

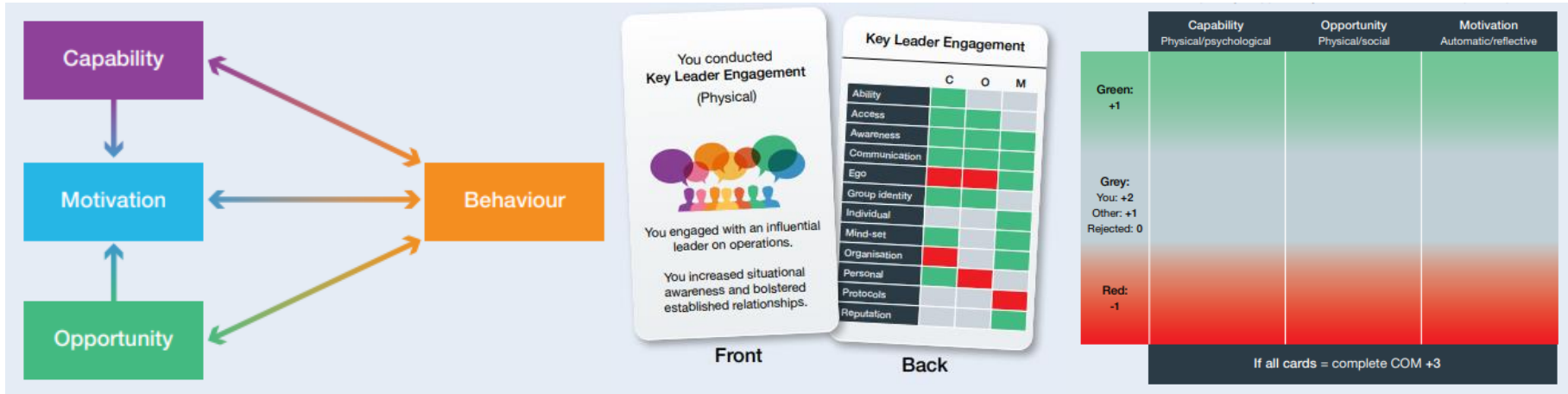


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## Behaviour Science Education Game Series



*An educational game where players must identify the levers of behaviour*



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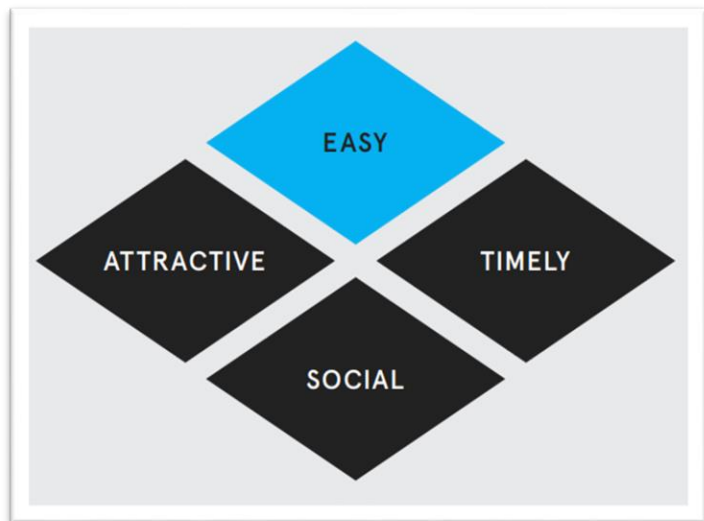
(Influence Wargaming Handbook, 2023 & Michie et al, 2011)

*“The Behaviour Science Education Game for COM-B is an invaluable resource for students on JIAG courses, offering an innovative and engaging way to reinforce learning whilst providing Defence context to the COM-B model. The game encourages healthy debate around the application of the theory, enhancing student understanding in a memorable and enjoyable format.”*

Capt Nick Atkinson, Chief Instructor, Military Psychological Operations Course (MPOC), JIAG

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*An educational game where players attempt to change behaviours*



EASY	ATTRACTIVE	SOCIAL	TIMELY
Availability bias	Endowment effect	Feedback	Anchoring
Checklists	Framing effect	Identifiable victim effect	Commitment contracts
Choice overload	Joint vs separate decision making	Messenger Effect	Deadlines
Cognitive load	Loss aversion	Reciprocity	Foot in the door technique
Defaults	Lotteries	Relative ranking	Head start
Friction costs	Personalise	Social networks	Hot-cold empathy gaps
Primacy and recency effects	Salience	Social norms	Foot in the door technique
Simplification	Scarcity		Implementation intentions
Substitution	Mental accounting		Optimism bias
			Present bias
			Prompts

# **[dstl]** The Science Inside

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