

# HACKING KINDNESS

OPTIMIZATION TACTICS FOR  
BETTER BEHAVIOR

# SAY “BE A VOTER”, NOT “GO VOTE!”

People always look to affirm their identity as a good person, and usually don't like being told what to do. So refer to identity rather than behavior to make people take a positive action. For example, praise your kid for being a "helper" rather than "for helping". Or encourage people to "be a voter" rather than "go vote".

# AVOID SOCIAL PRESSURE IN NEW SITUATIONS

People with a high fear of others' judgment are less likely to take any action in social situations. But, an audience may make us perform better on well-rehearsed behavior.

Can you create both social and non-social paths to contribute in your system?

# REMINDE THEM OF MORAL NORMS

People shape their behaviour after moral norms, so invoke those if you can. Try childhood reminders, religious symbols or accountability cues like cameras or receipts.

You can also just tell people that they should consider what a moral action would be.

# SAMPLE

Download the full version containing 33 more cards from [www.kindify.net](http://www.kindify.net)

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**Usage tip #3:**

If you want to learn more about a topic, search using the scientific term in the upper left corner.