

FRAMEWORKS FOR UNDERSTANDING AUDIENCES AND FOSTERING ADAPTATION BEHAVIORS

Heidi Recksiek

Human Dimensions Program

NOAA Coastal Services Center

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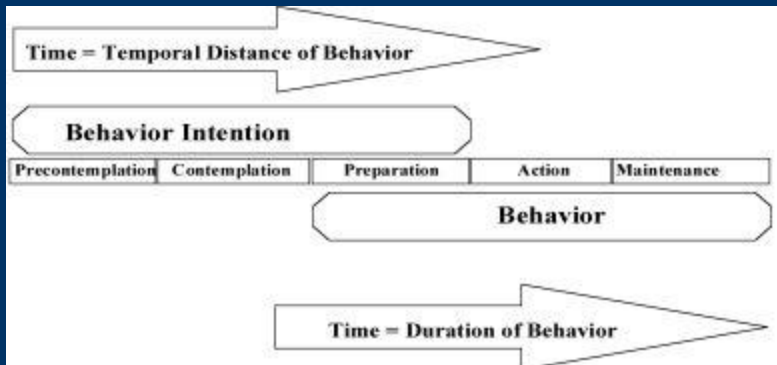
FRAMEWORKS

- **Stages-of-Change**
- **Community Based Social Marketing**
- **Diffusion-of-Innovation**



STAGES-OF-CHANGE

- Pre-contemplation
- Contemplation
- Preparation / Planning
- Action
- Maintenance



STAGES-OF-CHANGE MODEL

PRE-CONTEMPATION (Awareness)

- Does not think seriously about changing/adopting a new behavior
- Tends to defend the existing behavior and be defensive if others try to help change the behavior

CONTEMPLATION

- Thinks about changing/adopting a behavior but is not ready to star
- Gathers information
- Thinks about the positive aspects of changing and negative aspects of not changing

PREPARATION (Determination)

- Positive aspects of change begin to outweigh the reasons for not changing
- Gets ready to change/adopt the behavior
- Determines skills they need to master



STAGES-OF-CHANGE MODEL

ACTION

- Actively takes steps to change an existing behavior or adopt a new behavior
- Tends to openly receive help and support from others
- Uses short term rewards to sustain motivation

MAINTENANCE

- Continues to practice the changed/new behavior
- Reminds self of what a difference it makes



SOCIAL MARKETING

“The planning and implementation of programs designed to bring about social change using concepts from commercial marketing.”

- The Social Marketing Institute

- Aims to influence behaviors and actions
- Recognizes that information alone rarely changes behaviors
- Focuses on **decreasing barriers** and **increasing benefits** to an activity



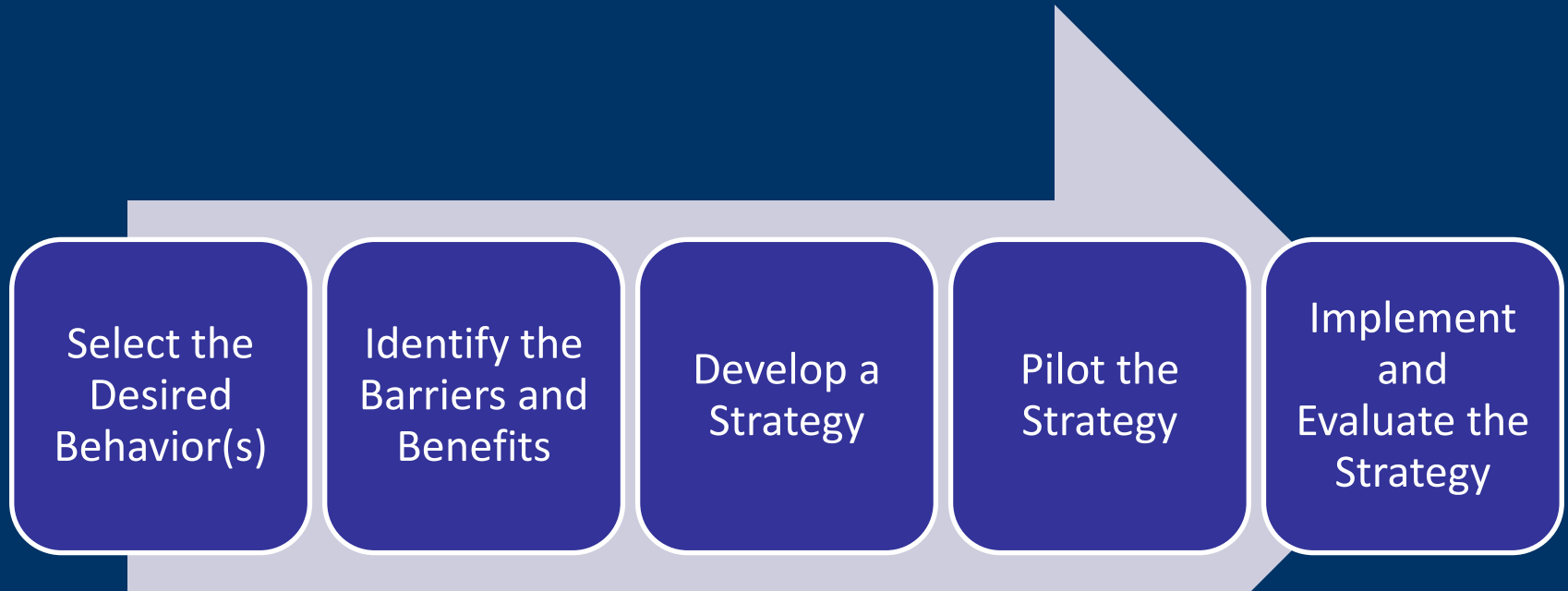
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COMMUNITY-BASED SOCIAL MARKETING

- Is a “brand” of social marketing that focuses on community-level initiatives and direct contact with people
- Offers a five-step method for changing behaviors
- Applied to environmental issues (e.g., energy use, water use, and transportation)
- Resource: *Fostering Sustainable Behavior* by McKenzie-Mohr & Smith



The CBSM Method

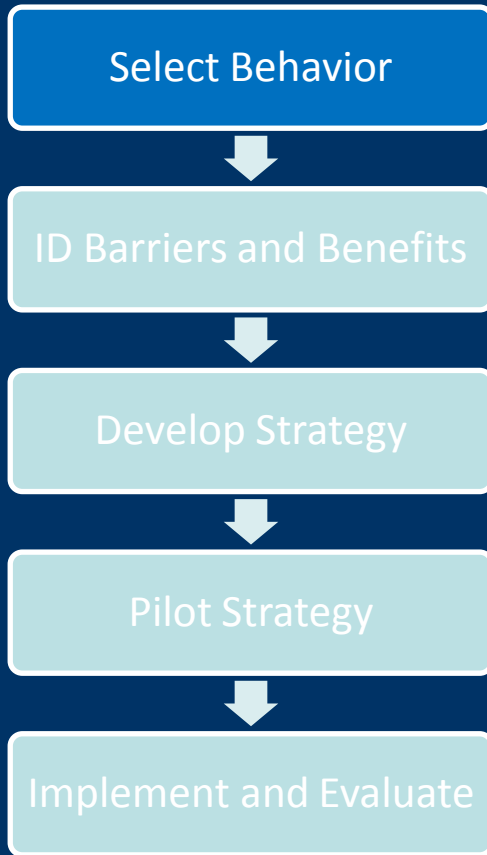


Method modified from
Fostering Sustainable Behavior, 1999



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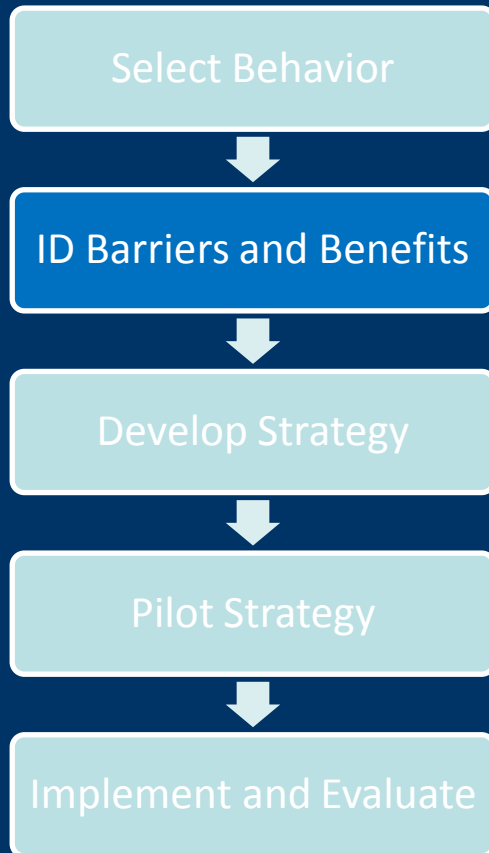
Select the Desired Behavior(s)



- **Who is the target audience?**
- **Are we promoting one-time or repetitive behavior?**
- **Select high-impact, high-probability behaviors.**



Identify the Barriers and Benefits



- **Examples include time, money, comfort, safety, convenience**

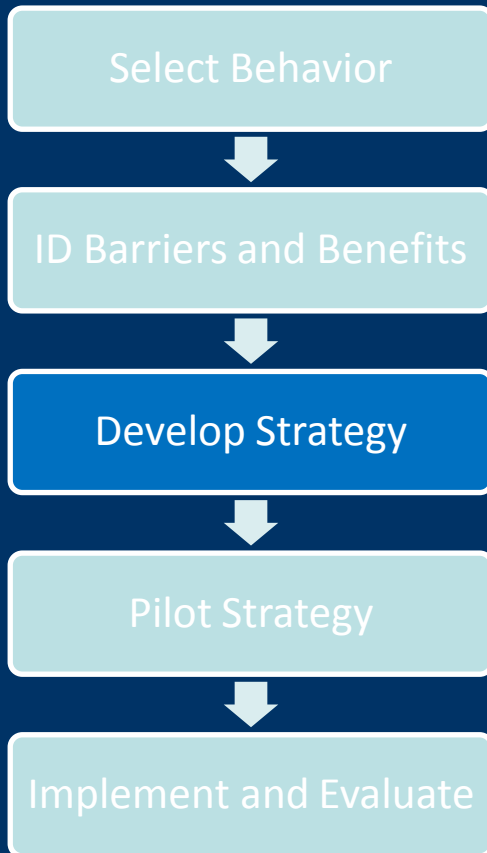
- **A literature search is a good starting point**

- **Use social science methods to uncover community-specific barriers and benefits:**

Focus groups
Observation
Surveys



Develop a Strategy

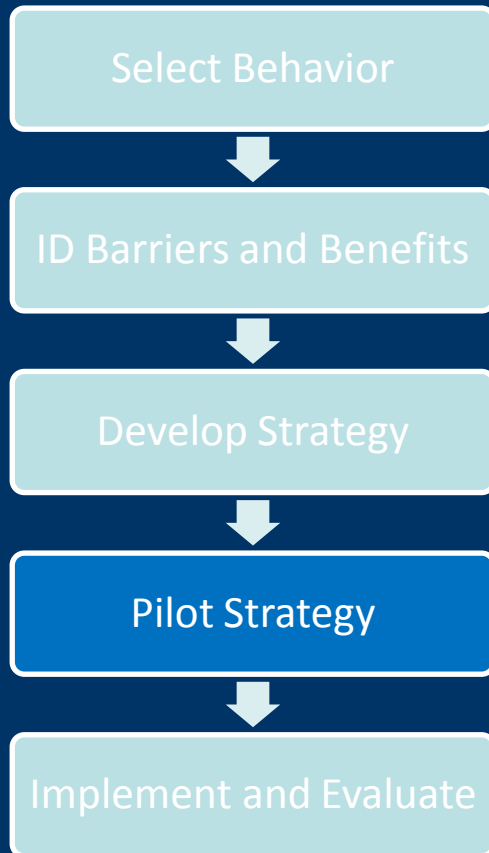


Use a combination of behavior-change tools such as:

- Commitment (e.g., a signed pledge)
- Prompts (e.g., signs and flyers)
- Social norms (e.g., group behaviors)
- Communication and information (e.g., persuasion and vivid messages)
- Incentives (e.g., money, time)
- Removing external barriers (e.g., removing inconvenience and cost)



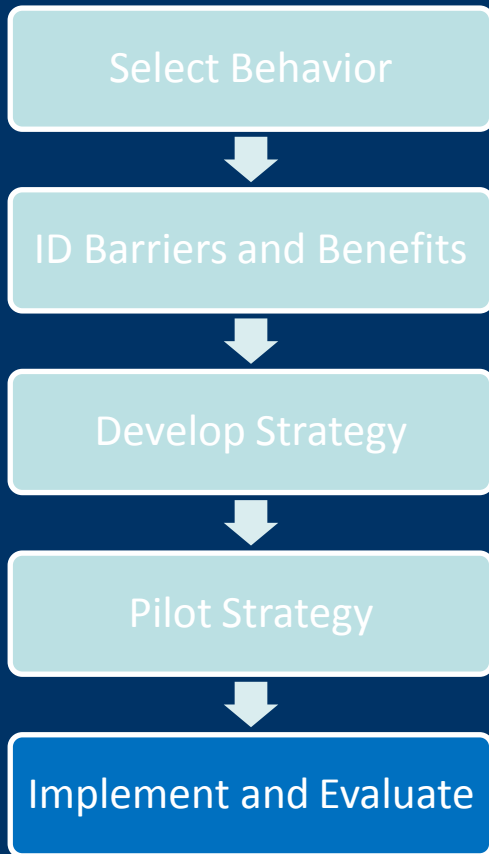
Pilot the Strategy



- Use a control group and one that receives the strategy
- Focus evaluation on changes in behavior, not awareness or attitude
- Modify the strategy if needed



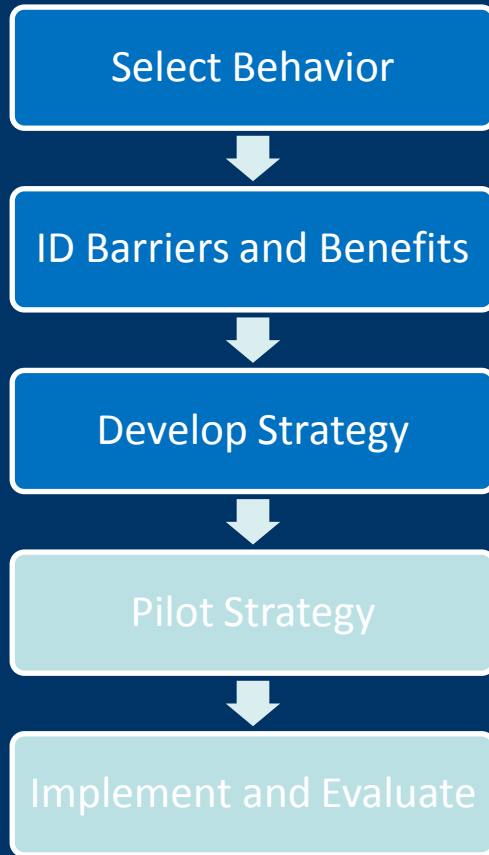
Implement and Evaluate the Strategy



- **Implement the strategy among the broader target community**
- **Evaluate the strategy by comparing baseline behavior to behavior after implementation**



In this Workshop



- We're discussing priority audiences and behaviors that we'd like to foster
- We're identifying some barriers and benefits to climate change-related action
- These pieces can inform our discussion of strategies for EOE



CBSM EXAMPLES

- **Alternative transportation in Boulder: Six % shift in daily trips from single-occupant vehicles to other modes achieved b/w 1990 and 1994**
- **Unexpected barrier impacting water use: confusing sprinkler systems!**
- **Unexpected benefit impacting use of compact-florescent bulbs: less ladder climbing!**
- **<http://www.cbsm.com>**

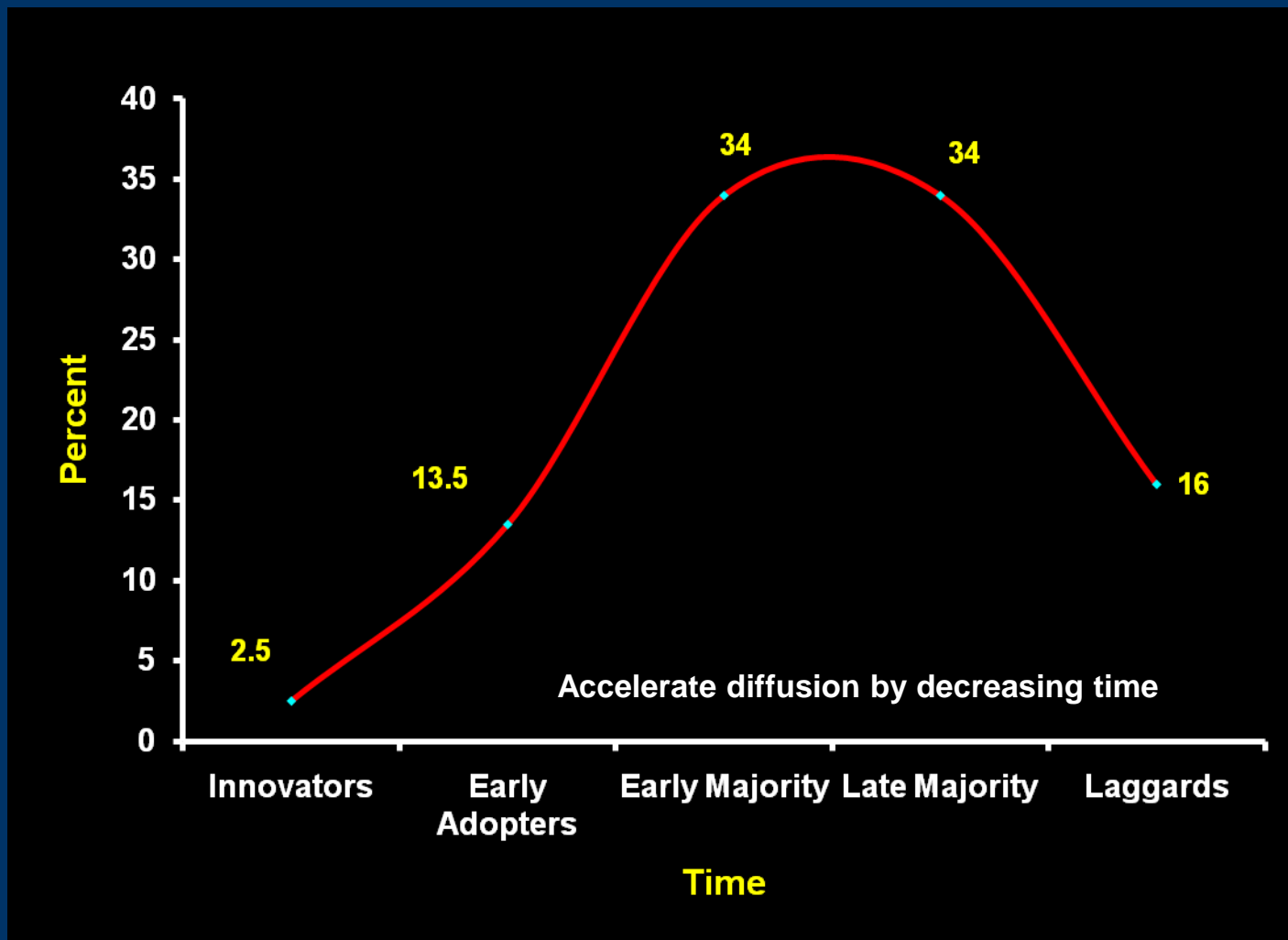


DIFFUSION-OF-INNOVATION

- **Framework to explain how new ideas and technologies are spread and adopted in a community.**
- **Used by extension professionals as well as fields such as medicine and telecommunications**



INDIVIDUAL INNOVATIVENESS



Diffusion of Innovations
Everett M. Rogers. 1962, 1971, 1983, 1995, 2003



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THEORY OF PERCEIVED ATTRIBUTES

- Complexity
- Compatibility
- Trialability
- Relative advantage
- Observability



OTHER FACTORS IMPACTING DIFFUSION-OF-INNOVATION

- **Communication channel (change agent, attributes of communication program)**
- **Social networks (support systems, interaction with experts after initial intervention)**
- **External factors (markets, natural disasters, weather, policy changes)**



DIFFUSION-OF-INNOVATION EXAMPLES

- **Velcro**
- **Catfish industry: use of pond aeration technologies such as paddlewheels**
- **Social networking**



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Questions?



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