



rettferdighet fair play, justitia  
Fru Justitia), lønn som forsk  
nemesis, rettferd. Jf. rett.

## Reinforcing the trend



# Reinforcing the trend

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- **The trend**

- **The reinforcement**

# The trend



## – Behavior makes the world go round

- Change is consumer driven, and is understood as behavior
- Substance use is behavior
- In terms of behavior, youth are doing something right

## – Learning is behavior is learning

- Learning is «a relatively permanent change in behavior»
- A lot of people change in the same way over time; trend

# The trend



- **«It's just a trend»**
  - Trend (marketing); «any form of collective behavior that develops within a culture, a generation or social group and which impulse is followed enthusiastically by a group of people for a finite period of time».
  - We're talking about a custom, a habit, a way of living
  
- **The difference between abstaining and just not doing it**
  - To abstain the behavior must be
    1. Expected (not wearing green socks...)
    2. Available (not space travel...)

# The trend



## – Typical youth

- They want family, good health and friends
- Continuous learning and growth
- Mindful of the future, in control of their lives
- Goal oriented, risk management

## – Summing up about the trend

- Specific change in youth behavior, consistently over time; their experience and competence is causing a change in behavior
- Young people are CAPABLE, COMPETENT and CORRECT; the trend is not accidental

# The reinforcement



- **Positive reinforcement as educational tool**
- «...the offering of desirable effects and consequences for a behavior with the intent of increasing the chance of that behavior in the future.»
- **Doing something right is a high precision response; you know what to do if you get it right**
- **Doing something wrong only let's you know what NOT to do; all options but one remain (i.e. lottery tickets)**

# The reinforcement

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- Learning responses, an example
  - Awkward silence, no social experience to fall back on...
    - Stand completely still
    - Jump up and down
    - Hum a song
    - Run away
    - Smack the person I was talking to with a spoon
    - Take off all my clothes
    - Put a lampshade on my head and pretend to be an orange

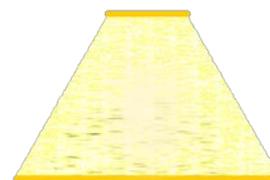


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## – Learning responses, an example



# The reinforcement



- **Doing something right**
  - The information value in doing something right is infinitely larger than the information value in doing something wrong
  
- **How can we reinforce the desired behavior?**
  - **Reinforcement mechanisms**
    1. **Material rewards**
      - Direct (money, gifts)
      - Indirect (opportunities, time)
    2. **Immaterial rewards**
      - Task related (freedom, responsibility)
      - Symbolic (titles, diplomas, prestige)
      - Social (acknowledgment, compliments, positive attention, status)

# The reinforcement



- So, are we reinforcing the desired behavior..?
- No...

Ny skikk' SLIKTOPPEN Mind us, meir stress  
kultur SLITER ungdom - bra på skolen. Og de

Des stre Rusforsker ber ungdom ber  
slappe av og drikke litt

Ungdomm De drikker ikke trenger stressme blemer med sin psykiske helse. JON  
prektig

# The reinforcement



- **So, are we reinforcing the desired behavior..?**
  - Two problems with this kind of framing:
    1. We are telling youth that they may be doing something wrong when they're using less drugs and alcohol
    2. We assume that the group of youth that are using less drugs and alcohol is the same that is getting more stressed and depressed. They're not.
  
- **The more rare, the more risk..?**
  - As use decreases, use becomes more marginalized, and thus more associated with risk
  - Cannabis use; less exposure, higher user transition rate (1:4 to 1:3)

# The reinforcement



- **Summing up about reinforcement:**
  - **It works, but it's not used (enough)**
  - **Youth are making smart choices, but society tells them something's wrong with them for NOT drinking (interestingly, not so much when it comes to other drugs...)**
  - **Substance use might become more dangerous to at-risk subgroups as general use decreases**

# In conclusion



- **The use of alcohol and drugs is decreasing, because youth are smart and oriented towards their future. This should be reinforced, by acknowledging the fact that they are capable, competent and correct.**
- **Substance use is still a major risk factor, and may become more dangerous (although to less youth) as exposure decreases**
- **The trend is not a given, it is the result of different efforts over time**
- **The role of NGOs and others; one eye on the young, to make sure that they are cared for, and one eye on society, to hold everyone accountable for how we talk about young people and the choices they make.**
- **Language frames the behavior: Aquired taste or Stockholm syndrome..? 😊**



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