
BEHAVIOUR CHANGE IN THE BIG SOCIETY

STEVEN JOHNSON
THE HUB

Email steven@socialchangehub.co.uk **Twitter** [@stevenejohnson](https://twitter.com/stevenejohnson) **Blog** www.considered.org.uk



the hub



INTRODUCTION

THE GOVERNMENT WILL CHANGE
SOCIETY WILL CHANGE
BEHAVIOUR CHANGE WILL CHANGE

“...David Cameron warns in a speech today that government's debt problem is "even worse than we thought", as plans to reduce the record deficit are expected to affect Britain's "whole way of life" for decades to come...

—*Guardian 07/06/10*



INTRODUCTION

BIG SOCIETY VISION WILL
DEFINE FUTURE BEHAVIOUR
CHANGE APPROACHES

"When people are given the chance and treated as if they are capable, they tend to find that they know what is best for them, and can work out how to fix any problems they have and realise their dreams."
—*Nesta, 2010.*

INTRODUCTION

AN UNPRECEDENTED OPPORTUNITY TO
BUILD SOCIAL CAPITAL? OR A SPOONFUL
OF SUGAR TO DISGUISE A BITTER FISCAL
PRESCRIPTION?

"The corollary of the big society is the smaller state.
—*David Davies*



INTRODUCTION

THE FUTURE OF OUR WORK DEPENDS
ON THIS THING CALLED 'BIG SOCIETY'
AND IT REMAINS A BAGGY, FUZZY CONCEPT.

“Some further definition will needed if it is not to get lost in the political recrimination game that all new governments play when taking up office”.

—Norman Longworth.

INTRODUCTION

MY CROWDSOURCING EXPERIMENT WAS BASED ON THE VERY SAME FOUNDATIONS AS THE BIG SOCIETY VISION ITSELF. AND IN BEING SO.... DIED ON ITS FEET.

“I’m not familiar with the term “Big Society.” Would you mind helping me understand what that means? Is this a British concept? Thanks!”
—Nedra Weinreich, <http://blog.social-marketing.com>

INTRODUCTION

BLOG considered.org.uk
TWITTER [@stevenjohnson](https://twitter.com/stevenjohnson)
[@socialchangehub](https://twitter.com/socialchangehub)

“So whilst I have some specific thoughts on how we move forward in what could be a radically different landscape, I want to use this presentation to stimulate thought and discussion that will bring further clarity.

—*Steven Johnson.*



1.

NEW PRIORITIES OR OLD POLITICS?



1. NEW PRIORITIES / OLD POLITICS

THIS ERA OF INCREASED PARTICIPATION AND PARTNERSHIP REPRESENTS OUR BIGGEST OPPORTUNITY FOR AFFECTING SUSTAINABLE, PRO-SOCIAL BEHAVIOUR CHANGE.

“And I think it will be the extent to which the coalition manage to facilitate this that will determine whether they deliver new priorities or old politics; a big society or just a small state.”



1. NEW PRIORITIES / OLD POLITICS

SHRINKING THE STATE WITHOUT GROWING
THE SOCIETY WOULD BE A DISASTER.

"...we may see [the Big Society] dismantle
the post war welfare state without providing
suitable alternatives.
—Nesta.



1. NEW PRIORITIES / OLD POLITICS

1.1 PARTICIPATION

THE CASE FOR TAKING A PARTICIPATORY APPROACH TO BEHAVIOUR CHANGE IS CLEAR

...solutions that:

- map against real needs
- align with existing values
- have buy-in from early adopters
- are owned by the community
- **are effective and sustainable**



1. NEW PRIORITIES / OLD POLITICS

1.1 PARTICIPATION

YOU CAN'T JUST FLING THE DOORS OPEN
AND INVITE EVERYONE TO COME IN AND
DEFINE THEIR OWN DESTINY.

1. Connect with the opportunity
2. Establish ownership
3. Empower with a 'voice'
4. Give purpose / ownership
5. Generate trust

1. NEW PRIORITIES / OLD POLITICS

1.2 PARTNERSHIP

...HAS ALWAYS BEEN A KEY ELEMENT IN THE SOCIAL MARKETER'S APPROACH.

- Product
- Price
- Place
- Promotion
- **Partnership**

1. NEW PRIORITIES / OLD POLITICS

1.2 PARTNERSHIP

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1. NEW PRIORITIES / OLD POLITICS

1.2 PARTNERSHIP

PRIVATE SECTOR ARE A HUGE SLICE OF BIG SOCIETY. BANK ROLLING INITIATIVES DOES NOT REPRESENT SUSTAINABLE PARTNERSHIP.

“Food and alcohol companies will fund government's healthy lifestyle ad campaign in exchange for a 'non-regulatory approach’”
—*Guardian 07/07/10*



2.

SOCIAL MARKETING, BEHAVIOUR CHANGE AND PROBLEMS WITH LABELS



2. THE PROBLEM WITH LABELS

‘BEHAVIOUR CHANGE’ IS CENTRAL TO THE BIG SOCIETY VISION, BUT WHAT OF ‘SOCIAL MARKETING’?

“Discussion around labels can’t be argued away as semantic quibbling. They can be central to how our work is perceived and commissioned.”



2. THE PROBLEM WITH LABELS

2.1 CAN LABELS LIMIT OUR PRACTICE?

SOCIAL MARKETING = BEHAVIOUR CHANGE

BEHAVIOUR CHANGE ≠ SOCIAL MARKETING

“There are a number of disciplines, approaches, and frameworks through which we can bring about pro-social behaviour change, other than social marketing.”

2. THE PROBLEM WITH LABELS

2.1 CAN LABELS LIMIT OUR PRACTICE? DESIGN THINKING



Tim Brown, IDEO
www.ideo.com

2. THE PROBLEM WITH LABELS

2.1 CAN LABELS LIMIT OUR PRACTICE? TOUCHPOINT: DESIGN SERVICE NETWORK JOURNAL



Current edition:
Design for Behaviour Change.
Previous edition:
Health and Service Design

2. THE PROBLEM WITH LABELS

2.2 THE M-WORD

Without even thinking about the confusion with social media marketing, *our* social marketing is still strongly associated with approaches that may become marginalised in the Big Society.



2. THE PROBLEM WITH LABELS

2.2 THE M-WORD

SOCIAL MARKETING STILL SUFFERS FROM SYNONYMY WITH MARKETING COMMUNICATIONS. THIS COULD CAUSE US PROBLEMS.

“The Cabinet Office this morning announced that Government spend on advertising and marketing is down an estimated 52% in June compared to the same period in 2009.”
—*PR Week, 03/08/10.*

2. THE PROBLEM WITH LABELS

2.2 THE M-WORD

COMMERCIAL MARKETING PROMOTION IS UBIQUITOUS AND DISTORTS THE POPULAR UNDERSTANDING OF WHAT MARKETING IS.

“The average American is exposed to about 3000 advertising messages a day.”
—*Brower and Leon (1999)*

2. THE PROBLEM WITH LABELS

2.2 THE M-WORD

PERHAPS WE NEED TO GET BETTER
AT MARKETING SOCIAL MARKETING.

... we've been trying to do this for years
and are still facing the same confusions
and biases.

3.

THE ROLE OF BEHAVIOURAL ECONOMICS



3. THE ROLE OF BEHAVIOURAL ECONOMICS

OBAMA'S HIGH PROFILE ADOPTION OF THE PRINCIPLES OF BEHAVIOURAL ECONOMICS HAS THROUGH IT INTO TO MAINSTREAM.

“Our plan is to embed the insights gleaned from behavioural economics throughout government.”
—George Osborne

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“A ‘nudge unit’ set up by David Cameron in the Cabinet Office is working on how to use behavioural economics and market signals to persuade citizens to behave in a more socially integrated way.’...The initial work of the unit will be focused on areas such as public health issues such as obesity, alcohol intake or organ donation.
—Guardian 09/09/10.

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3. THE ROLE OF BEHAVIOURAL ECONOMICS

3.1 HUMANS ARE NOT RATIONAL AGENTS ACTING IN THEIR OWN SELF-INTEREST

“Whilst this may be a revelation when it comes to understanding behaviour on the trading floor, it’s hardly anything new to anyone involved in behaviour change.

3. THE ROLE OF BEHAVIOURAL ECONOMICS

3.2 BEHAVIOUR OCCURS IN A CONTEXT, NOT IN A VACUUM

Contexts are complex:

- the physical environment
- social relationships
- subjective internal state
- attitudes and beliefs.



3. THE ROLE OF BEHAVIOURAL ECONOMICS

B.E. IS ONLY ONE OF A RANGE OF RESEARCH
AREAS ADDING RICHNESS TO OUR
UNDERSTANDING OF HUMAN BEHAVIOUR
CIVIC RESPONSIBILITY

- Social network theory
- Cognitive neuroscience
- Crowdsourcing
- 'Cognitive Surplus'

3. THE ROLE OF BEHAVIOURAL ECONOMICS

NEW INSIGHTS INTO HUMAN BEHAVIOUR SHOULD INFLUENCE OUR RESEARCH METHODOLOGIES AS MUCH AS OUR INTERVENTIONS.

If so much scientific research suggests that we are not self-aware, rational beings, conscious of our own preferences, why is so much social research still based on self-reporting methodologies, such as focus groups and surveys?

3. THE ROLE OF BEHAVIOURAL ECONOMICS

ON ETHICS AND SUSTAINABILITY...

We must still focus our efforts on internal change within the individual, not just external manipulation of the context if we are to affect ***sustainable*** behaviour change.