

4.2.1 Audience behaviour (Std, ES and EAL/D)

What method is best?

List the different ways of changing behaviour from what you think may be the most effective to least effective.

Method of persuasion	Most effective	
	↑	
		punishment
		reminders
		modelling
		rewards
		self-interest
		legislation
	↓	
	Least effective	



Method of persuasion	Appeals to
punishment	
reminders	
modelling	
rewards	
self interest	
laws	
repetition	