



# Communication campaigns between policies and practices

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# Questions of the day

- “In most cases policies need **public support**. Precondition for that is **raised awareness**. Is this where social marketing comes to play and becomes a crucial part in policy making? **What can we expect** from social marketing campaigns?”
- What is the self-defined mission of social marketing, what have been the developments on this field?
- What is the role of awareness rising campaigns in the social change programmes?
- Tools that may help in designing communication strategy and planning campaigns as one part of the policy-making
  - Field(s) of approaches on the individual - environment and economic/rational - social/normative dimensions
- Summary & suggestions



## Social marketing aims to be more than just awareness raising tool

- “... **social change technology** involving the design, implementation, and control of **programs aimed at increasing the acceptability of a social idea or practice** in one or more groups of target adopters (Kotler & Roberto 1989: 24)
- Kotler, Andreasen etc: **Individual is an active agent**, a consumer, who is offered **benefits** for effort (to change behaviour), incentives that reward changes in behaviour, and for whom **barriers** are removed to make the desired behaviour more convenient and recognised.
- Various marketing methods are used to make the exchange transaction as easy as possible for the consumer.
- Four P-s approach: **product**, price, place, promotion



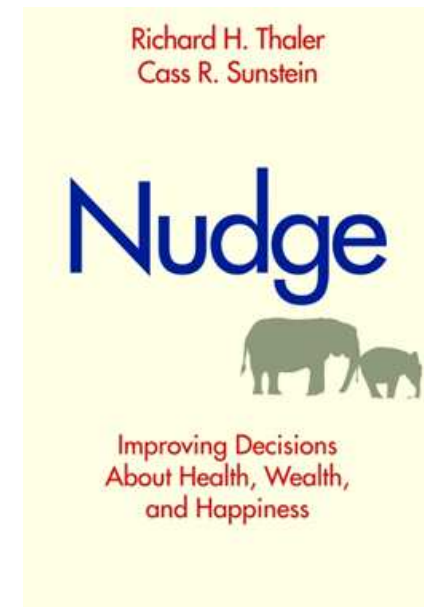
# Discussions inside the discipline

- New trends have grown out of the individual-focused social marketing approach with the claim that social marketing should focus not on technology but on the **market as the environment in which everyday transactions are made** (Lefebvre 2013) .
- Basic assumption: people will change their habits if proposed choices seem **logical and rational** in the given environment, e.g. they are **cheaper** or more **easily accessible**.
- “....We need to give people more opportunities to engage in behaviour change, and not just tell them what to do ...social marketing needs to focus on **markets and marketplaces**. And it needs to focus on the role it plays in helping people access **better information, healthier products, better services**. That takes us into policy – **policy** that changes the marketplace and not individual behaviours” (Lefebvre 2010).



# Recent developments

- Behavioural economics- and psychology-based "choice architecture" proposed by Thaler and Sunstein (2008)
- "Nudge" advocates a libertarian paternalism in which policies, environments and regulations should nudge individuals to make better choices.
- Conceptually authors proceed from **individuals and their choices** as roots of social change with understanding that individual behaviour is not always rational





# What is a “site of change”?

- **Theory of social practice** (Schatzki 1996) is especially powerful in the areas of sustainable consumption (Shove & Spurling 2013; Spaargaren & Oosterveer 2010; Warde & Southerton 2012).
- More sustainable ways of living are not only a matter of individual choice but also involve larger socio-technical transitions that re-define "normal" social practices.
- Individuals do not exist in a social vacuum; their everyday lives form a complex network affected by both the physical environment and social relationships.
- Social change programmes should focus not on individual (problematic) practice but rather on the ways that **practices are interlinked and the networks and relationships between the people who are carriers of practice** “...because it is within these collectives that practices are always being negotiated and transformed...” Hargreaves (2011: 95-96).



## Individual behaviour and social practice approaches: their basic tenets and differences

Changing individual behaviour	Changing social practices
<b>Basic unit of analysis</b>	
Individual	Social practice as a bundle of activities
<b>Means and instruments</b>	
Mainly texts and symbols: raising awareness, dissemination of knowledge and shaping of attitudes	Creation of an physical and cultural environment which impedes the spread of undesired practices or favours the desired practices
<b>Nature of human activity</b>	
Mostly rational, calculated and reflective	Often non-rational, ambivalent, semi-automatic, habituated
<b>Linkage between activity components</b>	
Linear: attitude - behaviour	Different configurations, possible gaps
<b>Agent</b>	
Individual, policy-maker, organisation	Collective: setting of social relations and interactions between people; rather parties, oppositions and coalitions involved in problematic practices



## Individual behaviour and social practice approaches: their basic tenets and differences

Changing individual behaviour	Changing social practices
<b>Motivation/impetus to action</b>	
Individual choice, (rational) decision making	The combined effect (ensemble) of different factors related to practice
<b>Role of environment (including institutions and infrastructure)</b>	
Environment as a barrier or motivator; external context to behaviour	Environment as integral to practice. Constant co-involvement and interaction of everyday life and institutional and socio-technical environments/systems
<b>Source of social change</b>	
Individual choices, decisions that change their behaviour	Change of practices as collective social entities (breaking old ties between practice elements and the creation of new ones)
<b>Transfer of experience and lessons</b>	
Clear universal mechanisms, universal laws. The same question - the same answer regardless of context	Historical, cultural, social specifics of each case. Transfer of experience very limited. New context - new answer to the same question.





# Ideological map of approaches: individual – environment axis

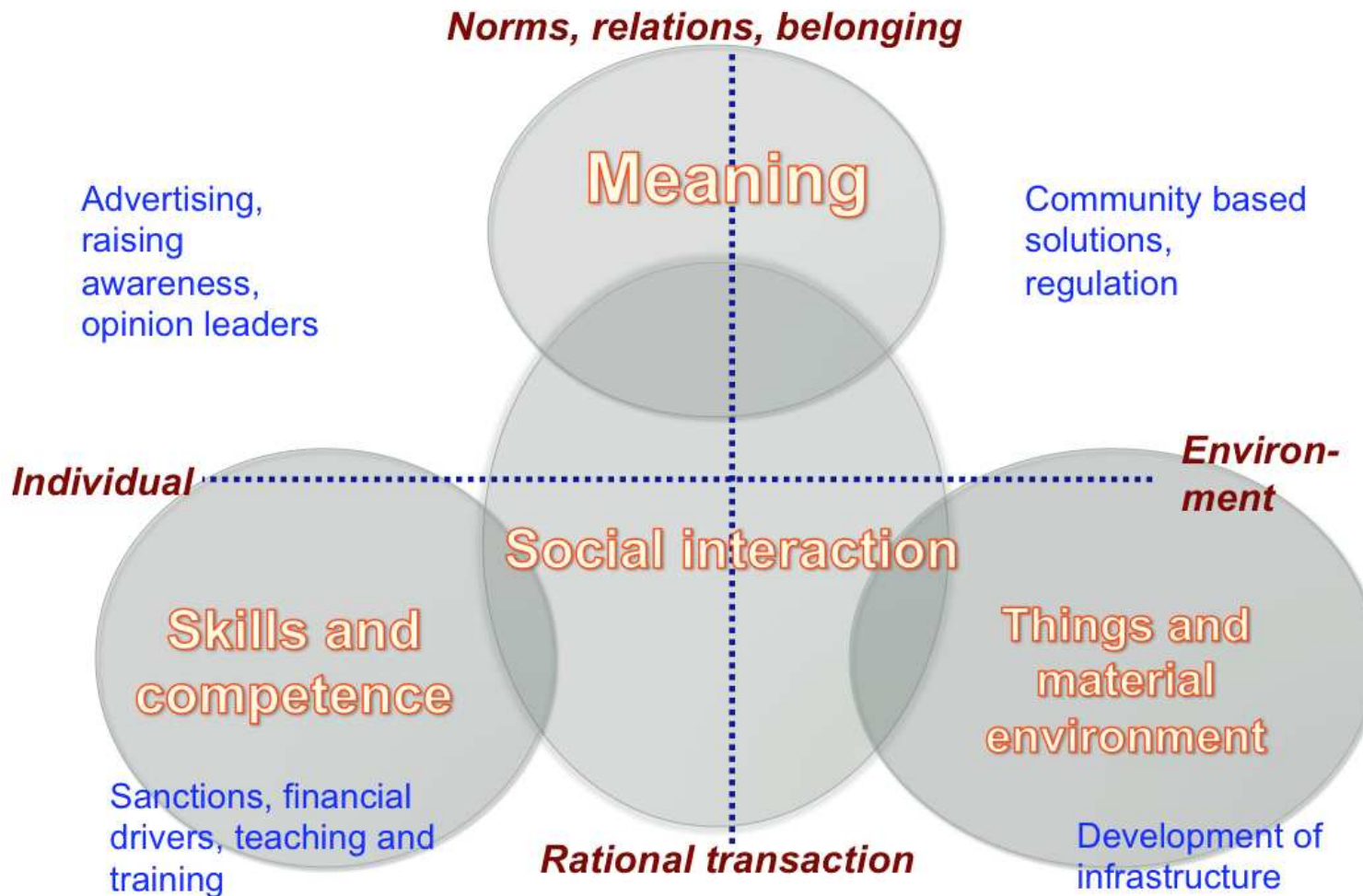
- Influence exerted on an individual is **internal** – explanations, warnings and persuasion
  - Individual is expected to act consciously, considered sufficiently clever to overcome the obstacles to achieving the desired result in his or her living environment and to strive for a better quality of life, if motivated.
  - **Andreasen, Kotler**
- Influence exerted on an individual is **external** – the shaping of the environment in which the individual functions, e.g. makes purchasing decisions, negotiates traffic, raises children etc.
  - The aim is to make the desired behaviour natural for the actor(s), by making the endorsed choices cheaper, readily available and more convenient to use. The endorsed behaviour is expected to take root gradually and start to reproduce itself.
  - **Lefebvre, Thaler & Sunstein**



# Ideological map of approaches: rational transaction vs social norms

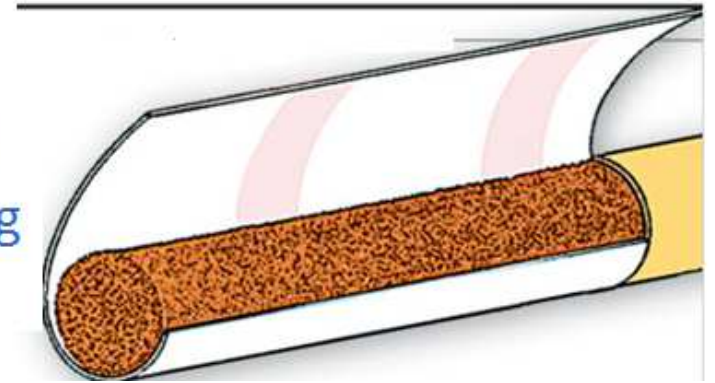
- Actors are expected to behave as *homo economicus*, i.e. purposefully and rationally striving for practical bargains, and ready to spend money and time, and make an effort to change a habit in order to gain a benefit.
- Theory of transactions, etc
- Economy, public administration, (partly) psychology, (structural) functionalism in sociology
- Actors are expected to behave as *homo sociologicus*, guided by value-rationality and striving to conform to collective norms and values, even if this does not result in saving money, time, effort or other individual resources
- Theory of social norms, practice theory, toolkit theory etc
- Social psychology, cultural anthropology, (partly) sociology

# Ideological map of approaches





Things: self-extinguishing cigarettes



Skills: physical fire-safety training program in schools



*Source: Estonian Rescue Center*



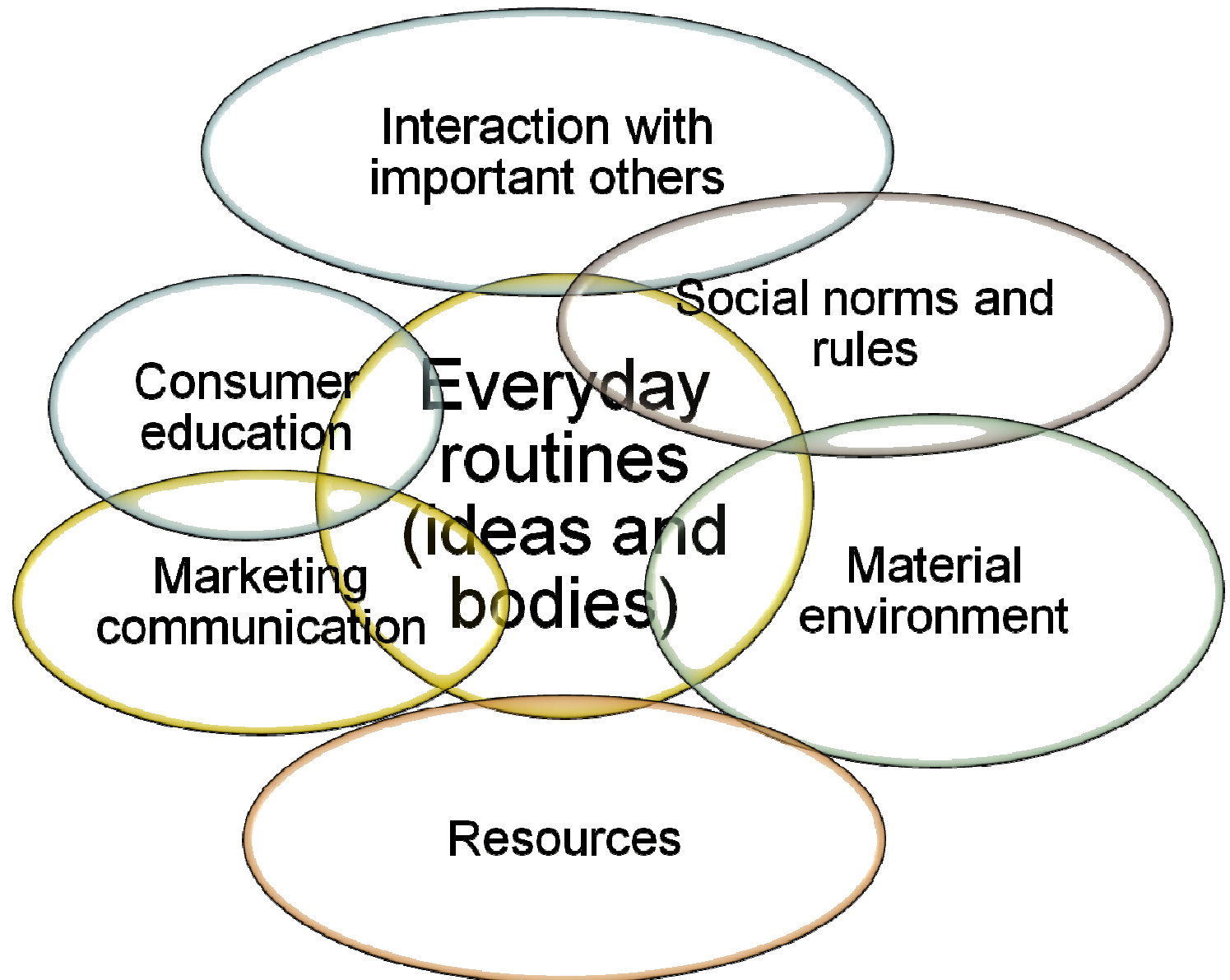


## Meanings & norms: destruction of myths



- The social movement *Truth* against tobacco industry
- The commercials used satire and shocking actions to convince their audience about the negative effects on smoking and lies circulated by tobacco industry.

# Different sources





# Suggestions I

- Awareness rising programmes should form an integral part of the whole programme
  - campaign makers part of the team
  - longer relationships?
  - co-production with beneficiaries



## Suggestions II

- The ideal policy seeks holistic solutions that...
  - ... stimulate the desired behaviour pattern that **reproduces** itself without the need to constantly remind or check, thus stimulate processes of **self-regulation** in social groups or the whole society.
- In a perfect world, the approaches would be combined so that target audiences would accept the recommended practices and implement them in their **everyday routines** without the need for external pressure.
- The intervention should consider the **relationships between the people**, the natural channels how the “good practices” can be distributed in the society





# Example: drinking practices among Estonian teenagers

- Age is a coordinating element of the drinking practice
- The youth culture includes various age-related norms below the legal age
  - *Drinking and every minor parties were much more **exciting** (being teenager). That's the reason. Estonian youth becoming an adult will usually **quit** drinking, not to start.*
  - *Because my teenage years are over, as time goes on, the more it'd also be to **celebrate with dignity** without a drink.*
  - *Between the age of 16 to 18 years I had a total of six sober weekends, I am not proud of it and I will do my best to put an end to all this mess....I would like to take advantage of this nonsense to stop, but instead, **what I supposed to do?***
- The communication campaigns should address these “coordinating” elements of the youth culture

Source: M.-L. Parder, PhD research



# Recruiting power of practices

Situation where everyone is very interested in alcohol may be configuration of different “recruiting forces”:

- A part of the youngsters do not dare, because according to their knowledge alcohol consumption is intertwined with power relations, described in the minority-majority and winning-losing discourse:
  - *The friends at the party consider me as hardcore loser if I alone do not drink // You simply can not be called to the party because nobody likes minorities*
- For a part of the youngsters an alternative performance would also be an acceptable but the “things” and “procedures” of the party involve them bodily, as well as the physical presence of other practitioners
  - *If I'm the only one at the party who does not drink alcohol, then it still gets to me too, but if there are have several sober people around, you can keep away*
- The actual performance (of not drinking) is not necessarily a problem but it is not communicated
  - *I did not drink at a party where others drank – no weird attitude towards me*

Source: M.-L. Parder, PhD research



# Possible holistic solutions

- The **adult culture and dignity** can be the focus of general awareness campaign

- Individual warning against the health risks works only partly

- Specific programme for youngsters

- Critical age is 16-18 years

- The presentation of **alternative ways of spending free time**

- Help in **quitting the harmful practice**

- The “normalisation” of the non-drinking at the par

- **New “things”**

- Communication between the non-drinkers

- Training of **tolerant interaction** between the members of different parties

**Highest potential of awareness campaigns**

**Policy support campaigns**

**Co-production**



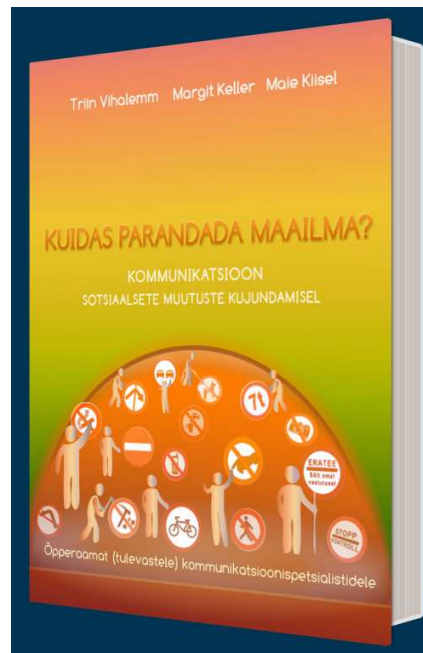
# Summary

- **Take critical-creative view** in navigating between individual-cognition-centred **behaviour change** and structural macro-level "**market change**" approaches, by considering the **micro-dynamics of everyday practice** and ways of affecting it via planned communication and programme design.
- Analyse the **everyday practices** of target audiences and stakeholders **and the social issues arising from such practices**
- The **social marketing tools** are best in addressing people in the consumer role (passive and "selfish")
  - A part of policy in advertising **new things** and services
- The campaigns can support you in raising the budgeted-related problems (private-public partnership?)
- Address people also in the citizen role and in the **consumer-citizen role**
  - Co-production with beneficiaries



# Thank you!

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