

NUI Galway OÉ Gaillimh

The Stone versus The Bird: Social Marketing's Role in Co-Creating Science Policy

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European Social Marketing Conference 27th – 28th November 2012

Welcome

Monday 26 – Wednesday 28 November 2012 Novotel Lisbon

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Shifting the Systems Dynamic from the Stone to the Bird: A Social Marketing Approach to the co-Creation of Science Policy







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Katie Collins

University of the West of England, UK

Poverty, power and politics: considerations for engaging citizens in social marketing programmes







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The trajectory of a stone can be calculated quite precisely using the law of mechanics, and it is possible to ensure that the stone reaches a specified destination. However, it is not possible to predict the outcome of throwing a live bird in the same way, even though the same laws of physics ultimately govern the bird's motion through the air

(Chapman, 2004, p. 51)



Behavioural Change in Social Marketing





Mechanistic Market Structure

Holistic Marketing Systems

Systemic and Behavioural Challenges

Marketing Theory
Systems Theory
Social Marketing
Public Policy



The Stone Versus The Bird

	Stone Approach	Bird Strategy	
Governance Style	Command and control	Adaptive to change	
System Structure	Hierarchical	Collaborative	
Focus	Find a solution	Make an improvement	
Boundaries between Levels	Boundaries well delineated	Boundaries blurred	
Integration of Values and Facts	Separation of values and facts	Complex mixing of value and facts	
Mode of Interaction	Transfer is linear (one-sided)	Transfer is non-linear (two-sided)	
Type of Output	Product	Process	
Type of Knowledge Use	Instrumental use	Reflexive use	
Feedback	Closed feedback loops	Double / Triple feedback loops	



Social Ecological Model

- Social ecology analyses societal issues from two facets:
 - The influence of the physical environmental structures
 - □ The influence of social factors
 - Social ecology adopts a systems approach to change. It pays attention to the *multilevel* environmental causes of behaviour (McLeroy et al. 1988; Sallis and Owen 2002)



Application of the Social Ecological Model to Science Policy



Current Social Ecological Model for Science 'and' Society



Reductionistic Market Structure



Adapted from Lusch and Vargo (2009)

The Progression of Policy Structures in Science

Science Policy Paradigms	Structure	Modes of Communication	Deficit	Orientation with the Public
Science Education	Closed	Dissemination	Knowledge	They
Public Understanding of Science	Open To	Dialogue	Attitude	WeThey
Science 'and' Society	Open With	Conversion	Trust and Expert	They and we

Adapted from Trench (2008)

Social Ecological Model for Science 'in' Society



Holistic Marketing System

Adapted from Lusch and Vargo (2009)



Social Marketing's Role in Co-Creating Science Policy





Social Marketing's Role in Co-Creating Science 'for' Society



Social Marketing's Role in Co-Creating Science 'for' Society

- Creates a Big Picture Model
 - Total Market Approach
 - Service-Dominant Logic (Vargo and Lusch, 2012)
 - Interconnected and Adaptive *Processes*



Social Marketing's Role in Co-Creating Science 'for' Society

- Non-linear responses
- Co-creates experiential solutions
- Shifts the focus from optimisation to learning
- Inspires co-learning and co-adapting
- Facilitates mutually-interested partnerships



What does the industry say?



Science 'for' Society requires ...

- Openness
- Greater Networking
- Greater Engagement
- Greater Recognition
- Greater Visibility and Engagement in Political Circles
- More Collaboration and Cooperation
- More Funding
- More Public Outreach
- More Growth





Science 'for' Society requires ...

- Increased Public Appreciation
- An Education Focus
- Training for Innovation
- Real and Direct Links between Industry and Academia
- Sharing of Best Practices
- Shared Knowledge, Wisdom and Transfer of Information







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Thank You!

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