

**Part 1:**  
Difficulty with Self-Control

Would you make yourself  
sick to prevent cirrhosis?



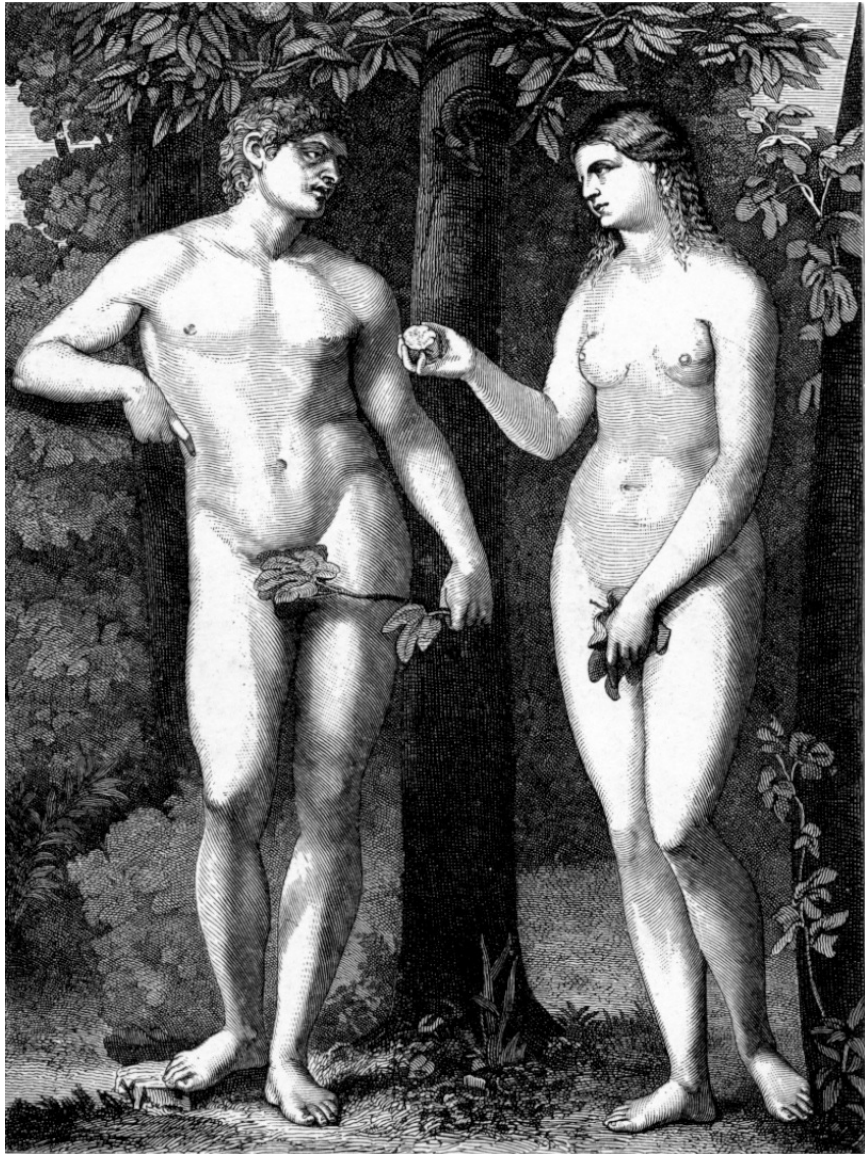
Although we start out with the best of intentions, we often end up falling behind in our work.



**Present focus bias:**

the tendency to give more weight to our current environment or state.





Would you sacrifice eternity  
in the Garden of Eden for an apple?  
Depends on how hungry you are.



**NOW**



1 week

# NOW



1 year



1 year  
+  
1 week



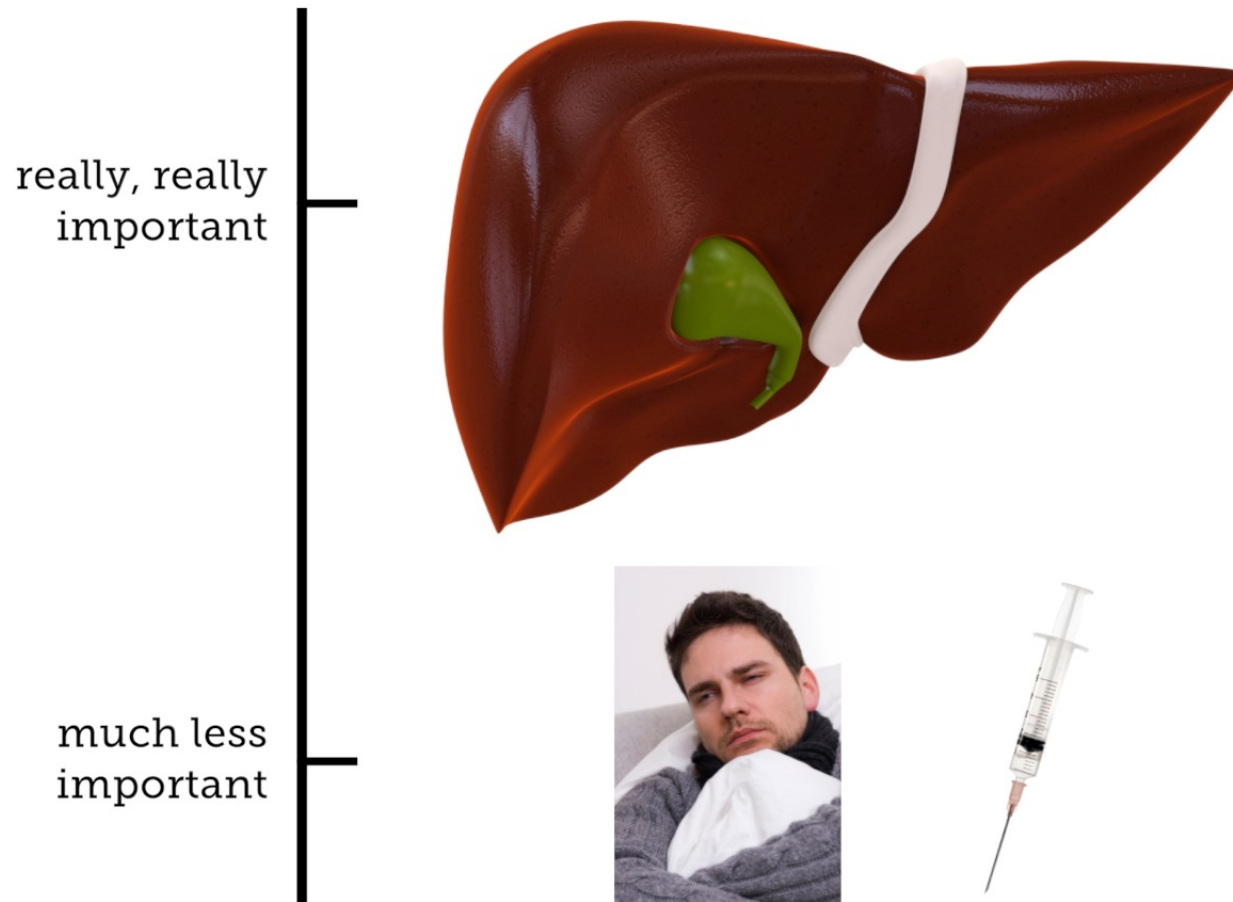
**NOW**



1 week



# Relative Importance of Things in Life



**Reward Substitution:** using an alternate reward that is immediate, and therefore more motivating.






## Why Climate Change Maximizes Human Apathy

- 1) far in the future
- 2) affects others first
- 3) we do not see  
its progression
- 4) we don't see a particular  
person suffering
- 5) individual efforts  
to mitigate are  
a drop in the bucket







Can we use reward  
substitution to encourage  
eco-friendly behavior?





Gamers have devised many ways to motivate people.




You drive a Prius! You must be  
a wonderful, kind human being.





In addition to fuel conservation, driving a Prius provides social rewards (like an ego boost).

A spiral-bound notebook is centered on a light-colored wooden surface. The notebook's pages are white with faint horizontal lines. The left edge of the notebook features a silver-colored metal spiral binding. The text is printed in a black, sans-serif font on the top half of the notebook's pages.

Reward substitution  
can get us to act like  
we care about the world  
when we really care  
about our image.