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Addressing the major
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**The 2nd World
Non-Profit & Social
Marketing Conference**

11-12 April 2011 Citywest Hotel, Dublin, Ireland



Beg, Borrow or Steal: Applying unsuspecting theories to the social marketing approach

April 11, 2010

The 2nd World Non-Profit & Social Marketing
Conference—Dublin, Ireland

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INSPIRATION + INNOVATION



**GERARD
HASTINGS**

“theory is simply a way of learning from other people’s work. It is organized plagiarism, but without the copyright infringement”

INSPIRATION + INNOVATION

Hastings, G. (2007). *Social marketing: Why should the devil have all the best tunes?* Oxford: Elsevier.



**BILL
SMITH**

“one of social marketing’s greatest strengths is its ability to absorb new ideas, tactics, even philosophies”

INSPIRATION + INNOVATION

Smith, B. (2008). Can social marketing be everything to everyone? *Social Marketing Quarterly*, 14(1), 91-93.



**RONNE
OSTBY**

“behavioral science lies at the heart of social marketing—why people do and don’t do. If we are to truly innovate within our field, we must be willing to beg, borrow or steal constructs from unsuspecting sources”

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Disclaimer: While the speaker is experienced in the practice and study of the social marketing approach and related models and theories, she is does not claim to be a biologist, geneticist, sociologist, sociologist, psychotherapist, neurologist or linguist.

- Epigenetic Theory
- Collective Behavior
- Neuro-Linguistic Programming (NLP)

UNSUSPECTING THEORIES

Beg, Borrow or Steal:

Applying unsuspecting theories to the social marketing approach

- Challenge you to expand your thinking about behavior and social change.
- Highlight several diverse models and approaches.
 1. Key Constructs
 2. Relationship to the Social Marketing Approach
- Facilitate curiosity toward the application of new insights to the social marketing approach.
 - Listening Activity



Beg, Borrow or Steal:

Applying unsuspecting theories to the social marketing approach

Focuses on the dynamic interaction between the genetic origins of behavior and the influence of environmental forces during development.

- An individual's environment and behaviors may alter the traits it passes along to future generations without a change in her/his DNA.
- Patterns of behavior—such as stress, diet and exposure to toxins—may change how future generations behave and response, even if it isn't in their genes.
- Individual behavior plays an important role of “turning on genes.”

Epigenetic Theory



Beg, Borrow or Steal:

Applying unsuspecting theories to the social marketing approach



Refers to social processes and events which do not reflect existing social structure (laws, conventions, and institutions), but which emerge in a spontaneous way.

- Collective behavior is a third form of action which takes place when norms are absent or unclear, or when they contradict each other.
- The actor is active. He creates an interpretation of the acts of others, and acts on the basis of this interpretation.*
- Various classes of social events fall under the construct of collective behavior; however, all schema include the crowd.

Collective Behavior

*Blumer, H. (1951). "Collective Behavior." *Principles of Sociology*, 67-121.

Beg, Borrow or Steal:

Applying unsuspecting theories to the social marketing approach



THE CROWD

- Classic description of crowds during the French Revolution, "irrational reversions to animal emotions".*
- Crowds express a common emotion.** Three fundamental human emotions:
 1. Fear—"the panic"
 2. Joy—"the craze"
 3. Anger—"the hostile outburst"
- Important constructs within crowd theory:
 - Diffuse or compact crowds
 - Positive and negative crowd behavior
 - Smart crowds

*Le Bon, G. (1895). *The Crowd: A study of the popular mind*. Project Gutenberg.

**Park, Turner and Killian, Freud, MacKay, Smelser, Lofland, Surowiecky



Beg, Borrow or Steal:

Applying unsuspecting theories to the social marketing approach

Suggests a powerful connection between the neurological processes, language and behavioral patterns that have been learned through experience and can be organized to achieve specific goals in life.

- The “science of excellence”; how successful or outstanding people in different fields obtain their results.*
- Identify what is distinctive about the strategies of exemplars in a given skill, the cognitive strategies that lie behind capabilities such as motivating oneself.

Neuro-
Linguistic
Programming

*Grinder, J. & Bandler, R. (1979). *Frogs into Princes: Neuro Linguistic Programming*. Real People Press.

**Dilts, Bandler, DeLozier

Beg, Borrow or Steal:

Applying unsuspecting theories to the social marketing approach



PRESUPPOSITIONS

1. Emphasizes learning as the key to personal change.
2. Assumes people are inherently creative and capable.
3. Adopts the position that people act according to the way they understand and represent the world, not according to the way the world is.
4. Seeks to understand how people construct their experiences through cognitive processes.

Neuro-
Linguistic
Programming

LISTENING

1. Partner up.
2. Partner A: tell B about a recent problem you had at home or work and how you tried to resolve it. Be descriptive.
3. Partner B: you may respond to A as appropriate with phrases such as:
 - So this is how you're viewing the situation? or So what are you looking for?

You may not respond with:

- What I'm hearing you say is...
or That must have been hard.



BEHAVIORAL INTERVENTIONS
 environmental factors **CHANGE**
OVER TIME reasoned action
DOERS/NONDOERS emotional
 drivers **INTENTION** self efficacy
SOCIAL NORMS message
 exposure **STAGES OF CHANGE**
 experiences **COGNITIVE**
FUNCTION audience insights
VOLUNTARY BEHAVIOR
INSPIRATION + INNOVATION

social marketing and strategic communications



- Behavior and social change solutions
- Consumer research and program evaluation
- Branding and messaging
- Advertising, creative services, and media buying
- Social networking and interactive
- Public and media relations
- Community and stakeholder outreach
- Partnership development and management
- Events and conferences
- Crisis communications and emergency management

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