

**If you build it – they will come...
but first they need to know they need it!**
Practical techniques to facilitate behavior change
and user engagement in an eResearch context

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Overview

If you build it – they will come....but only if they know about it! The increasing availability of high quality eResearch tools, services and applications and the increasing commercialization in the eResearch sector makes it increasingly challenging to determine how to effectively connect and engage with existing and potential users.

Advertising is all about changing behaviour. How do you get people to buy your product instead of a competitor? How do you encourage a nation of smokers to stop smoking? How do you encourage researchers to use your application or service?

Everyone wants a research community that is active and engaged....but what's the best (and easiest) way to achieve this? The first critical step is understanding the factors that compel people to engage with certain information and – more importantly – how to avoid factors that repel them from engaging.

Behavioural Change (BC) seeks to improve people's attitudes towards a tool, service or application. In combination with User Experience (UE), this encompasses a complete user experience including identifying desired behaviours, isolating and removing roadblocks, and implementing appropriate actions including utilising good user interface, marketing, user support and other collateral to facilitate desired behaviours.

The eResearch context often overlooks the importance of BC and UX in favour of increased functionality; despite the relatively low cost of and the positive impact both have on user uptake and acceptance via increased perceptions of professionalism and legitimacy.

We'll use real world examples showcasing methods of behavioural change using a collection of psychological/advertising actions. From this presentation you will be able to identify your roadblocks and choose an appropriate methods of action to reach your marketing/advertising goals.

This presentation will use real world examples to:

- **Showcase behavioural change** - based on the Theory of Planned Behaviour (Ajzen,1991) using a collection of psychological/advertising actions.
- **Identify roadblocks** – currently limiting uptake and change
- **Determine appropriate actions** – to reach your marketing/advertising goals.

You've built it.....now help them know they need it!

References:

1. Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.

ABOUT THE PRESENTERS

Loretta Davis is a seasoned Solutions Specialist with over 25 years' experience as a technical writer, communications specialist and presentation coach. Loretta has held senior communications, technical and management roles across the commercial, government and higher education sectors and holds tertiary qualifications in languages, information technology, quality management and international business.

Loretta has written significant amounts of communications materials including marketing collateral, end-user documentation, technical whitepapers, website content, software and hardware user manuals, online help, process framework as well as training and assessment materials. She has implemented secure documentation frameworks in a number of high profile global organizations to streamline publications and communications activities and ensure communications align with corporate strategic objectives.

Loretta is a seasoned presenter and regularly develops and delivers information, training and sales presentations to national and international audiences.

For the last 5 years Loretta has focused on operationalizing commercial start-up ventures and improving the viability of existing businesses for venture capitalists and private businesses.

Kelly Lennon holds a dual degree in Behavioural Science (Psychology) and Business (Advertising). In addition to working at the highly esteemed commercial media agency Media Circus as an Account Manager, she has over 13 years' experience in staff engagement and communications. For the past 3 years she has worked in the tertiary education sector and has extensive experience in the IT and Health sectors at both State and Local Government levels.

In 2014, Kelly bridged the divide between eResearch and commercial concerns in her role as the Communications Lead for the Biodiversity and Climate Change Virtual Laboratory, by effectively implementing commercial marketing concepts and activities within an eResearch context.

Her interests include consumer behaviour, social psychology, social marketing, copywriting, media planning, digital media, and audience research.