

# From Authoritative to Collaborative Engagement: A Social Marketing Approach to Progressing Science Policy

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## Outline

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- ❖ **Conclusion**



## Science

### Traditional Image



### Popularised Image

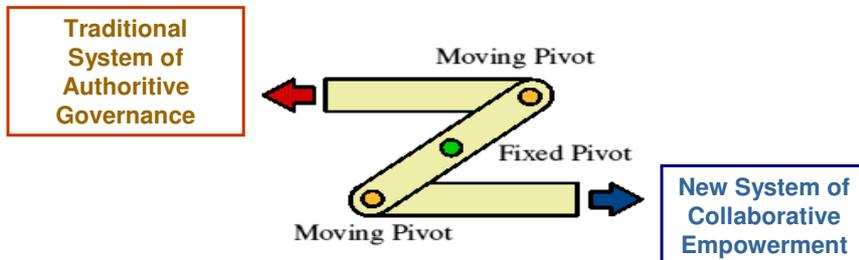


## Background



- Science is an invisible hand which guides the progression and advancement of individuals, communities, societies and on a larger scale, economies
- Science also contributes to the competitiveness and advancement of nations through their governing policies
- Historical approaches to policy formulation have been indoctrinated by an authoritarian process of oversimplification
  - Focus: Science Policy Co-Ordination

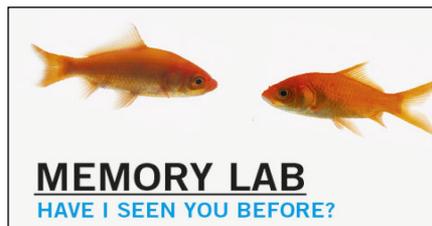
A paradigm shift is needed for science policy formulation



- Social marketing calls for science to be informed by, and incorporate, more effective forms of symmetrical two-way deliberation, empowering inputs from a wider diversity of social actors (Stirling, 2006)

## Science Outreach

- **Definition:** The use of appropriate skills, media, activities, and dialogue to produce one or more of the following responses to science: awareness, enjoyment or other affective responses, interest, opinions and understanding of science. Science communication may involve science practitioners, mediators, and other members of the general public, either peer-to-peer or between groups (Burns, O'Connor and Stocklmayer, 2003)
- Interactive process of science learning

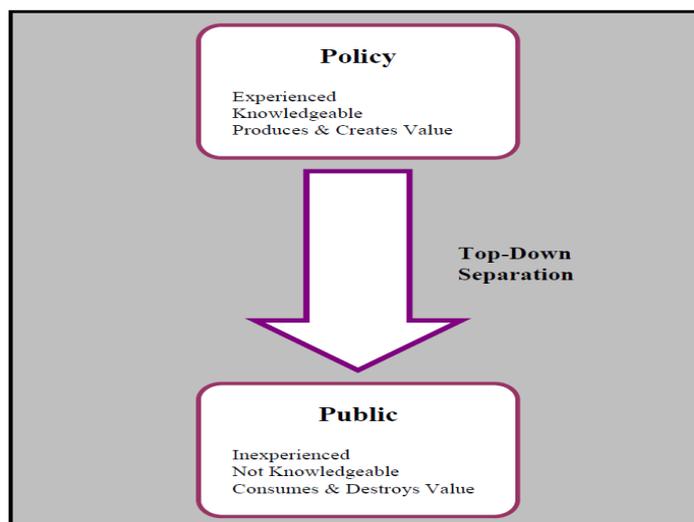


## Science 'and' Society

- The theoretical gap in the science outreach literature lies with the **deficit model**
- “The literacy idea attributes a knowledge deficit to an insufficiently literate public. This deficit model serves the education agenda, demanding increased efforts in science education at all stages of the life cycle” (Bauer, Allum and Miller, 2007, p. 80).
- Crisis of trust
- Top down didactic approach
- One way communication

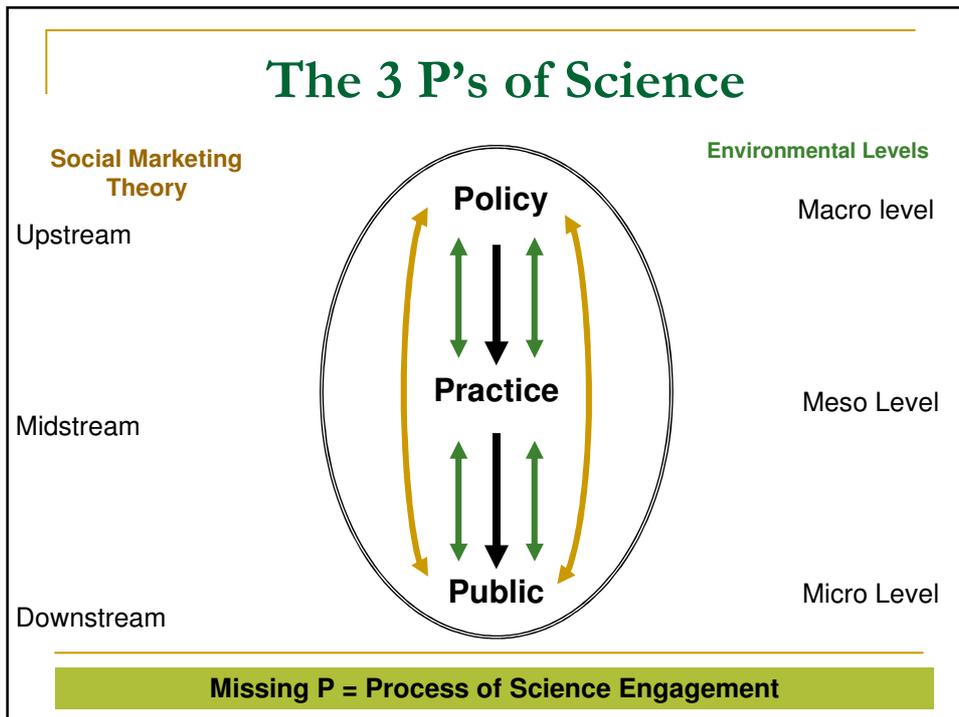


## Closed Policy Structure of Science 'and' Society



Adapted from Lusch and Vargo (2009)





## New Commandment for Science Policy

***Thou shalt communicate (with)***

*Miller, 1998*

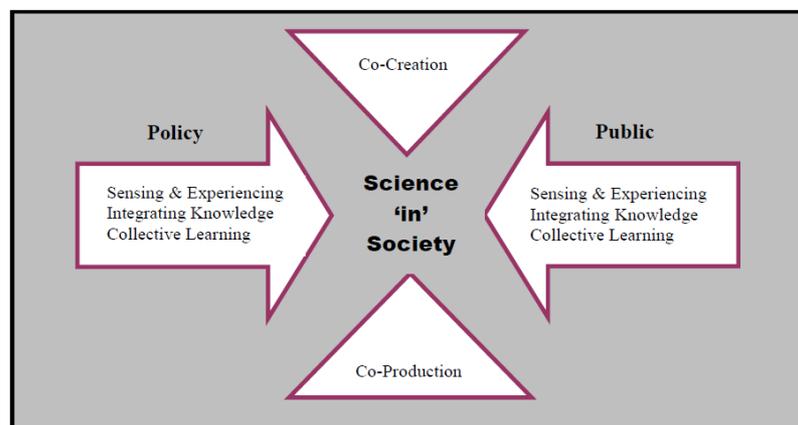
**Social Marketing can bridge the gap between science 'and' society**

 **NUI Galway**  
OÉ Gaillimh

## Social Marketing

- Social marketing has proven instrumental in shaping voluntary behavioural change for the greater good of the individual and society in areas such as obesity, drink driving, smoking cessation and global warming, through the adoption of a total market approach of inter-system co-operation and collaboration
- Social marketing, therefore, possesses the ability to overcome the disparaging relationship between science and society, through the employment of collaborative value networks (Lusch, Vargo and Tanniru, 2010)
- Value networks require action at every level (Darnton, 2008; APSC, 2007)
- Collaborative value networks go beyond utilitarian forms of citizen engagement, involvement and consultation to the adoption of symbiotic, equal partnerships (Boyle and Harris, 2009)

## Open Policy Structure for Science 'in' Society



Adapted from Lusch and Vargo (2009)

- Social marketing shifts societies away from the somewhat fragmented introspective and reactive preoccupations of science ‘and’ society to a more integrated, open and proactive understanding of the inescapable place of science ‘in’ society (Stirling, 2006)

## Implications and Challenges of Collaborative Social Marketing Strategies for Science ‘in’ Society

### IMPLICATIONS

- Integrative approaches reconnects the public with policy makers
- Establishes a forum for the co-creation of value in society
- Integration enhances equity and democracy in the knowledge society through inter-system learning and cross functional collaboration
- Goes beyond utilitarian forms of citizen involvement and consultation to the adoption of symbiotic equal partnerships
- Aids stakeholders from up, mid and downstream levels in society in co-creating long lasting behavioural change for science ‘in’ society

### CHALLENGES

- Scientists may feel they experience a loss of expertise and authority
- Scientists believe there is a limit to the amount of engagement which they can sensibly undertake
- Public engagement must extend beyond ad hoc consultations
- An inescapable challenge emerging for science is determining who, and the amount of stakeholders to be involved in the democratic process
- An impending challenge surrounding engagement is that it only really works if the outcomes have an influence over governing policies and strategies (Benneworth, 2009)

## Conclusion

- Science policy co-ordination processes need to transcend the boundaries of an authoritarian top-down model, to the implementation of a total market approach of inter-institutional and inter-system collaboration
- Science requires thinking and learning systems that grasp the bigger socially complex picture. This necessitates broader systems of active and empowered partnerships, alongside social marketing network formations at every level; from national to individual, to ensure consensus rather than dissensus for policy development and social change
- In conclusion, an integrative social marketing approach manages the complexity of oversimplifying political and social issues, as it increases the public awareness of, support for, and engagement with science, thus, illustrating its appropriateness as the recommended way forward to ensure continued success in scientific research, development and policy formulation



# Thank You!

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