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## 1. Introduction

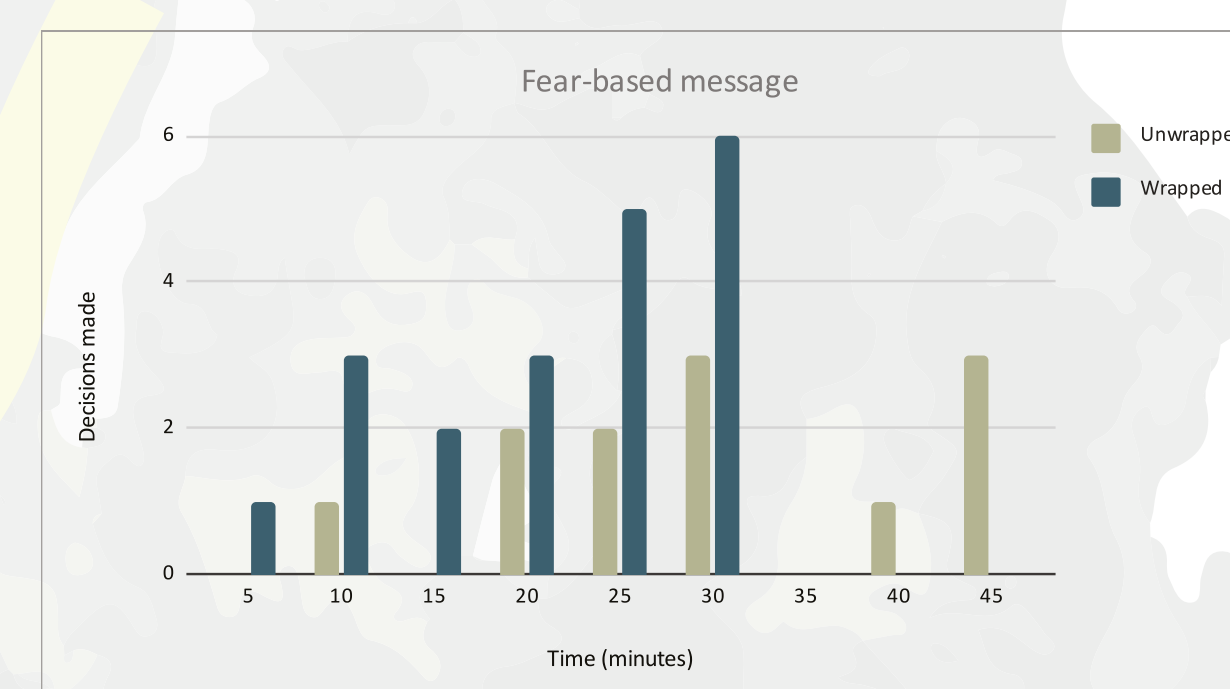
**Hypothesis:** A fear-based message has a larger impact on individual choices regarding unwrapped and plastic-wrapped bars compared to a hope-based message.

Asking bypassers after the intervention: **Would you use the concept of the unwrapped bars if it was available in the store? Why or why not?**

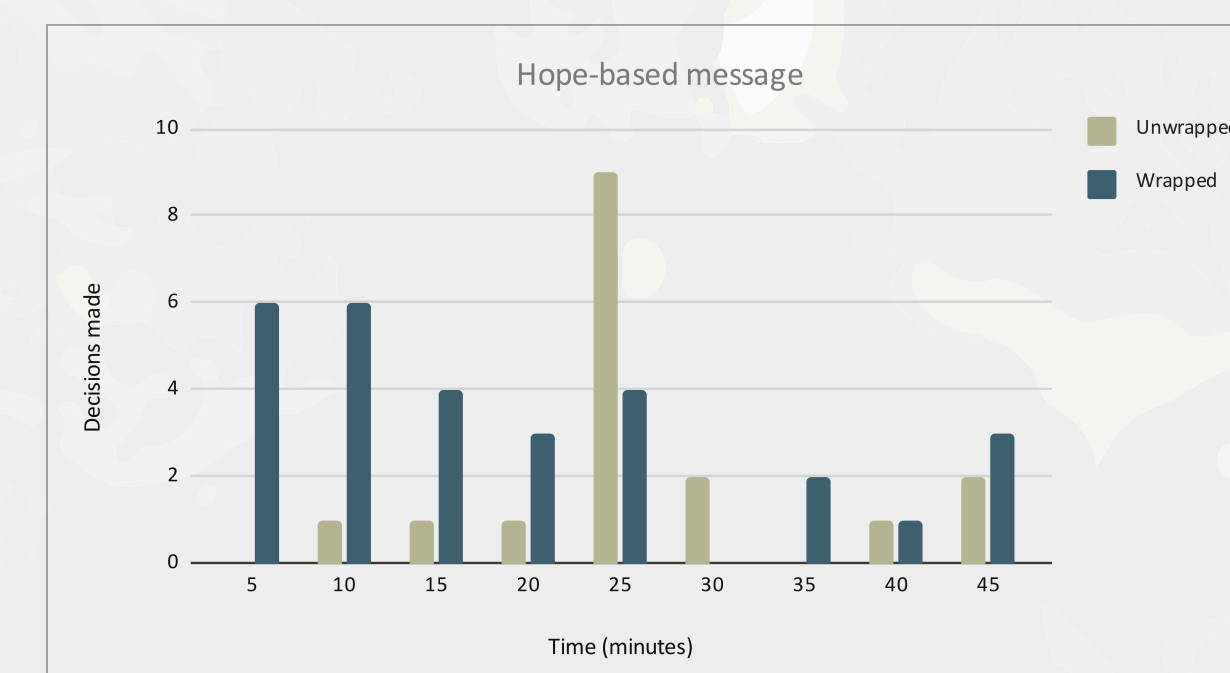
## Intervention

We set up two different stands for each message, fear- and hope-based, located at Dragvoll and Gløshaugen respectively.

### 3. Results



Amount of bars that were taken during the different time periods of the intervention.



Amount of bars that were taken during the whole intervention.

**Coding:**

- Conditioning + voting = 1
- Choice: wrapped =  $2a$ ,  
unwrapped =  $2b$
- Other situations: choice without  
voting =  $3a$ , voting without choice  
=  $3b$ , choice before voting =  $3c$

5 minute timeframes during a period of about an hour.

- **Location of the stands:** differences in the flow of people.
- **Message:** images were not equally effective for evoking desired emotion.
- **Sample number:** Small sample number, not enough to perform statistical analysis.
- **Time and budget limitation.**

- Participants didn't realize that there was an observer.
- The conditions were similar in both stands
- Voting validated conditions

1. **A fear-based image did not have a greater impact** on individual choices regarding plastic-wrapped and unwrapped energy bars compared to a hope-based image.

2. During the intervention **plastic-wrapped energy bars were more popular** than unwrapped bars.

1. **No major differences** were found on the amount of wrapped and unwrapped bars that were taken during the whole intervention period between the fear-based and the hope-based conditioning.

**The fear-based message did not show a greater impact on individual choices** compared to the hope-based message. The message itself did not have a differential impact on individual choice.

**Other uncontrolled variables** that could have influenced individual choice:

- Lack of time. Both for making a decision and taking a bar.
- Time at which the bar was planned to be eaten.
- Appearance and formality in front of the person standing
- Behind the stand.
- Hand availability.
- Group influence.
- Type of bars available.

2. During the intervention **wrapped bars** were more popular than the **unwrapped bars**.

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The diagram illustrates a five-stage process for developing a business concept, arranged in a circle with arrows indicating a clockwise flow:

- EIT** (Pilot project)
- EXPERIMENTATION: GROCERY STORES**
  - \*Supermarket chains start selling paper wrappings\*
  - \*The concept is proven to be effective\*
- Xtra** (it becomes a thing)
- THE CONCEPT BECOMES GLOBAL**
  - \*Plastic dependence reduced\*
- R**

- Approaching sustainability
- Paving the way towards plastic-free mass production
- Circular economy
- Decreasing plastic dependency
- A change in behavior less need for plastic production



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