Community
The missing ingredient in the social marketing mix?

Two questions:

1. Is community missing from social marketing?

2. Can we measure how community influences the success of social marketing?
What we will cover today

› Experience from the field
  - ‘Fantastic Mom’: handwashing in Indonesia
  - ‘What are you doing to yourself?’: alcohol in Australia
› Technological developments
› Back to theory: what is a community?
› Community and social marketing
› What’s missing?
› New tool: Sense of Community Index
› Initial application of SCI
  - Fantastic Mom
  - What are you doing to yourself?
› What does this mean?
› What next?

Fantastic Mom

Hand Washing with Soap Movement to Reduce Infant Mortality from Diarrhoea in Indonesia
Issues:

› Diarrhoea affects 3 in 10 people (all ages)
› Diarrhoea is #2 killer of children under 5, causing 13.2% of deaths
› Low awareness among poor mothers & care givers of benefits of preventative action
Roundtable discussions

Learning sessions
Results

› Increase in awareness of the benefits of hand washing with soap from 45% to 85%
› Increase in hand washing with soap from 35% to 56%
› Community mobilisation and media campaigns reached more than 10 million people
› Unilever and Wings launched soap product campaigns, using the movement’s messages in areas not already reached. Also provided funds, product and tie-ups
› More than 12 NGOs mobilised, trained and implemented grassroots activities, creating a broad based network
What are you doing to yourself?

Issues

› Estimated annual cost of alcohol misuse is $36 billion.
› $20 billion in costs caused by someone else’s drinking.
› Over 73% of adults are negatively affected by someone else’s drinking.
› Almost 70,000 Australians are reported victims of alcohol-related assaults every year, including 24,000 victims of domestic violence.
› Almost 20,000 children across Australia are victims of substantiated alcohol-related child abuse.

- Laslett et al. (AERF), 2010 -
What are you doing to yourself?
Results

› Initial evaluation of the advertising found it prompted recall of its messages among 67% of respondents.
› Overall 31.2% of respondents stated that the ads, “make you think about your drinking.”
› No evaluation of CDAT or behaviour change
New media, new communities

Pro Ana Pro

Twitter

Facebook

Badoo

What is community?
Theory on Community

- Sociologist Ferdinand Tonnies and his two forms of human association: Gemeinschaft (community) and Gesellschaft (society)
- Max Weber’s concept of social action
- Georg Simmel’s references to sociability and social boundaries
- John Dewey’s groups of citizens “created” by communication
- Emile Durkheim’s “collective conscience”
- Robert Park’s notions of group solidarity in crowds and publics
- Louis Wirth’s work on urban social lives
- Benedict Anderson’s imagined communities, “in the minds of each lives the image of their communion”
- Daniel Stokols’ development of the social ecological approach
- Jon Cruz and Justin Lewis on media audiences and culture
- George Hillery (1953) identified 94 definitions of community in which the only common factor was people

Marketing and community

The 4 Ps

- Product
- Price
- Place
- Promotion
1. The ultimate purpose is changing people’s behaviour (not selling a product or service);
2. Audience research is used to understand target audiences, to pretest interventions, and to monitor results;
3. Target audiences are “carefully segmented” to ensure maximum efficiency of the marketing campaign;
4. The main element of any influence strategy is to create attractive and motivating exchanges with target audiences;
5. The strategy uses all 4 Ps (product, price, place, promotion) not just advertising (promotion); and
6. The competition to the desired behaviour is studied closely.

(2002)

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1. **Customer orientation**
2. Insight
3. Behavioural Goals
4. **Segmentation**
5. Exchange
6. Competition
7. Methods mix
8. Theory
Doug McKenzie-Mohr’s ‘community based social marketing’ which “merges knowledge from psychology with expertise from social marketing” (2000) and provides recommendations for program design and evaluation at the community level.


What do people think of *their* communities?
And could this have an impact on social marketing results?

Methods

- Initial evaluation using contextual analysis method (Walter, 2010).
- Used the “Sense of Community Index” (SCI), developed by Doolittle and MacDonald (1978), Glynn (1981) and more fully defined by McMillan and Chavis (Chavis, 1986).
- Sense of Community aims to “strengthen and preserve the community.”
- Based on community psychology and sociology
Sense of Community

Four Elements:

1. **Membership**: the feeling of belonging or of sharing a sense of personal relatedness;

2. **Influence**: a sense of mattering, of making a difference to a group and of the group mattering to its members;

3. **Reinforcement**: integration and fulfilment of member needs by the resources received through their membership in the group; and

4. **Shared emotional connection**: the commitment and belief that members have shared and will share history, common places, time together and similar experiences.

- McMillan and Chavis (1986) -
1. Membership

2. Influence
3. Reinforcement

4. Shared emotional connection
What are you doing to yourself?

1. Membership
2. Influence

"They seem to be highly exaggerated, making them less realistic and less relevant to the drinking population."

"I really don't care about anti-drinking ads because they just tell what mommy and daddy have tried to tell ages ago!"

- McNair Ingenuity Research, 2009 -
4. Shared emotional connection

Q23d-25d Can you please rate this ad whether it is very, somewhat or not at all...

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<th>Girl (n=461)</th>
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<tr>
<td>Confusing / unclear</td>
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What next?
Marketing meets community

Product
Price
Place
Promotion

Membership
Influence
Reinforcement
Shared emotional connection

Individual behaviour & social change

Thank you!

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