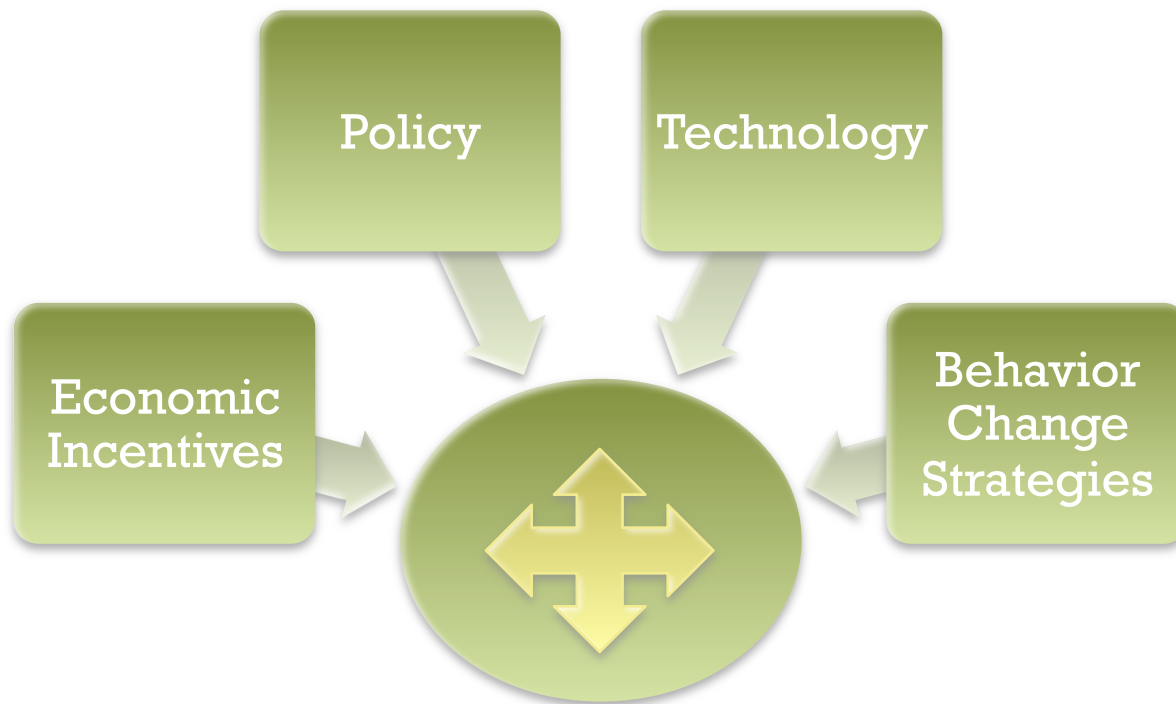


Harnessing the power of core social motives to make transformation happen

Cindy McPherson Frantz
Oberlin College
November 14, 2012

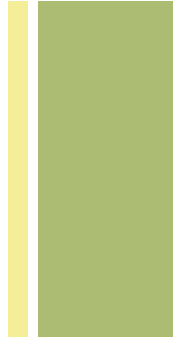
+ How are we going to change behavior?

■ Use every strategy in the book!



■ Tap into our deepest psychological motives

+ Myth Busting

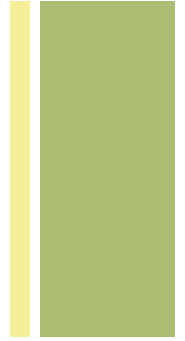


- People won't do it if it's inconvenient
- People only care about money

+ The crazy things people do...



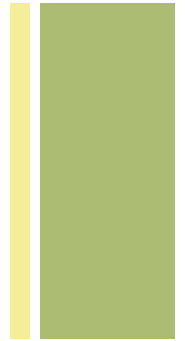
+ Fundamental motivators of human behavior



■ Core social motives (Fiske, 2004)

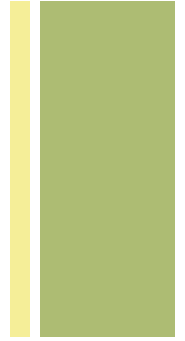
- **Belonging**
- **Understanding**
- **Control**
- **Esteem**
- **Trust**

+ Fundamental motivators of human behavior



- Interventions will be more effective if they help fulfill core social motives
- Sustainability movement will be more effective if it *harnesses* core social motives in the service of sustainability

+ Fulfilling core social motives: Examples



- Games

- Feedback

- People management

+ Games: Platforms for motive fulfillment

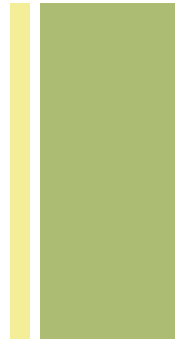


- Award-winning state-wide, 5-week long, town-based, online/real world engagement competition for an ice cream Party



Courtesy of Nick Lange, Vermont Energy Investment Corporation

+ Games: Platforms for motive fulfillment



- | | |
|----------------------------|---------------|
| - <u>P</u> ositive emotion | Trust |
| - <u>E</u> ngagement | Control |
| - <u>R</u> elationships | Belonging |
| - <u>M</u> eaning | Understanding |
| - <u>A</u> chievement | Enhancement |

Courtesy of Nick Lange, Vermont Energy Investment Corporation

+ Feedback: Connecting the dots for motive fulfillment

Information about effects of behavior (understanding, control)



Empathetic Gauge (belonging)

Comparative Feedback (esteem)

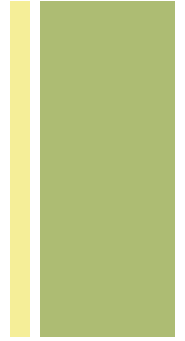


+ People management: Getting beyond the jackass conclusion

- Why are people so ...
[stupid/stubborn/
egotistical/defensive/
territorial]???
- Strong negative emotions
result from thwarting of core
social motive fulfillment



+ Fundamental motivators of human behavior



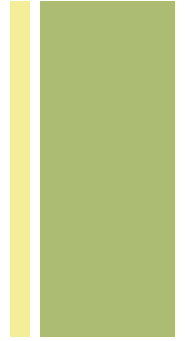
- Interventions will be more effective if they help fulfill core social motives
- Sustainability movement will be more effective if it *harnesses* core social motives in the service of sustainability

+ Harnessing core social motives: Belonging

- We belong to the natural world
- We protect what we belong to

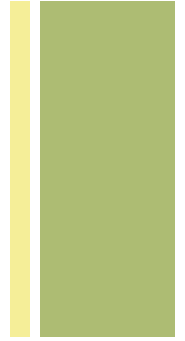


+ Connectedness to Nature (CN) (Mayer & Frantz, 2004)



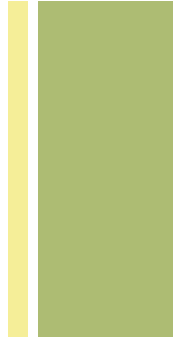
- Inspired by Leopold's "land ethic": We protect and suffer for what we belong to
 - Sense of interdependence with nature
 - View oneself as an egalitarian member of an ecological community

+ We belong to nature...



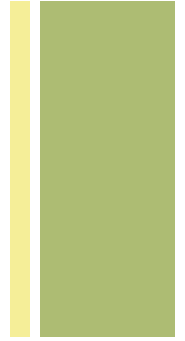
- Connection to the natural world can fulfill the need to belong
 - Gives people sense of being part of something larger
 - Buffers the effects of ostracism
 - Enhances physical, cognitive, and emotional wellbeing

+ And we protect what we belong to



- Connectedness to nature predicts protective behavior
 - Self-reported behavior
 - Recycling behavior
 - Electricity use

+ Harnessing belonging to nature



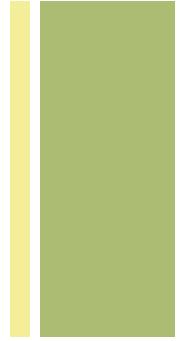
- Increasing connection (belonging) to nature:

- Get people outside!
- Make connections visible

+ Making connection visible



+ The take home points



- Core social motives are major drivers of human behavior
- We must tie sustainable behavior to motive fulfillment!
 - Policies, programs, messaging need to facilitate motive fulfillment
 - Swift action and commitment are facilitated by motive threat
- Sustainability = Need Fulfillment