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

Ronne Ostby, MA
rostby@icfi.com
@ronneostby
@icfi
“theory is simply a way of learning from other people’s work. It is organized plagiarism, but without the copyright infringement”

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

BILL SMITH

“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”

RONNE OSTBY


INSPIRATION + INNOVATION

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, 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/her DNA.

- Patterns of behavior—such as stress, diet and exposure to toxins—may change how future generations behave and respond, even if it isn’t in their genes.

- Individual behavior plays an important role of “turning on genes.”
WHY
YOUR DNA
ISNT YOUR
DESTINY
The new science of epigenetics reveals how the choices you make can change your genes—and those of your kids
BY JASON KLUGER
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.


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

**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.

**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.

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

Download our conference materials at www.icfi.com/wsmc or email rostby@icfi.com @ronneostby or @icfi