Beyond Behavior Change

psychosocial frontiers of research

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What is the role identity plays?
Emotions, experiences, identities, conflicts, empathy, coping mechanisms, identity, relationships

Includes: Conversation, workshops, leadership development, co-creation/partnership in the brand and shared energy goals
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
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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