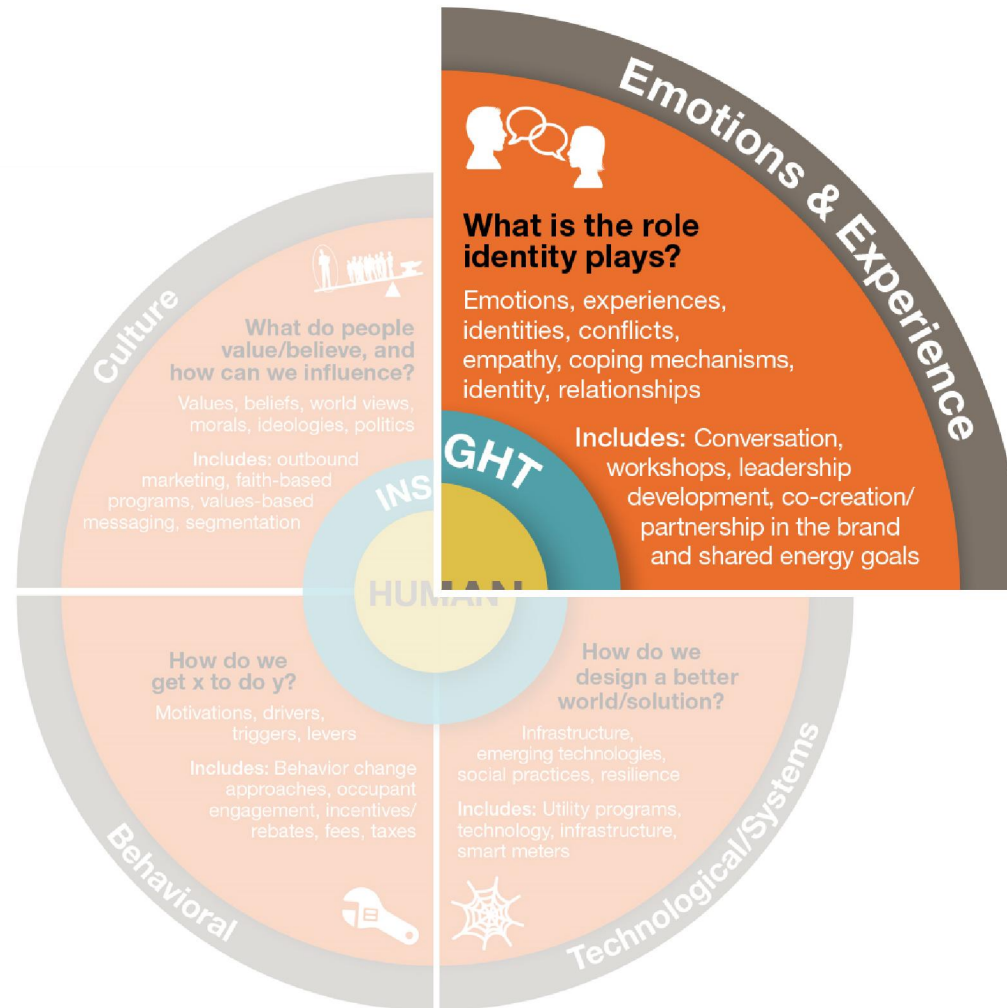


Beyond Behavior Change

psychosocial frontiers of research

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BECC 2014



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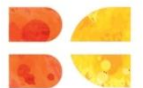
Five Foci in Psychosocial Research

1. The centrality of feelings, and defenses against feelings.
 1. Attention to framings, narratives and discourses.
1. Internal conflicts, inconsistencies, dilemmas and dissonances.
 1. Powerful group identities which often assume the the form of “we groups” (people like us) and “they groups.”
2. The centrality and power of affect.



AFFECT

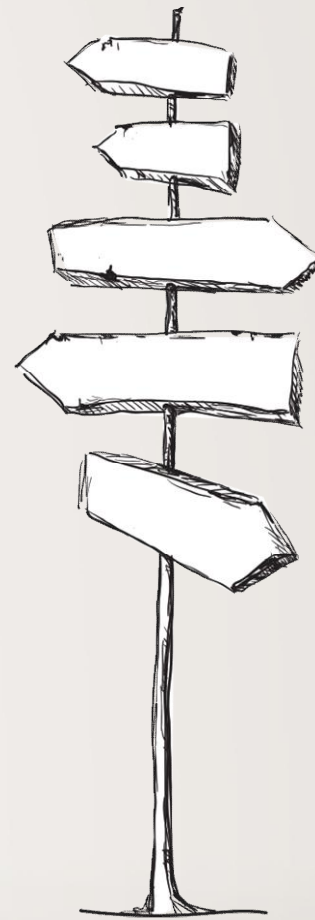
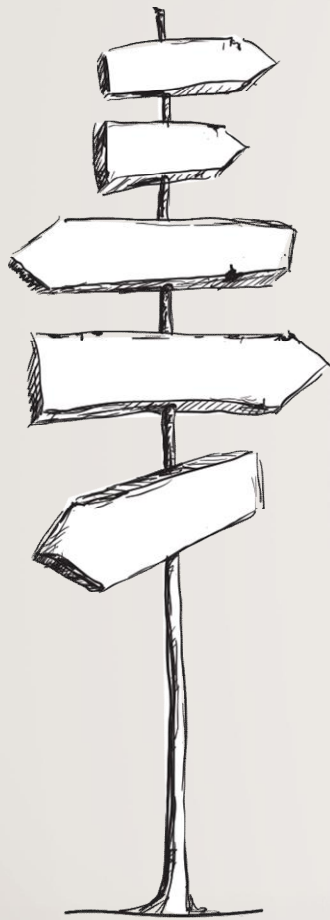
The unconscious,
underlying feeling or
mood in relation to a
particular object,
practice or situation.



ANXIETY

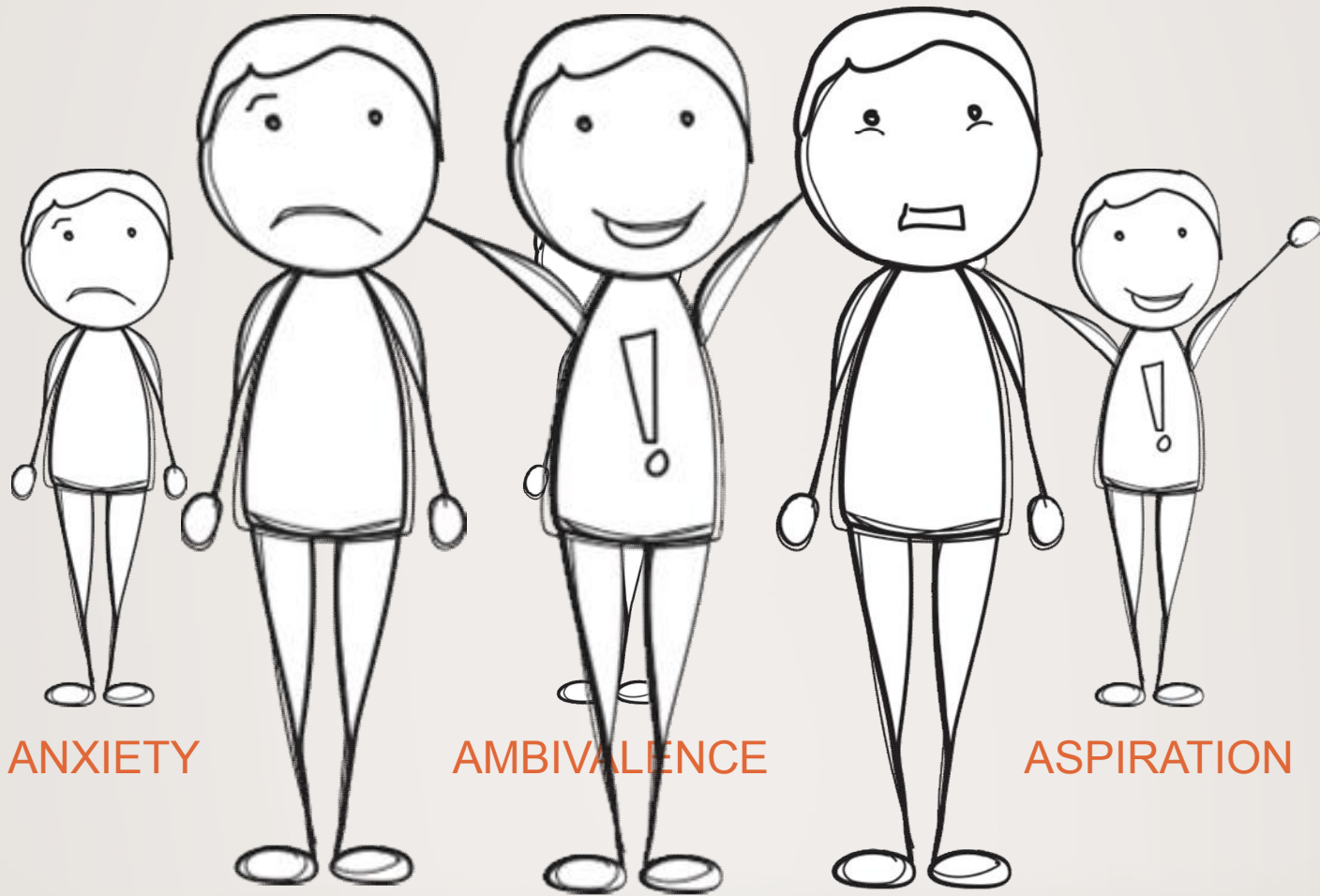


AMBIVALENCE



ASPIRATION





ANXIETY ASPIRATION AMBIVALENCE



Methodologies for deeper insight



“If you want people to change, you’ve got to **listen** to them. You’ve got to **understand** what **stops** them from making changes or engaging with issues.

And you find that happens through starting **conversations.**”

- *Rosemary Randall, Founder of Carbon Conversations*



Design for the **Defended** Subject

Go **lateral**

Conversation-based methods

Decode and read between lines

Analyze the **“Three A’s”**

Collaborate, Collaborate, Collaborate

What this looks like in practice

Thank you.

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