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Centre for Chinese Family Studies
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香港中文大學



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Behavioural Demography: Diagnosing and Changing the Behaviours Behind Low Fertility

About the Seminar

Fertility decline is described with great precision and explained in rich detail, yet what is still missing is a method for changing the behaviour that produces it. Prediction is well developed, explanation is developing, and intervention is widely acknowledged in principle but left without methodology. This is the gap that behavioural demography is proposed to fill.

Behavioural demography is an emerging subdiscipline at the intersection of demography and behavioural science. It treats behaviour, rather than attitude, intention or the aggregate rate, as the primary unit of analysis. Behavioural mechanisms can be diagnosed systematically across the demographic life course, and they can be deliberately modified through evidence-based intervention. The talk presents a repeatable framework, drawing on COM-B and the Behaviour Change Wheel, that takes a defined problem through diagnosis to an intervention that can be tested.

Behavioural demography covers the whole pathway, from entering a first romantic relationship to conception and birth, and each stage can be diagnosed in its own right. This talk works through one of them, family formation, which in East Asian societies, including Hong Kong, is where the pathway breaks earliest, long before any decision about a child is reached. Reading that stage through capability, opportunity and motivation shows which constraint is binding, and therefore which kind of intervention could move it, and which could not.

The talk closes with what this opens for research: a diagnosable, testable account of family behaviour, and the questions the field now faces, from behavioural data and measurement to simulating interventions before they are funded. It will be of interest to researchers working on family and fertility behaviour in any context, and to those designing or evaluating family policy.

About the Speaker

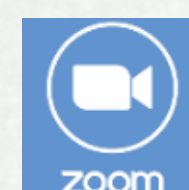
Professor Jarosław Przeperski is a researcher at the Faculty of Philosophy and Social Sciences, Nicolaus Copernicus University in Toruń, Poland. He works at the intersection of behavioural science, family research and public policy, and is developing behavioural demography, an approach that brings behavioural diagnosis and intervention design to low fertility, partnership formation and family support. He is co-editor of *The Oxford Handbook of Power, Politics, and Social Work* (Oxford University Press, 2024) and edits book series with Routledge and Springer. He publishes in international journals on family support and decision making, has led research grants in family policy and social welfare, and advises public institutions in Poland on family policy.



30 October 2026
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Webinar via
Zoom

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Registration:

<https://forms.cloud.microsoft/r/53acUw7qb1>



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