SHARE WITH CARE

**THE GUIDEBOOK
OF
DIGITAL
USER BEHAVIOUR**

CONTENT

INTRO

The purpose of this guidebook is to share what the *Share With Care* campaign has taught us about digital cultural users, their behaviour and to help bring about some methods to influence this behaviour.

With simple tests we have quite fundamentally obtained a new understanding of the digital user's behaviour. In the future, we can use this new knowledge when working with positive behavioural influence.

The campaign has also given us heartening proof that it is actually possible to influence the users' digital behaviour on the Internet – and it is even possible with small and simple tools and positive communication. Therefore, this little guidebook is an abstract of the most important experiences from the *Share With Care* campaign. Here, we transform our new experiences about influencing user behaviour to 9 tangible ways of creating positive behavioural influence.

We hope that all who work with digital services and user behaviour will benefit from this guidebook as a simple tool to positive behavioural change.

Best regards,
Danish Ministry of Culture, Telecom Industry Association - Denmark, DI ITEK - Danish ICT and Electronics Federation and RettighedsAlliancen - Danish Coalition of Rights Holders.
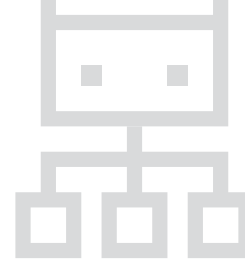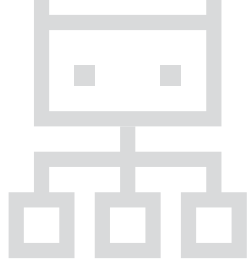
Photo: Jack Fussel

ABOUT SWC

The campaign *Share With Care* (SWC) took its starting point in the digital cultural life in the year 2012 where discussions about pirate copying of creative content (music, film, gaming and literature) divided people and where the battlelines were clearly drawn between the telecom providers, copyright owners, the authorities, the artists and the users.

The times were marked by a legal market with digital services in rapid growth – challenged by a piracy market with an even higher growth rate. In the summer of 2012, on the basis of several years' negotiations between the industry's interested parties, the Danish Ministry of Culture launched a "Copyright Package" with eight initiatives where one of them was a mutual information effort between the three parties: the telecom industry, the copyright industry and the Danish Ministry of Culture each contributing DKK 1 million to the campaign. In addition to these, the Danish Consumer Council was invited to join in as representatives of the consumers in working with developing the campaign concept.

In 2012, the Danish Ministry of Culture, the Telecom Industry Association, RettighedsAlliancen and DI ITEK in unison agreed to launch the campaign *Share With Care*. An information effort which both had the purpose of **strengthening the partnerships between the interested parties** and **to increase the knowledge of the legal services for the consumers**.

The name *Share With Care* is a further development on the Internet pirates' battle cry **Sharing is Caring**.
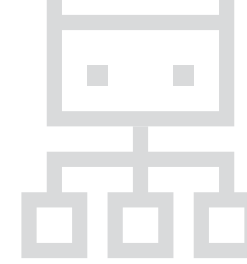
The idea behind the name is that people love culture and experiences, and love to share them. The campaign does not intend to change this attitude but merely encourages showing concern for culture by being mindful when sharing and downloading.

From the beginning, the project owners agreed that *Share With Care* should be positive; the campaign should focus on the many good opportunities for legal digital access to music, film, books et cetera.

At the same time, there was a great willingness to try something new. Therefore, the newest methods within campaigns – such as nudging and behavioural design – were taken into use to test user behaviour, and how one with a positive attitude can influence or nudge the users towards legal digital solutions and services.

It has been of crucial significance to the campaign's success that there was a broad group of interested parties who supported this message. Namely the wish to stimulate user behaviour which supports legal solutions contrary to illegal ones.

Share With Care has – in addition to establishing strong constructive bonds between the various participants on the Net – also managed to create a new and better understanding of digital user behaviour. Both significant parameters of success in working with creating a healthy digital culture.

The ambition of strengthening a sustainable cultural usage through positive influencing of norms has made *Share With Care* an untraditional information effort – and at the same time an effort which works on behalf of the user and embraces the opportunities of digitization.

The Guidebook of Digital User Behaviour are for those and for the industries dealing with media and cultural consumers' behaviour on the Internet, and the book will:

- Give advice and recommendations on how to work with and influence user behaviour and attitudes
- Communicate new insight into and knowledge about user behaviour which can work as a platform for future activities

Data and all experiences from the campaign have been analysed in perspective of international behavioural research. In SWC we wish to confirm the validity and usability of all our observations by comparing them to the results from international research efforts and practical experiences with behavioural influence.

We also do this as we are of the belief that digital user behaviour has to be viewed in line with our knowledge of entirely normal human behaviour. People have not all of a sudden developed new behavioural patterns just because the behaviour has become digital – we have simply gotten many new opportunities to do much more of what we have always done.

Enjoy the read!

Photo: KL.7
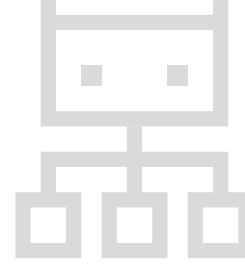
THE FILOSOPHY BEHIND SWC

Share With Care – A New Approach

Through the last decades, behavioural research has produced new knowledge about how people make decisions. A research dissociating itself with the understanding of users as conscious, rational decision makers who act in direct line with their knowledge, common sense and attitude. Instead, today's digital users should be viewed as busy people with many doings and needs who make their decisions on the basis of immediate needs and social norms.

This means that information efforts which intend to influence or alter a given digital behaviour should have less focus on informing and instructing and more focus on understanding and knowing the mental "shortcuts" which the user applies in a given digital situation.

It was this mindset that inspired *Share With Care*'s project owners to try something new after many years of more traditional information campaigns and heated debates.

Therefore, *Share With Care* became an effort based on the latest knowledge and research within behavioural design and nudging.
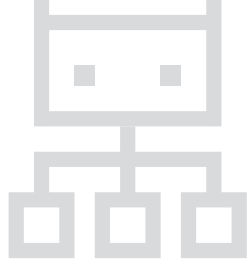
The Mindset is Based on the Following Four Principles

1. Focus on the Users' Positive Behaviour
The cornerstone in positive psychology and communication, to praise instead of telling off, also shows in behavioural research that more behaviour is being moved by prompting a desired behaviour than by advising against an unwanted one. This contrasts with many earlier campaigns in the field which have put emphasis on illegal behaviour, e.g. pirate copying, its consequences and punishment.

In *Share With Care* we focus on what the users are doing right and encourage them instead of telling them off. It is a fundamental premise for the mindset always to communicate positive messages instead of negative ones.

2. Habits as Opposed to Attitude
People's actions are controlled by social norms. Often, we unconsciously follow the crowd – and we are also subjected to the crowd's norms when we express our own position in discussions, debates, analyses, interviews and questionnaires. Therefore, our position in these contexts often reflect how we would like to be – as opposed to how we actually are.

Therefore, *Share With Care* hasn't focused on influencing the users' digital behaviour by influencing the users' attitudes, but instead focused on influencing the behaviour by nudging the user at the contact point or the moment of use towards legal behaviour.
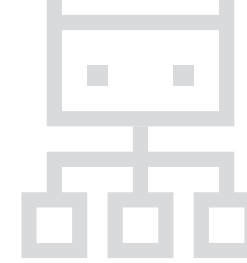
3. Service Instead of Talk
Share With Care does not try to talk the consumers into new behaviour but instead intends to make it easy for the user to do the right thing by offering a referral to legal services or legal behaviour, and to make the legal behaviour as easy and comfortable as possible for the user to choose, e.g. by referring to legal services on the blocking sites users meet when they are searching for illegal content services. We will let the users stay in the situation of need – consumption of cultural content – but give them the opportunity to satisfy their need with legal services instead.

4. Creation of New Norms
If the wish is to create a new behavioural norm it is not much use speaking to the user's common sense to persuade him or her to seeing the immoral in not paying for creative content as the need for easy and cheap access to content will probably win anyway.

Paradoxically, our studies show that behaviour precedes attitude. Attitudes first arise at the moment when the consumer attempts to rationalize his behaviour – and therefore the attitude often becomes a self-gratifying rationalization. Therefore, if the aim is to create new behavioural norms one can attempt to nudge the behaviour at the moment of consumption – and at the same time draw attention to the many (perhaps in the user's own network) who consume legally. Then, the attitudes will surely follow.

Share With Care wishes to create a new "normal" legal behaviour by focusing on the positive stories about usable legal services, on the many who use them and the sustainability and value chain in the industry, and supporting the norm that it is cool to be legal.

Photo: Jack Fussel
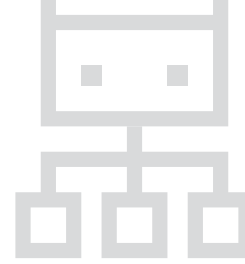
ACTIVITIES IN SWC

The *Share With Care* campaign consists of four main activities;

Online Platforms
Sharewithcare.dk, Facebook and Twitter – to offer elaborate information about the campaign's activities and listing the legal services.

Public Events
Happenings and activities at Roskilde Festival (The Danish equivalent to Glastonbury Festival), Copenhagen Culture Night et cetera.

Exposure and Sharing of Knowledge
PR work, going-home meetings, network meetings, presentations, guidebooks et cetera.

Methods and Tools
Unified communication on blocked sites, web nudges, The Cultural Barometer, The Digital Cultural Test and camps.
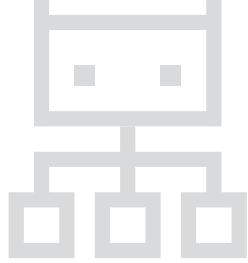
**The following subcategories of activity were all part of SWC;**

1. Blocking Page becomes an Important Active as a Nudging Page
One of the most interesting activities within *Share With Care* are the so-called blocking pages. When the courts rule a service illegal in Denmark, a so-called DNS blocking is put up on the domain so users cannot enter the illegal service. *Share With Care* has in collaboration with the Danish telecom companies worked out a new joint text on the blocking page which explains to the user that what he was searching for has been ruled illegal. At the same time the user is being offered a link to a long list of legal services on sharewithcare.dk. If the user wishes to know more about why the site has been ruled illegal there is also a link to further information. This strategy has resulted in many visits on *Share With Care's* site, and a surprisingly small amount of annoyed users.

Hence, the nudging page quite undramatically guides the user away from the illegal site and towards the legal providers. All of 59% of all visitors on sharewithcare.dk arrive via the link on the nudging page.

This indicates that the users who potentially were on their way to using illegal file sharing sites are susceptible to the offer on information or legal content elsewhere.

An added bonus of the nudging page is that we go from a negative focus to a positive one. Instead of criticizing the illegal in the user's potential action we help the user on in his wish to have his cultural needs satisfied – and this time with legal content.
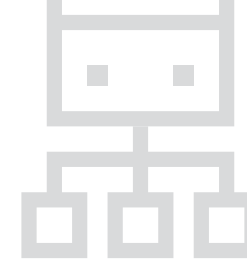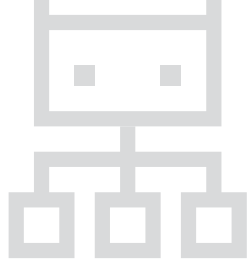
2. Web Nudge
This web nudging activity is a "semi-blocking page," that is to say a page which pops up on the user's way to a site with illegal content. Here, the users are being informed that they are headed towards a site with illegal content. Thereafter, they can freely choose whether they want to continue to the illegal site – which they now know is illegal – or go elsewhere. This is one of web nudge's most significant points; that the users at least should be informed of their offences.

Web nudge is about exposure to and raising consciousness about the many choices the user is making when they find digital content online. The activity in all its simplicity forces the consumer to consciously decide his attitude to his own behaviour – a behaviour one does not necessarily question on a daily basis.

The Result Was Significant: All of 84% Chose Not to Continue on to the Illegal Site.

This web nudge activity succeeds in making the consumer conscious of often unconscious, habit-driven actions and helps the user to make an informed choice. Thereby an identity between action, position and consequence takes place – and in the defining moment by far the most choose to act legally.

In *Share With Care's* monthly report #5 – publicly available at **www.sharewithcare.dk** – you can read more about web nudging.

3. The Cultural Barometer

For many years, the debate about intellectual property rights have been marked by a conflict between two considerations; the users' wish of freedom of information and the property owners' commercial interests. This conflict of interests has lead to heated debates and a certain reluctance to enter into discussions about law and order on the Internet. Since then much has happened, and now there is a myriad of attractive, legal Internet services – but today it is also a lucrative income source to running illegal sites. Therefore, the original conflict of interest is still alive and kicking.

Share With Care put into action an analytic tool of debate which we called "The Cultural Barometer" to verify whether it was still the ideal of freedom of information which motivates illegal file sharing, or whether the users' motivation have changed since the first hesitant beginnings of the Internet. Our purpose was to investigate which sorts of objections an enforcement of intellectual property rights on the Internet would encounter.

The Cultural Barometer was developed with the purpose of gaining insight into the Danes' attitudes to digital content – by "crawling" the Internet debate through comments about and debate threads of legal and illegal digital cultural consumption. Thereby managing to get a picture of how theme and tone in the debate change over time.

The Cultural Barometer taught us that **the ideal of freedom of information only drives a marginal minority of the Internet pirates**, and that today economic, practical and pragmatic reasons are the primary motivation for illegal file sharing.
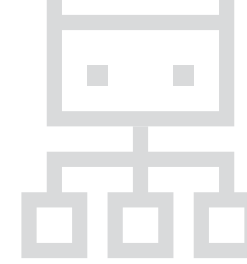
4. The Digital Culture Test

The Digital Culture Test is a mobile app which can test the users' knowledge of and prejudices about cultural consumption.

The test enquires into the users' knowledge of copyright in different concrete contexts and looks into their knowledge about what their stance is towards property rights owners and vice versa. At the same time, the test investigates their view on their own and others' legal and illegal users' behaviour and thereby identifies the norm in the field.

5. Camps

The idea of camps is to involve the primary target group – young digital cultural consumers – to, together with industry people, find solutions to the challenge of copyright, digital content and services.

SWC arranged two camps as a concept development competition where the winners got an economic reward to help them develop further on their proof-of-concept on their idea. Through an amount of industry specialists and mentors from different parts of the cultural environment it also became evident to the youth how complex this problem of today's copyright actually is.
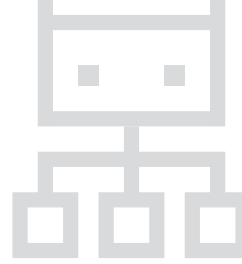
At the same time, camps also create the basis for a qualitative analysis of the target group's motives and stimuli for and barriers against downloading and streaming both legally and illegally. In the five *Share With Care* monthly reports – publicly available at **www.sharewithcare.dk** – you can read much more about all the campaign's activities.
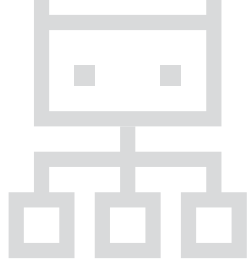
Photo: Share With Care

9 IDEAS TO INFLUENCE BEHAVIOUR
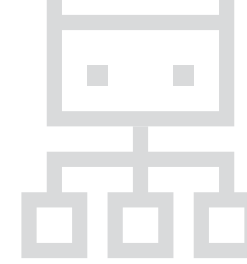
01 MAKE USE
OF DIGITAL CONTACT POINTS

Digital contact points are where the consumers meet the business/company/institution online. With the right strategy even the most negative contact points – as for instance a blocking page – can be turned into a positive and relevant nudge in the right direction.

The company can also effortlessly and nearly free of cost measure the effect of this interaction with the user.

Example
Share With Care focused sharply on contact points in the activities Nudge Page and Web Nudge: At the exact point where the user is about to perform illegal online behaviour. The redesigned blocking page and web nudge are examples of contact points which as a point of departure are negative: the consumers are frustrated about not being able to find or gain access to the content they are looking for.

In *Share With Care's* version the access to the illegal content was denied – but instead of a telling off the user the nudge page helped him on to relevant content.

A Negative Contact Point can be Turned into a Positive One
Have you got your content on i.e. YouTube, Vimeo or Facebook it is an opportune chance to create positive digital contact points with the consumer. Instead of just blocking the content without further activities we recommend using the model from the nudge page.

- Block the content
- Guide the user on to legal content
- Explain why the illegal content has been removed

The film producers are already implementing this model in connection with illegal YouTube videos.

Ensure the Tone in the Behavioural Point is Concrete and Positive
Didactic words or threats most possibly do not increase the possibility of legal behaviour. On the contrary, this can incite unproductive discussions and create a backlash. Deep down all users wish to get the content they were looking for; therefore, guide them on to attractive legal services.

Think of the 'Google Way' to your Product and Content:
Try searching for some of your specific content and see what results show up. When the user searches for content the user searches directly for the product name and most often gets links offered to illegal services as the first thing.

Therefore, it is nearly always worth a thought to consider how one can obtain exposure in the search – and via that route guide the user towards legal options.
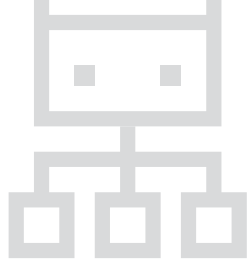
02 BE CONSCIOUS OF THE CLIMATE OF DEBATE

Historically, consumption of illegal content has been regarded as a moral and ideological discussion. Therefore, much of the copyright work has revolved around the consumers' moral stance to the field. In this regard *Share With Care* has obtained an important new insight. All of the debate analytic work from the Cultural Barometer in fact indicates that the behaviour is increasingly driven by how easy and cheap the said content can be obtained – in other words: convenience. The users wish to enjoy music, films, books and other content immediately at a fair price, and this consideration trumps the moral deliberations.

In the Cultural Barometer we have seen that for example the flourishing of legal streaming services for e.g. music and series have caused the ideological discussion to almost wither and has been replaced by a debate about price and availability.

Example
When *Share With Care* blocked four illegal file sharing sites, nearly no reaction was seen in the press nor in the Internet debate. The blocking provoked no idealistic debate – there was simply not enough conflict in the subject. On the other hand there is a lively debate on price and accessibility – because at the end of the day these are the users' most important parameters.
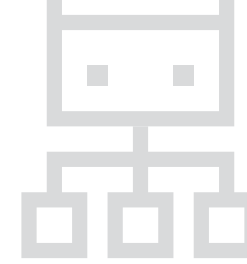
The Cultural Barometer shows that consumers of illegal digital content are first and foremost driven by need – and therefore they most often debate from their own needs. The users' rationalizations and contradictions are sensitive and therefore they have to be met with consideration – and these experiences give cause to three debate recommendations:

Find the win-win argument and always attempt to communicate in a common understanding of the common good. Often, the user only thinks of satisfying his needs, and this ought to be met with constructive appeals.

Unveil the positive user story as a response and appeal to let this be the norm for other users.

Argue objectively and avoid emotional appeals. Often, these merely incite the user to rationalize his illegal actions morally. Focus on constructively satisfying the user's needs for culture.
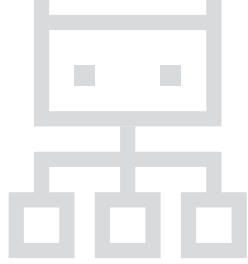
03 THE CONSUMER RARELY LIES ON PURPOSE

Often, consumers just wish to consume. Every now and then they break with their own ideological principles in the daily need for culture. Therefore, one should measure what the users do and not what they say they do. In *Share With Care* we differentiate between results from behavioural surveys and replies from questionnaire surveys.

When the consumers are being asked they can answer one thing and then in reality do something different. This difference is almost never done to be harmful, often because it happens entirely unconsciously. Thus, we can easily be of the opinion that artists should be paid – just to then commit an offence against this ideal through illegal behaviour.

Example
In connection with an EU survey (OHIM) where 96% of the respondents answered "Yes" to artists getting paid for their work it was clear to see the discrepancy between ideological self-perception and actual actions. However, in the same survey 42% answered that illegal file sharing was okay – as long as it was only for own consumption. This could well be due to an attempt at rationalizing one's own illegal behaviour – as for example the Cultural Barometer has shown.
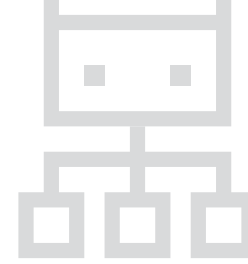
Practical Use of Questionnaires
Therefore, data showing what the consumers actually do – behavioural data – is to prefer in this field. Ideally, the efforts' effectivity has to be measured on actual behavioural changes.

If questionnaires are used anyway one has to be careful when drawing conclusions. From SWC's questionnaires we noticed three tendencies:

1. When we ask the consumers about their previous behaviour we get answers to what they have experienced they did. This is not the same as actual behaviour.

2. When we ask the consumers about what they think is morally right behaviour we get an answer to what they intend (or wish) to do. This is not the same as actual behaviour.

3. When we ask about assessments of the behaviour of others we get indications as to whether the behaviour is socially acceptable. If the respondents assess "the others" harshly – e.g. say that "others" have a large illegal consumption of digital online content – it points to a weak social norm: "Yes, it might be wrong, but everybody else does it."

Questionnaires are certainly not worthless but they should be used with a certain knowledge about the basis of conclusion. For example *Share With Care* used positive self-assessments to support a positive social norm – and this can again move behaviour in the right direction. The implementation of web nudging is an example from *Share With Care* to prompt consumers to be conscious of their behaviour.
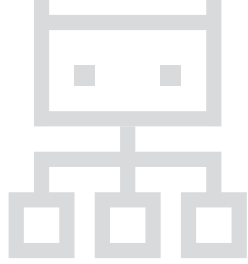
04 SOCIAL NORMS CAN BE INFLUENCED

Social norms are unwritten rules which influence behaviour in groups and society. Most often people will follow these norms as we – deep down – are gregarious animals. Therefore, people's behaviour can be altered by influencing or accentuating the crowd's social norms.

Example
Nudge communication has been used to change behaviour in the hotel industry. Here, the objective was to get hotel guests to reuse their towels. In the bathrooms in each room signs were hung up with the following text:

"The majority of guests in exactly this room reuse their towels at least once during their stay."

The signs resulted in the hotel's towels being reused 20-30% more than the previous sign with a request to think about the environment: "Think of the environment – Reuse your towel."
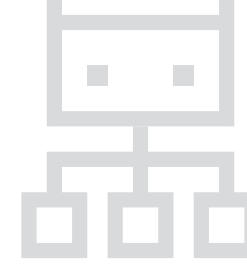
Social Norms can be Used to Change Behaviour. Below Five Examples of Use.

We Always Orientate Us Socially – sometimes consciously, at other times entirely unconsciously. References to what "by far most other people" do have in countless tests shown to move behaviour.

Therefore, Inform About the Positive Social Norms, i.e. how many who use legal services.

Remember that Social Norms also Affects People's Behaviour Negatively. Therefore, the consumers shouldn't be informed about 'all those' who consume illegal content – as this information adds to justifying own illegal behaviour.

One can Communicate on Other's Experience of Own Behaviour – also if it is not a direct sign of their actual behaviour. For example that 96% of the respondents in an EU survey think that artists should be paid for their work.

"Did you know that 96% of all Europeans think that it is important that artists get paid for their work?" Source: OHIM Rapport 2013

Social Norms Should be Awoken in the Right Context – e.g. just when the illegal behaviour is about to take place.
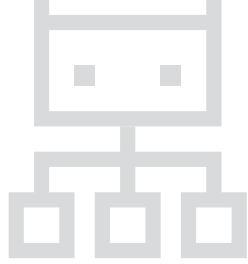
05 BANISH THE FEAR OF LOSS

Research within cognitive psychology shows that the fear of loss affects us twice as much as the expectation of reward – the so-called loss aversion.

Example
In the Cultural Barometer we saw an example of loss aversion when we examined comments in connection with the blocking of the music streaming service Grooveshark. The comments unilaterally focused on the feeling of something having been lost that they were really fond of and often used.

The consumers had been fond of the service and it hurt having to let go. And this state only gets overexposed if the communication about the blocking is sharp, "speaks badly" of the service and "robs" the consumer of a good thing.
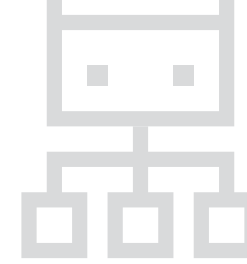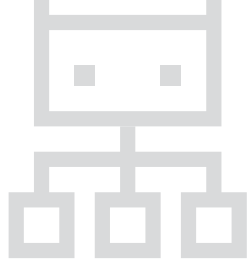
The consumers don't like to lose. If a service is shut down on the Internet, legal or not, it hurts the consumers who "lose" access to the site. The feeling of loss can potentially be reduced by following the below pieces of advice.

Avoid Talking About what the User Loses
The communication should focus on what the consumer has of opportunities of gaining easy and legal access to the content the user is searching for on the blocked site.

Try Designing a 'Gradual Transition' from Illegal Services to Legal Ones, so that the consumer
doesn't experience a lack of what he wants – e.g. by offering free access to a legal site for a limited period of time.

Focus on the Consumer's Needs, not on law and order. Let the communication be controlled by
the consumer's needs. Use a service strategy instead of a legal strategy.

06 MORAL IS RELATIVE

Even though we think moral is of a concrete size, moral is often something we get to through argumentation following a given behaviour. We can be of the opinion that something in principal is morally wrong but still perform the action in a concrete situation. Afterwards we are good at coming up with arguments for why the moral break is okay in exactly the given context.

The rule of thumb is that the easier it is to 'rationalize' a behaviour, the less unethical it is, and illegal file sharing is very easy to rationalize with arguments of everything from lack of accessibility of legal content to free sharing of culture.

Example
Again, the example from the EU survey can illustrate the difference between what the respondents believe is ideologically right (the artists should be paid) and the real consequences for own actions ("Illegal file sharing is okay when it is only for myself").

In the survey it is even more prevalent as the respondents de facto exempt themselves from having to live in accordance with the ideology.
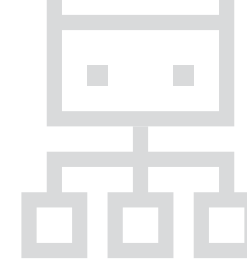
The consumers create their own moral. This influences how one should address them.

Do Not Communicate with a Moralizing Information Campaign
More often than not, one will lose to the consumers' 'rationalization' of their behaviour. By being moralistic to the consumers one runs the risk of provoking a newly invented moral response. "I don't think one has to pay for culture," which can immunize the consumer.

Nudge the Users' Behaviour – Not Their Conscience
Often it pays off to avoid trying to influence attitudes and go directly after influencing the consumers' actual behaviour. The idea behind the nudge page is exactly to focus on moving the consumers' attitudes and moral intentions to a more pragmatic search for content. Figuratively speaking one can say that the old blocking page was the didactic school teacher or police officer and the new nudge page is the tourist guide which takes the consumers by the hand and gently nudges them towards legal opportunities.

As soon as the consumers change behaviour it often results in changed attitudes – or new rationalizations which gel well with the new legal behaviour. And when the volume of legal behaviour is sufficiently large it will change the social norm in the field, and the positive social norms are – as mentioned earlier – worth communicating to the consumers.
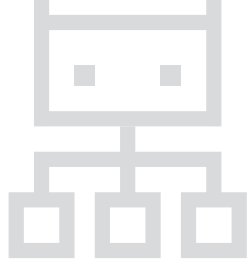
07 HAND THE USER OPTIONS

People like to have certainty of and being able to have an overview over their options. This makes us feel that we are in control of the situation as it is ultimately us who have the upper hand. Do remember that too many options can lead to an inability to act – and that a gentle nudge towards the best decision is often warmly received.

Example
Share With Care's own web nudge is an example of handing the choice to the consumers. Instead of just blocking access to the illegal sites without any further ado the consumers get informed that the illegal site in question does not ensure the artists getting paid. After this the consumers can actively decide whether they want to continue on to the site.

It Turns Out Only About 16% Choose to Continue on to the Illegal Site When They are Being Confronted With The Active Choice. The remaining 84% go elsewhere. Here it is worth noticing that all the consumers originally had searched directly for an illegal site – and thereby perhaps first becoming aware of the illegality the moment they got to know their options.
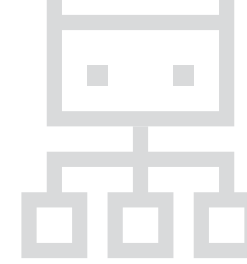
It can pay off to consider how choices are being presented to the consumers. Here are some examples of how the consumer's choice can be influenced:

Do Not Only Give One Option (if possible) to where the consumers should move their behaviour. Give them several (but not too many) options – as they then feel in control and get a sense of independent influence on their choices.

An Announcement Such as "But the Choice is Yours" in a Contact Point Will markedly increase the desired behaviour. *Share With Care's* web nudge was an example of moving the decision-making power to the consumers.

Only Present the Consumer with Relevant Alternatives. If the consumers are searching for illegal music they should not at the same time see the list of film services.
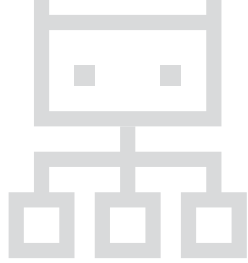
08 MAKE USE OF THE USER'S POSITIVE SELF-ESTEEM

When people describe their own behaviour they have a tendency to exaggerate in a positive way. On the other hand we have a tendency to value other's behaviour worse than our own. This means we often view our own behaviour as above average compared to others.

Example
In *Share With Care* we also saw this tendency to over-estimate oneself in the Culture Test which was a returning feature. Here, the respondents were asked how much of their own and other's digital cultural consumption were legal. Generally, the respondents estimated 75.14% of their digital media consumption as legal.

The estimate immediately got harsher when dealing with "Others" who generally get estimated to a legality of 56.2%. Consequently, the respondents estimate that everybody else make use of almost double as much illegal media consumption.
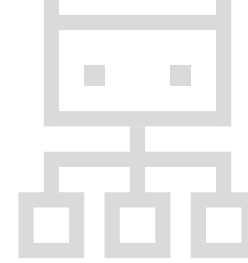
The numbers from the Culture Test are interesting as the harsh verdict of others also indirectly points at a social acceptance of one's own illegal behaviour: "Everybody else is doing it, and I'm even doing it less than them!" Below are three pieces of advice to cushion the effect of "self-overrating".

Do Not Believe the Consumers' Self-Evaluation
If the consumers say they act legally then make them responsible for their claim. And the closer to the moment of behaviour, the better. This could be materialized by letting the consumers confirm the opinion that artists should be paid for their material – while they consume.
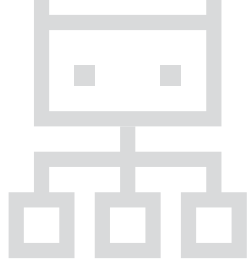
Communicate on Others' Legal Behaviour
This can show the consumers that others also value their legal consumption highly – and thereby neutralize the argument of illegal behaviour.

With users who have a high consumption of illegal digital content, numbers on the actual behaviour of others can help these consumers become aware that their consumption of illegal digital content is larger than average.

Speak Gently of (the Unconscious) Hypocrisy
Don't dwell on bad conscience. It is – as mentioned – not desirable to awake the self-defence of the ability to rationalize.

09 TELL THE POSITIVE STORY

Stories inspire. If you tell the positive user story other users often follow the good example – and if you tell the negative user story other users often follow the bad example.

When tax authorities in England created a campaign against errors in the tax information and communicated with negative examples of tax fraud et cetera it had the exact opposite effect. It lead to an increase of 22% in tax fraud the following year – because the tax payers learnt "fraud by the fraudsters" and were confirmed in the view that it was normal to cheat with taxes.

Remember that it often is possible to prompt legal behaviour positively instead of negatively.

Example
One of the basic premises for *Share With Care* is to focus on positive messages.

This is effectively done with e.g. the blocking pages where focus is moved from the illegal act about to take place towards the legal possibilities to actually consume culture in a sustainable manner.
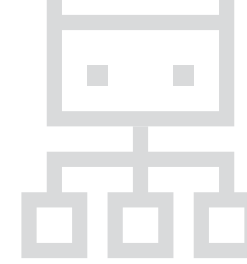
The interaction with the consumers gets framed by the tone in which the communication resonates.

Communicate About the Positive Development and how widespread legal services are, how rich content they offer, how easy they are to use and how many people who use them.

Do Not Tell the Consumers What They are Not Allowed to – Tell the Consumers What They are Allowed to. Focus on the opportunities and the easy accessability of the many legal offers.

Remember That Illegal File Sharing and Searching is Also a Wish from the Consumer to Find Good Cultural Content. Confirm the users in their interest in film, music and books. Approach the consumer and inform him that there are sites with a larger selection and in a better quality – which might better suit the user's needs.

Read plenty more about *Share With Care* on sharewithcare.dk where you will find monthly reports, descriptions of digital tools and our evaluation in its full length.

www.sharewithcare.dk
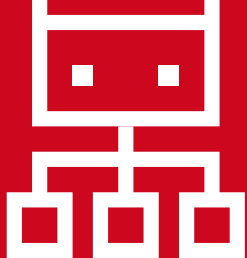
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