

## 1/2 Behavioral Feedback Loops

Using inexpensive sensor and display technology, large institutions can leverage behavioral feedback loops to curtail water-wasting behavior.



### Solution

#### Water Savings with Feedback Loops

A behavioral feedback loop, in essence, is a mechanism that provides information about a person's behavior, then uses it to nudge them towards actions.

There's an excellent article in Wired giving an intro to how behavioral feedback loops work, available here:

[http://www.wired.com/magazine/2011/06/ff\\_fe](http://www.wired.com/magazine/2011/06/ff_fe)

They've been demonstrated to be effective in curtailing speeding, getting people to exercise, and more.

We already have the social context to know that we shouldn't be wasting water - it's the target of numerous advertising campaigns, and most people will agree that using excessive amounts of water is objectively a bad thing to do.

So why do we still do it? One component is a lack of feedback about our behavior - when we're

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Creative's profile



**masshipsteria**