

GETTING A GRIP?

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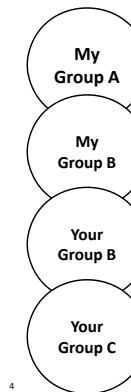


THE IMPORTANCE OF *GETTING A GRIP*

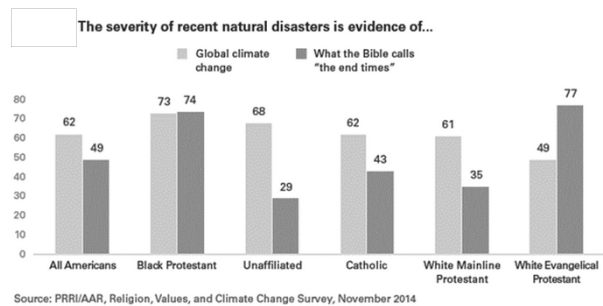
- **GROUPS** not individuals
- **INCLUSIVENESS**
- **PRIORITISE CHANGE** over time

HOW IS THE MESSAGE PASSED?

- News media
- Commercial marketing, production
- Social networks



AND WHAT ABOUT THE END OF THE WORLD?



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Public religion research institute, cited in *Washington Post*, November 2014

Trust and openness are given within groups

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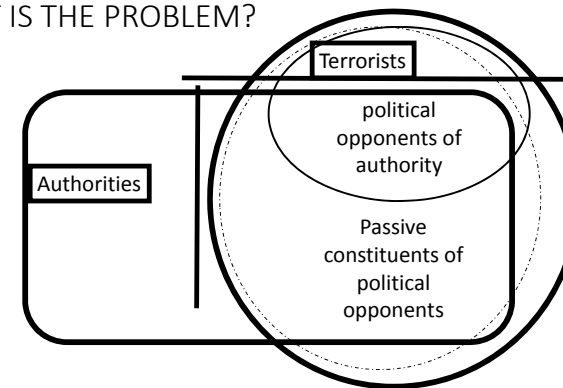
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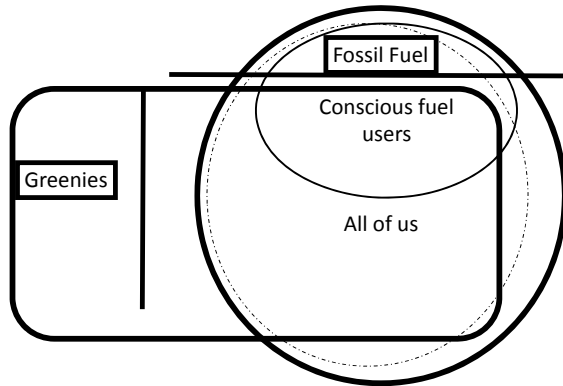
We need to focus on *GROUPS* not individuals

- INCLUSIVENESS
- PRIORITISE CHANGE over time

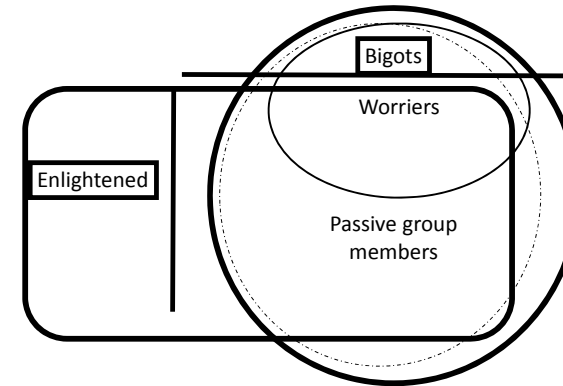
WHAT IS THE PROBLEM?



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THE IMPORTANCE OF *GETTING A GRIP*

WE NEED TO DEFINE
OUR GROUP INCLUSIVELY
 AND THE PROBLEM NARROWLY

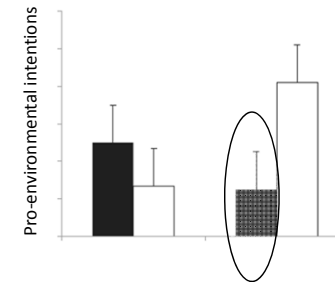
THE IMPORTANCE OF *GETTING A GRIP*

- **GROUPS**
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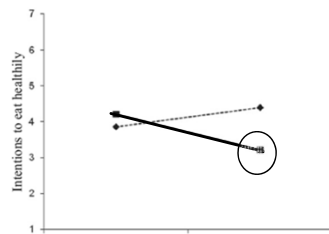
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ENVIRONMENTAL ACTION



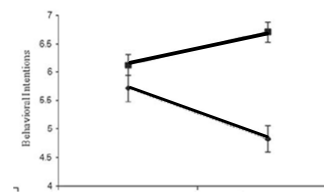
- Smith et al., *Journal of Environmental Psychology*, 2012
- 3 studies in Australia, China, UK

HEALTHY EATING



- Staunton et al. (2014), *Journal of Applied Social Psychology*

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- Thinking about conflicting norms, people with strong favourable attitudes are **energised**

But target audience = **paralysed**, demotivated

McDonald, Fielding, and Louis (2012, 2013, 2014):
Similar pattern in 3 studies

IS IT POSSIBLE THAT
WE DESIGN CAMPAIGNS THAT MOTIVATE OURSELVES
AND DEMOTIVATE TARGETS?

GETTING A GRIP ON DIFFICULT PROBLEMS MEANS:

- **GROUPS**
- **INCLUSIVENESS**
- **PRIORITISE CHANGE**

- Giving a message from people in the target **group** about positive **change**
- Passing the message across a **chain of trust**



- Or : a contest for **power**?



- ☒ Target audiences



- ☒ Target audiences



- ☒ Activists

THANK YOU – AND **GET A GRIP!**

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