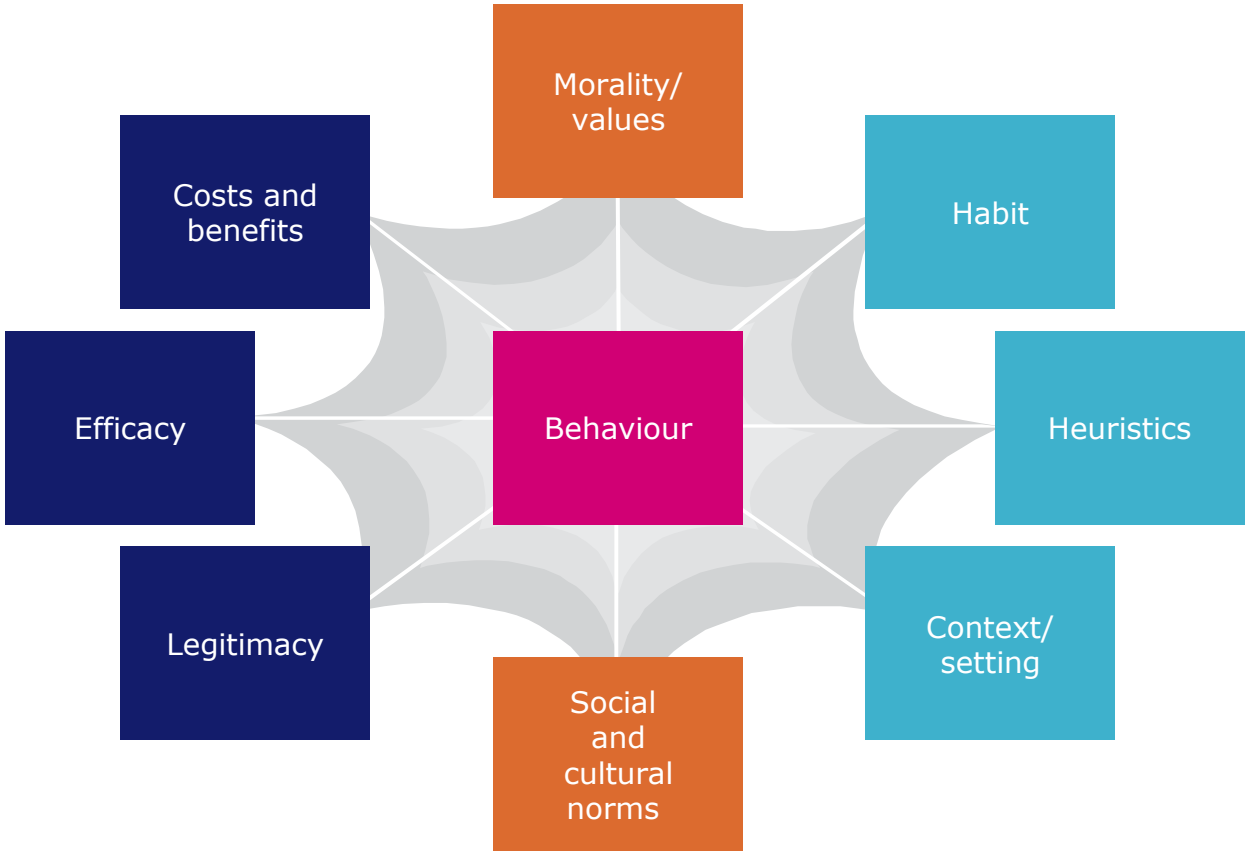

Diffusion theory (Rogers)


Social capital theory (Bourdieu)



# Used workshop to think about road safety campaigns in terms of behavioural influencers used

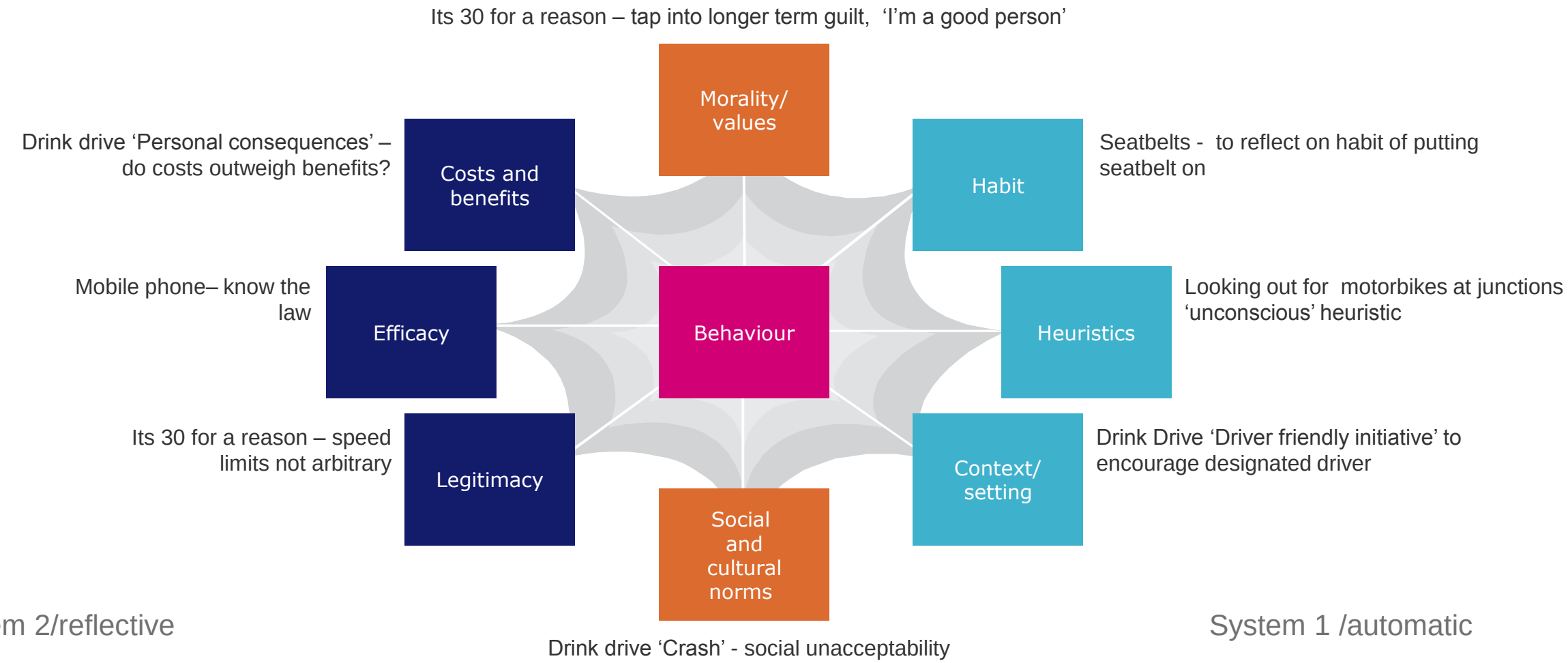
TNS Behaviour web




System 2/reflective

System 1 /automatic

# Workshop had identified some road safety campaigns are easier to evaluate than others depending on influencers



# Automatic behaviour was a key issue for the Country Roads campaign

# Country Roads − The campaign issue

Country roads account for 60% of annual road deaths but only 40% of actual traffic. The risk of dying on a rural road is twice as high

Loss of control whilst driving around a bend is the factor most commonly cited in accidents on country roads and it is 17-35 men most involved

Single action identified to address this − braking as approaching a bend rather than when on it

# The campaign solution

## Campaign to dramatise the dangers of hidden hazards

Message

‘*Brake before the bend, not on it’*

# The evaluation challenge

| Campaign objectives | Challenge complacency around country roads | Increase knowledge about safest way to tackle bends | Translate increased knowledge/ efficacy into behaviour change |
|---|---|---|---|
| Use survey data to evaluate? |  |  |  |

# Why is some behaviour so hard to measure in a survey?

We can’t remember

We are fooling ourselves

We don’t want to admit it to others

We are not aware in the first place

# Braking before bends is something we are not consciously aware of

We can’t remember

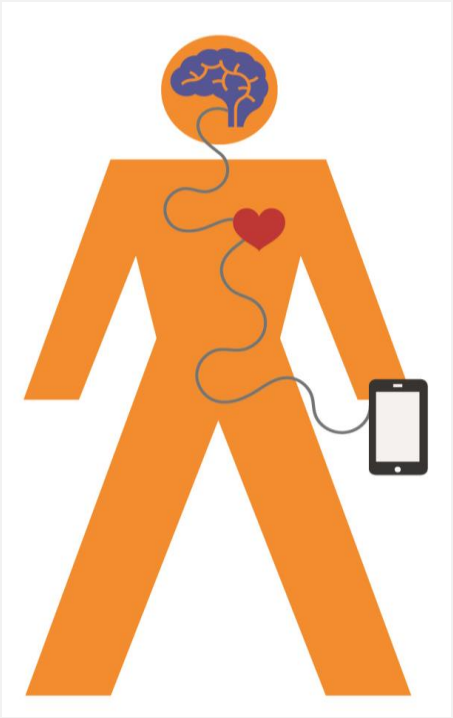
We are fooling ourselves

We don’t want to admit it to others

We are not aware in the first place

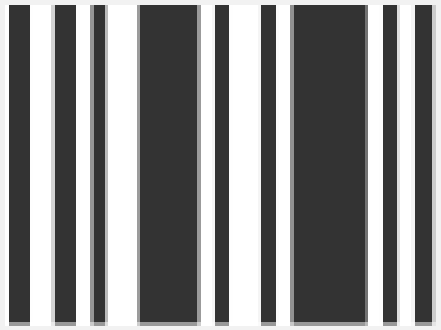
# Methods we have used to supplement survey data

## Passive behaviour measurement



## Collecting in the moment information


## Linking to big data



# We turned to technology to provide solution

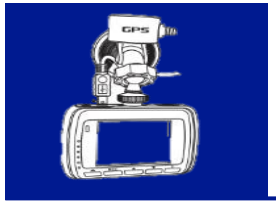
## Partnership between TNS and eye square


# Summary original research approach in 2014

**Quantitative pre and post advertising survey:**

Online survey amongst drivers pre and post the campaign to measure awareness, take out, knowledge, attitudes and reported behaviour

750 general population drivers at each wave, of which 250 young male drivers aged 17-35

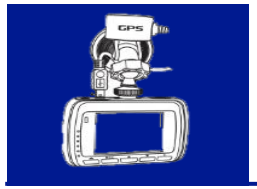



**To investigate actual behaviour change:**

GPS tracking inserted into the cars of 30 males aged 18-35 who drive on country roads regularly, for a period of a week pre campaign and a week post campaign

Changes in actual behaviour analysed from multiple angles

# Behaviour tracking – 4 parts to the process



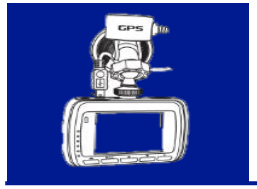

### 1. Driver Behaviour Tracking

Tracking the driving behaviour of 30 Young Male Drivers.

From 1st October to 8th October 2014 (Pre Campaign Launch)

### Survey & Exposure

All drivers completed an online survey asking about free & aided recall of the campaign – then exposed to campaign as part of 6 ad reel – recall questions asked again.




### 2. Driver Behaviour Tracking

Tracking the driving behaviour of 30 Young Male Drivers.

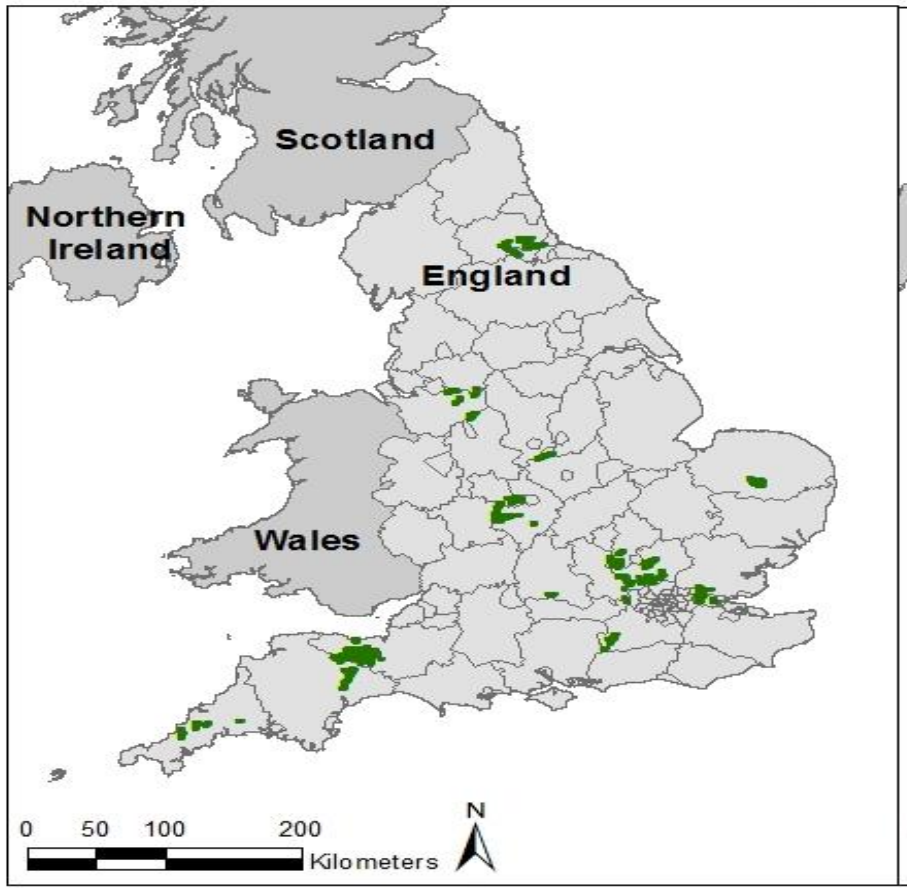
From 3rd November to 10th November 2014 (Post Campaign Launch)

### Survey

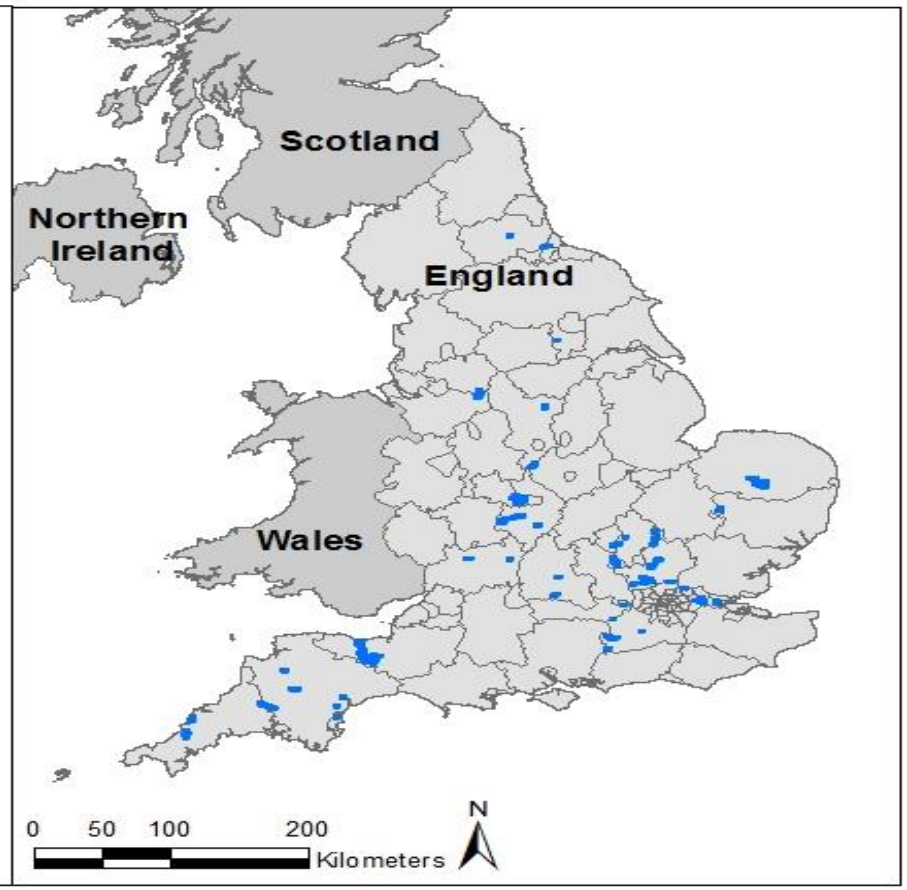
Drivers completed a final online survey. Had they seen or heard the campaign elsewhere & whether they thought the campaign had affected their driving, and how?

# Comparable country roads driven in Pre-Launch and Post waves

Pre




Post




A total of 2074 different bends compared

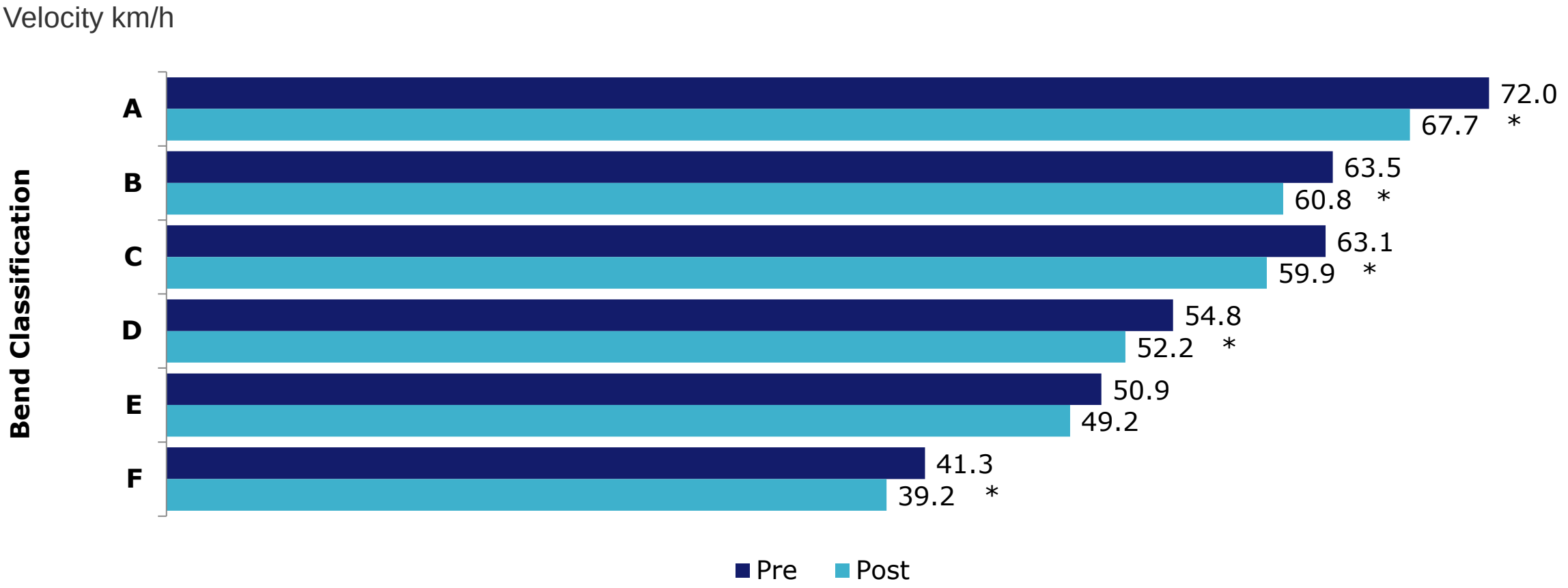
50% drove the same country route

# Not all bends are created equal, 6 classifications of bends used

| Bend Class | Radius in metres |
|---|---|
| A | >= 506 |
| B | >= 321 and <= 505 |
| C | >= 206 and <= 320 |
| D | >= 126 and <= 205 |
| E | >= 61 And <= 125 |
| F | < 61 |

Provided by the Florida Department of Transportation
Transportation FDo. Curvature Class Ranges. Florida Department of Transportation; [cited 2014 Nov 12]; Available from: http://www.dot.state.fl.us/planning/statistics/curvaturehelp/Curvature_Extension_Help.htm

# The average speed on country roads when cornering started was significantly slower in the Post-launch phase




*indicates difference from all respondents with statistical significance at 95%

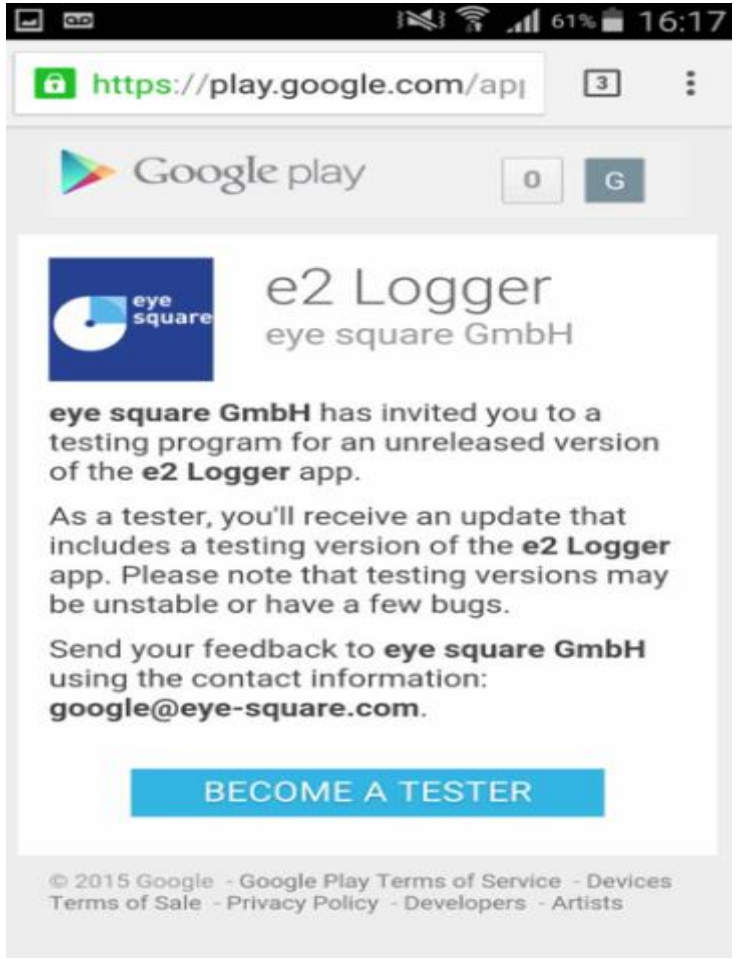
## Drivers started decelerating earlier in the Post-launch phase on most types of bends on country roads, particularly the tighter bends (D, E & F) where visibility around the bend is most likely to be reduced

| Bend Type | | |
|---|---|---|
| A | Decelerated Earlier in Post | ✓ |
| B | No difference | |
| C | Decelerated Earlier in pre | |
| D | Decelerated Earlier in Post | ✓ |
| E | Decelerated Earlier in Post | ✓ |
| F | Decelerated Earlier in Post | ✓ |

# How the evaluation evolved

2015 saw move to mobile app based method

60 drivers provided 13 weeks of data

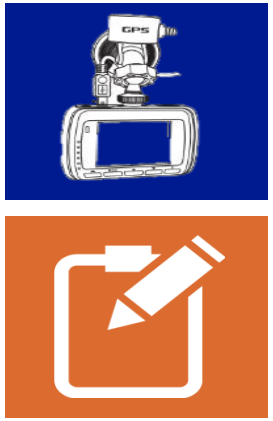



- GPS Tracking
- Video/Picture recording

- App Installed on drivers own Mobile phones
- No interference with everyday driving
- No external storage device necessary
- No images or audio of inside the car recorded

- Power supply via cigarette lighter socket
- Automatically uploads data via Wi-Fi

# 2016 saw return to GPS and Dashcams to supplement survey data




- Less reliance on participant (to turn on equipment)
- Less attrition
- Easier/cheaper to recruit
- Smaller samples but more comprehensive in terms of journeys covered - especially local journeys

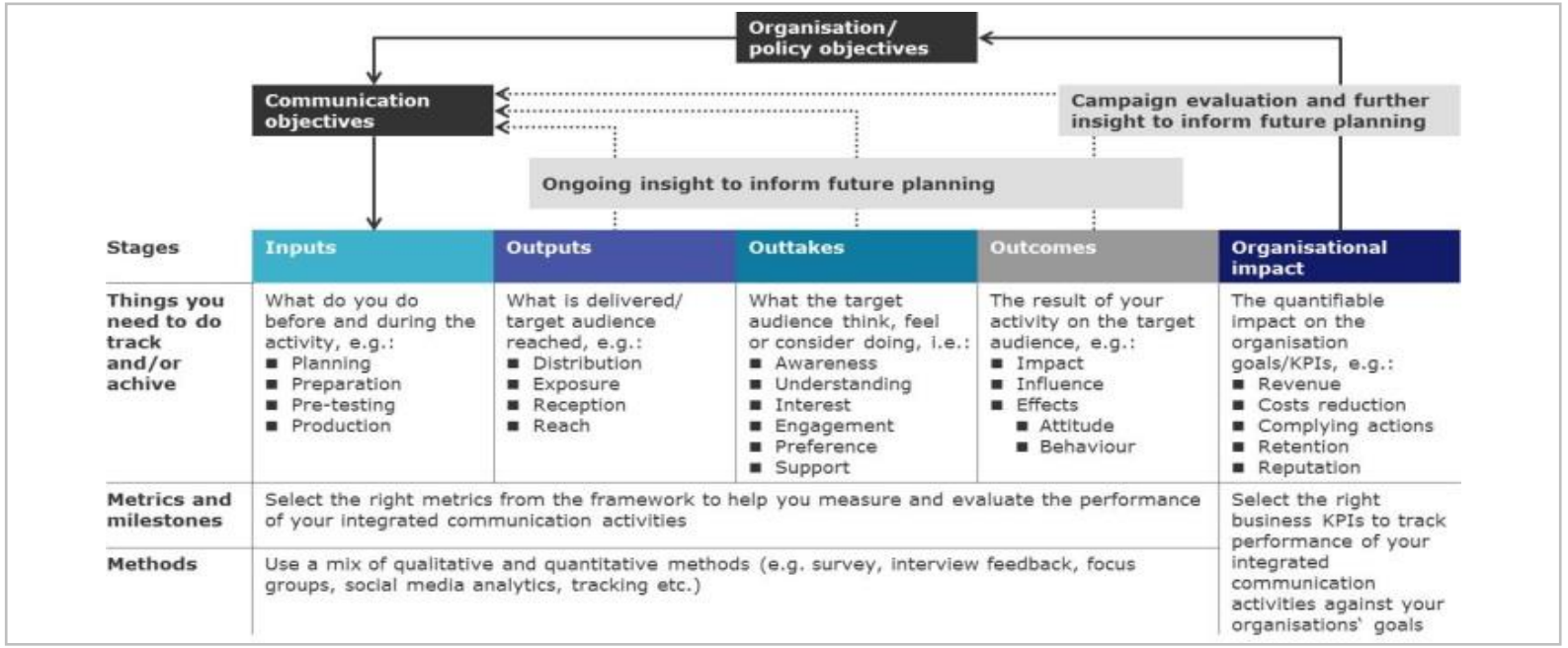
# Triangulation

Media metrics

Survey data

Tracking data

Evaluation framework




| Stages | Inputs | Outputs | Outtakes | Outcomes | Organisational impact |
|---|---|---|---|---|---|
| Things you need to do track and/or achive | What do you do before and during the activity, e.g.:<br>■ Planning<br>■ Preparation<br>■ Pre-testing<br>■ Production | What is delivered/ target audience reached, e.g.:<br>■ Distribution<br>■ Exposure<br>■ Reception<br>■ Reach | What the target audience think, feel or consider doing, i.e.:<br>■ Awareness<br>■ Understanding<br>■ Interest<br>■ Engagement<br>■ Preference<br>■ Support | The result of your activity on the target audience, e.g.:<br>■ Impact<br>■ Influence<br>■ Effects<br>■ Attitude<br>■ Behaviour | The quantifiable impact on the organisation goals/KPIs, e.g.:<br>■ Revenue<br>■ Costs reduction<br>■ Complying actions<br>■ Retention<br>■ Reputation |
| Metrics and milestones | Select the right metrics from the framework to help you measure and evaluate the performance of your integrated communication activities | | | | Select the right business KPIs to track performance of your integrated communication activities against your organisations' goals |
| Methods | Use a mix of qualitative and quantitative methods (e.g. survey, interview feedback, focus groups, social media analytics, tracking etc.) | | | | |

# In conclusion

Behavioural science is highlighting limits to self reported behaviour

Technology is offering new solutions to provide more holistic evaluation

More opportunities are coming all the time, particularly in scaling up

Don’t underestimate the importance (and challenge) of triangulation

# Questions?

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