



Handhaving en ons brein

Gerard Tertoolen
18 05 2017



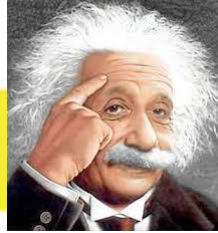
**zondag
met
lubach**



**zondag
met
lubac#zml**



Neocortex

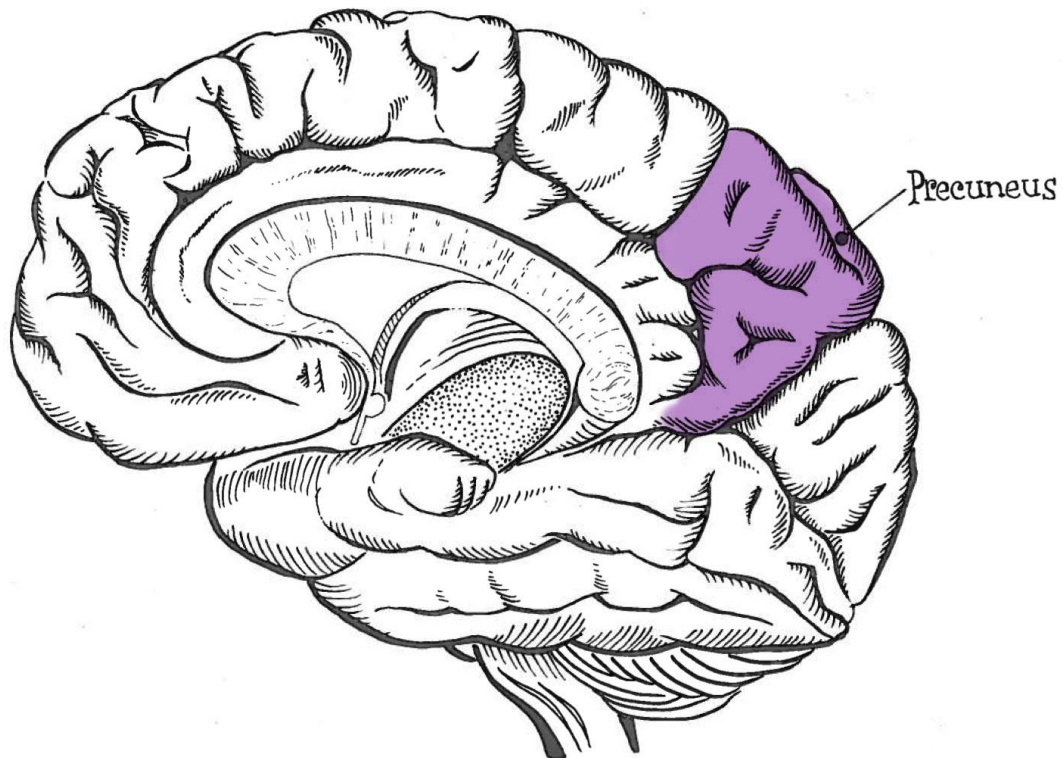


Zoogdierenbrein

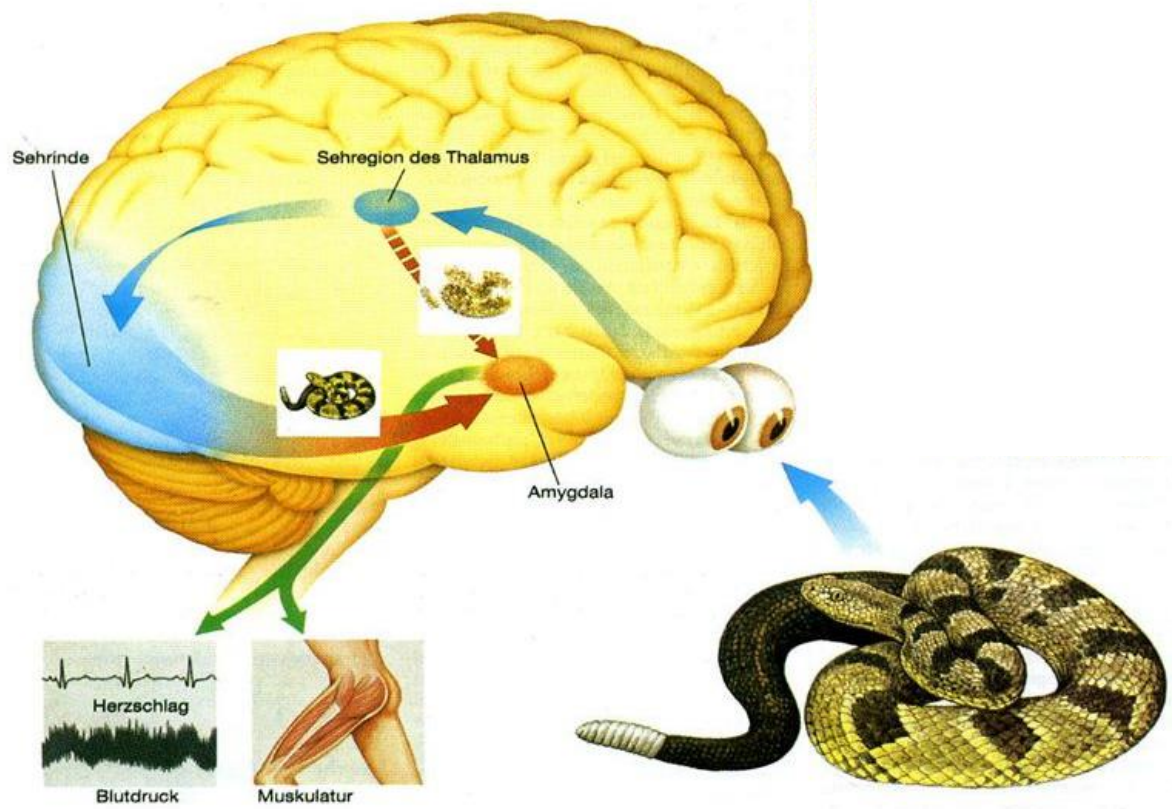


Reptielenbrein






Geluk



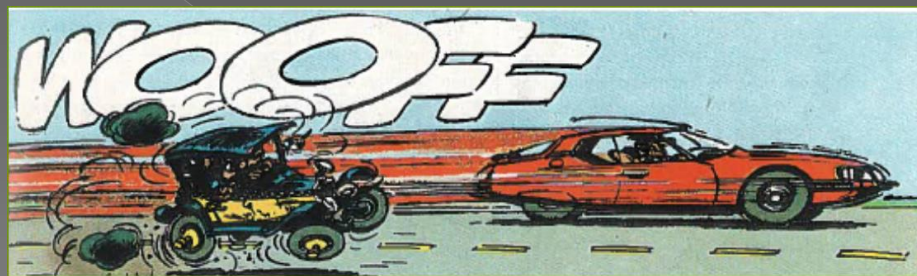
ANGST



RAIN CHANGES EVERYTHING. PLEASE DRIVE TO THE CONDITIONS. 

REPTIELENBREIN

Vechten
Vluchten
Bevriezen





Vechten
Vluchten
Bevriezen



Reactance
Scepsis
Inertie



'Je pakt me iets af'



'Geloof er niks van'



'Boeit me niks'

HOOG

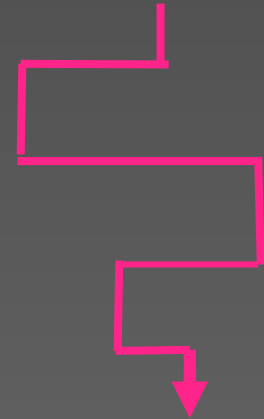
Motivatie om te handelen/ veranderen

LAAG



Centrale route

Overreding
Voorlichting
Overtuigen

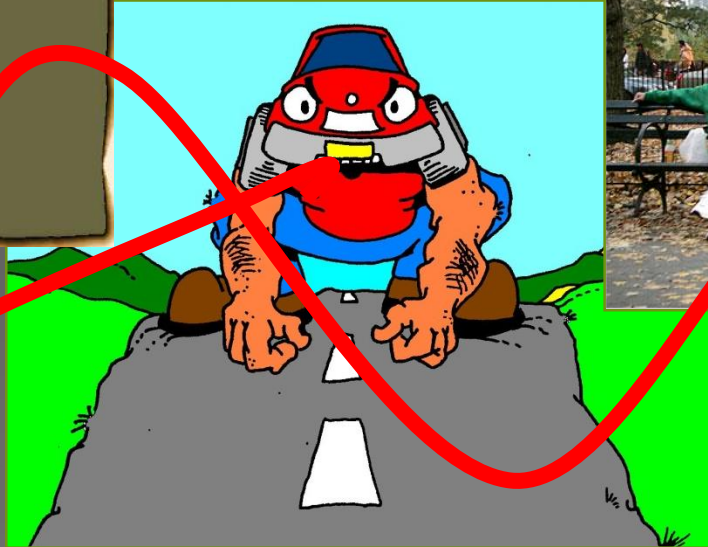
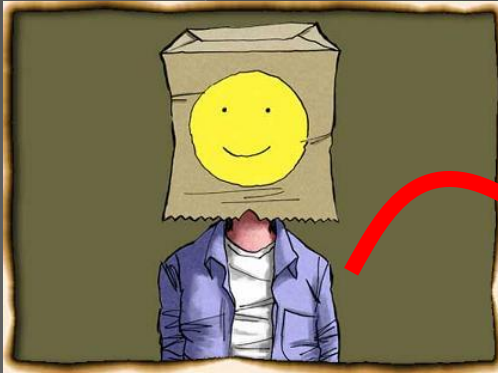


Perifere route

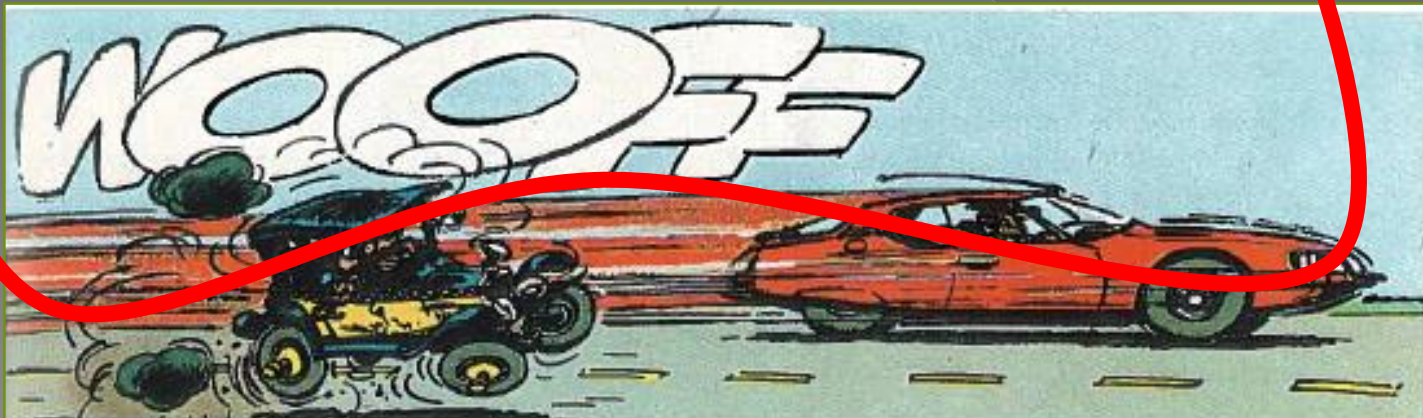
Fun,
Beloning,
Imago,
Handhaving







VRIJHEID





Rationaliseren

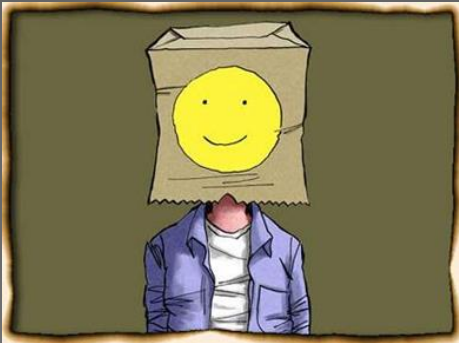




Waarom handhaven?

- Straffen; genoegdoening, rechtvaardigheid
- Afleren; conditioneren
- Norm stellen/actualiseren
- Controle: onzekerheid wegnemen





PAKKANS

HOOGTE BOETE

AARD STRAF

BEKENDHEID

SOCIALE NORM



DASHCAM



Nieuwsgierig?

- ◉ www.deverkeerspsycholoog.nl
- ◉ LinkedIn en twitter: @Gtertools
- ◉ www.crow.nl/publicaties/mobiliteit-en-gedrag

