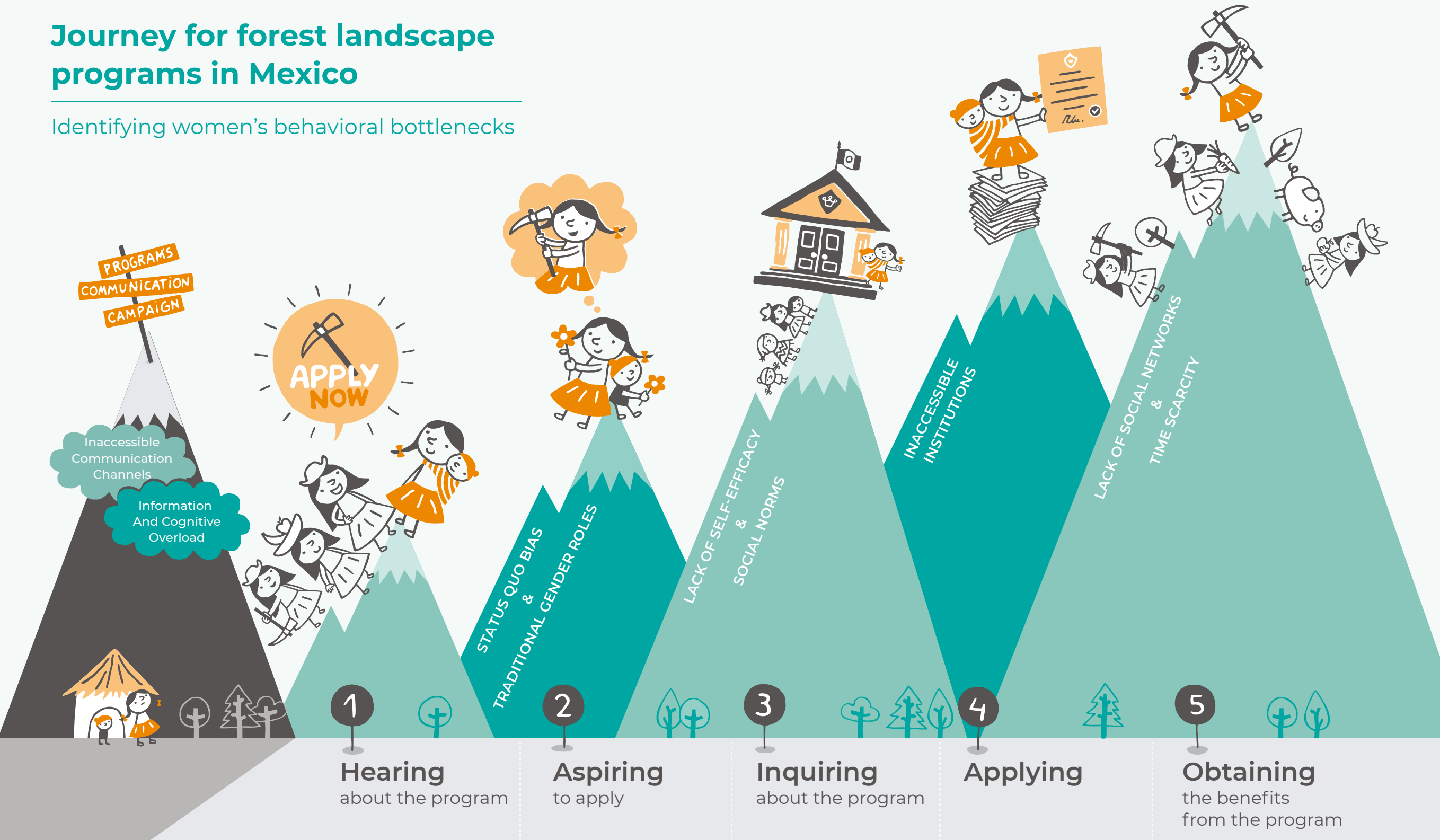


# Journey for forest landscape programs in Mexico

Identifying women's behavioral bottlenecks



## Glossary

### Behavioral science:

a field based on insights from psychology, cognitive science, anthropology, and economics to better define, understand, and predict human behavior.

### Mental models:

beliefs, concepts, and frames that individuals use to interpret the world around them.

### Scarcity mindset:

when a person's attention narrowly focuses on the lack of a certain (essential) resource, resulting to automatic thinking for remaining decisions.

### Self-efficacy:

a person's belief about their ability to succeed or perform certain tasks.

### Social norms:

informal rules of behavior that are considered acceptable in a group, community, or society.

### Status quo bias:

a person's preference for things to remain as they are (status quo), leading to the person experiencing any change as a loss.