

# What Motivator should I use?

## OVERCOMING BARRIERS

### 1.) HIGH BENEFITS & HIGH BARRIERS

Make it Easy  
Commitments

### 2.) HIGH BENEFITS & LOW BARRIERS

Education      Feedback  
Prompts      Foot-in-the-door

### 3.) LOW BENEFITS & LOW BARRIERS

Incentives  
Competitions

### 4.) LOW BENEFITS & HIGH BARRIERS

Social Modeling

#### FOR MORE INFO REFER TO:

Schultz, W. Strategies for promoting proenvironmental behavior. *Environmental Conservation* Original Articles and Reviews. CSU San Marcos. 19.2 (2013):107-117. DOI:10.1027/1016-9040/a000163

DeMattos, Chrislyn, Ella Wilmot, and Lukanicole Zavas. Discovering the barriers and motivators to pro-environmental behavior within the Maunaloa Bay region, O'ahu. (2020)

