



The Psychology of Campaigns

Changing minds through communications



Presentation Plan

- A psychological framework
 - Personal Construct Psychology (PCP)
- Decisions and the choice processes - exercise
- Models for change
 - Integration of the models described in the State of the Art report
- Communication theory



Psychology of Change

- Campaigns are designed to bring about change
- Attitudinal and behavioural change are inseparable
- 1955 George Kelly published Personal Construct Psychology (PCP)
- It was revolutionary because it placed individuals as controllers of their thoughts and actions (no excuses about being the ‘victim of circumstances’)
- The theory suggests that our psychological systems are hierarchical



Psychology of change

PCP and the reasons for change

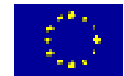
- What we call motivation is the desire or need for validation in (PCP) psychological theory
- Validation of the most important components (constructs) is very important for normal happy, healthy living
- The need for validation means that negative campaign messages (unless very carefully constructed) are blocked - we deny that they apply to ourselves



Psychology of change

PCP and the reasons for change

- We are not victims of the world - we make choices
- These choices are like experiments
- When the choices work we are validated
- When they don't work we are invalidated and we reject the choice
- PCP theory is based on a very simple structure involving bi-polar value choices called 'constructs'



Psychology of Change

1. Psychological structure

Preferred pole is a personal choice

Preferred pole

Non-preferred pole



Example:

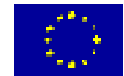
I prefer to walk for short journeys

I prefer always to take my car

Clusters of **personal** meaning

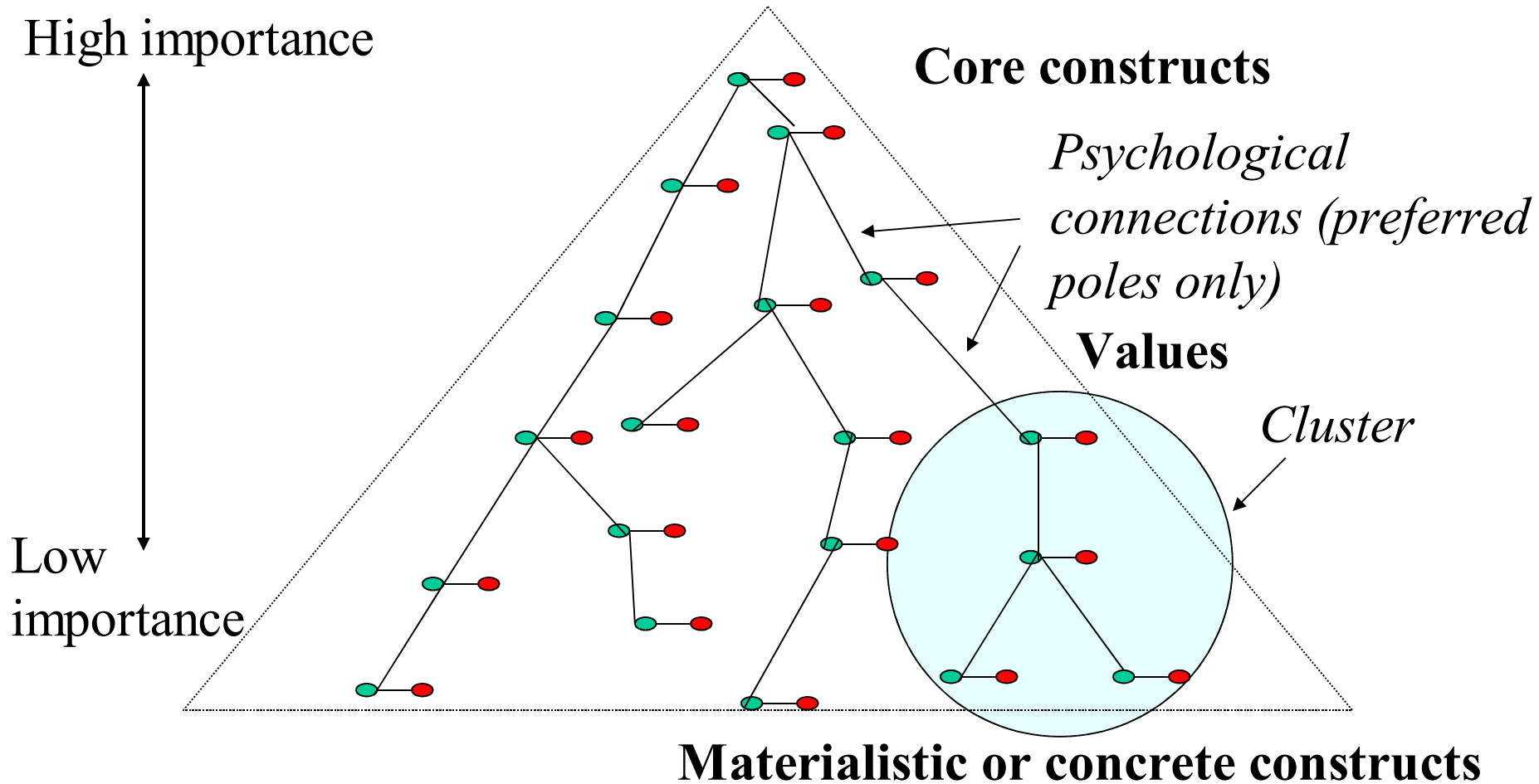
Healthy, good for environment, feel I am contributing

Safe, comfortable, saves time



Psychology of Change

2. Psychological process and structure



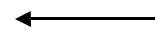


Psychology of Change

2. Psychological process and structure - Try it for yourself!

**What could the advantages be
FOR YOURSELF**

Write down your
thoughts



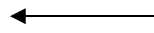
**You prefer to be a
public transport user**

**You prefer always
to use a car**



**What could the disadvantages
be FOR YOURSELF**

Write down your
thoughts





Psychology of Change

2. Psychological process and structure - Now Reverse your preference

Write down your
thoughts

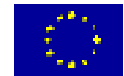
**What could the advantages be
FOR YOURSELF**

**You prefer to be a
public transport user**

**You prefer always
to use a car**

Write down your
thoughts

**What could the disadvantages
be FOR YOURSELF**



Theory of Planned Behaviour

Internal to the individual

Behavioural beliefs
&
Outcome
Evaluations

Attitudes toward
the
behaviour

Relationships to other people etc.

Normative beliefs
and
motivation to
comply

Subjective
norm

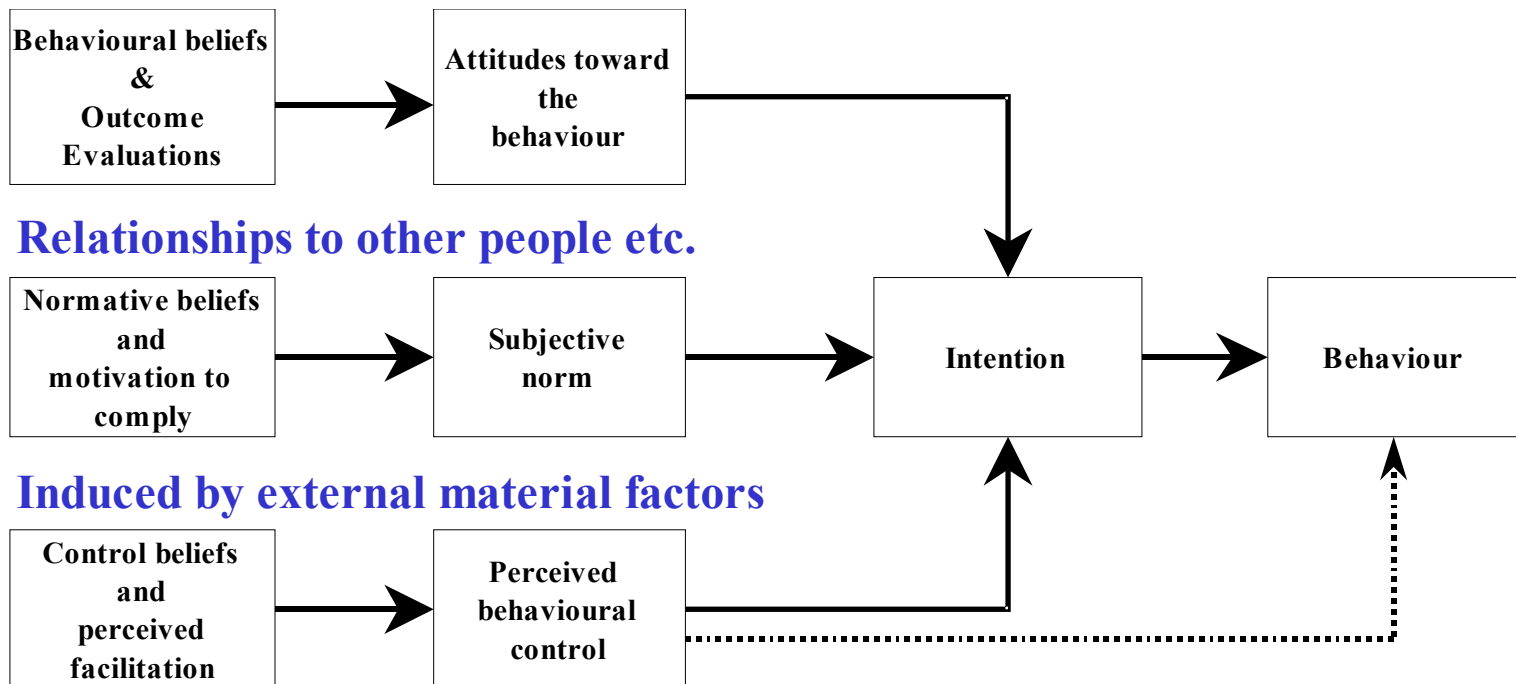
Induced by external material factors

Control beliefs
and
perceived
facilitation

Perceived
behavioural
control

Intention

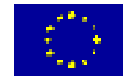
Behaviour



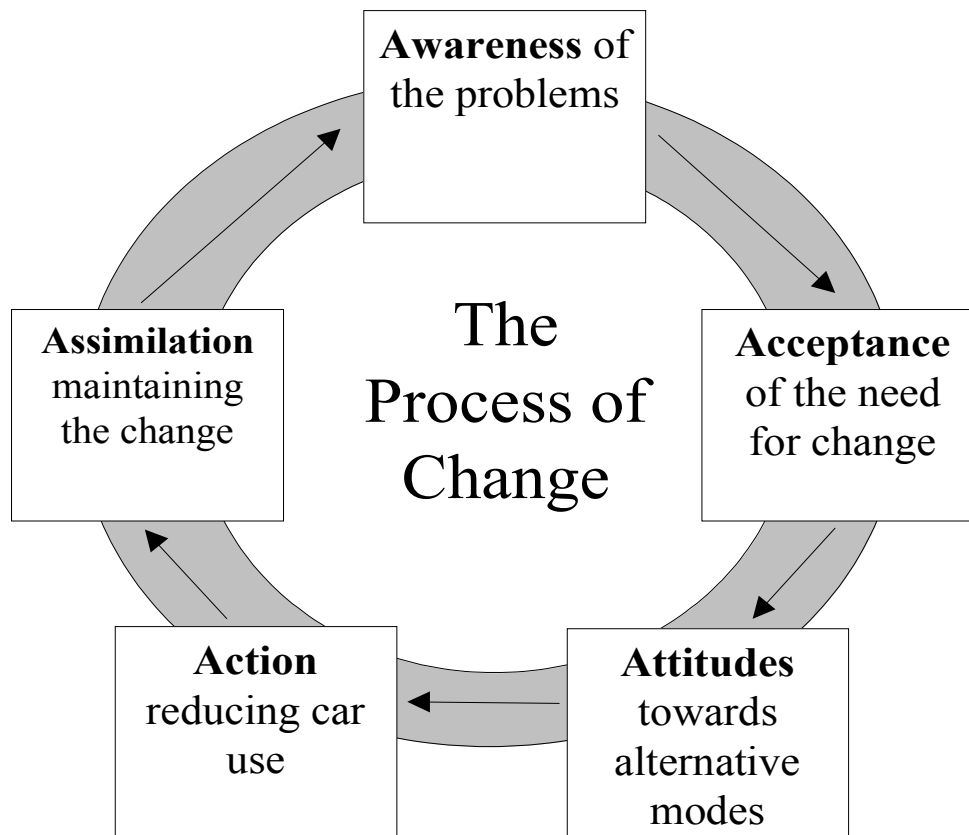


Stages of change or Transtheoretical

Pre-contemplation	<i>I currently do not exercise, and I do not intend to start exercising in the next six months</i>
Contemplation	<i>I currently do not exercise, but am thinking about starting to exercise within the next six months</i>
Preparation	<i>I currently exercise some, but not regularly</i>
Action	<i>I currently exercise regularly but have only begun doing so in the past six months</i>
Maintenance	<i>I currently exercise regularly and have done so for longer than six months</i>



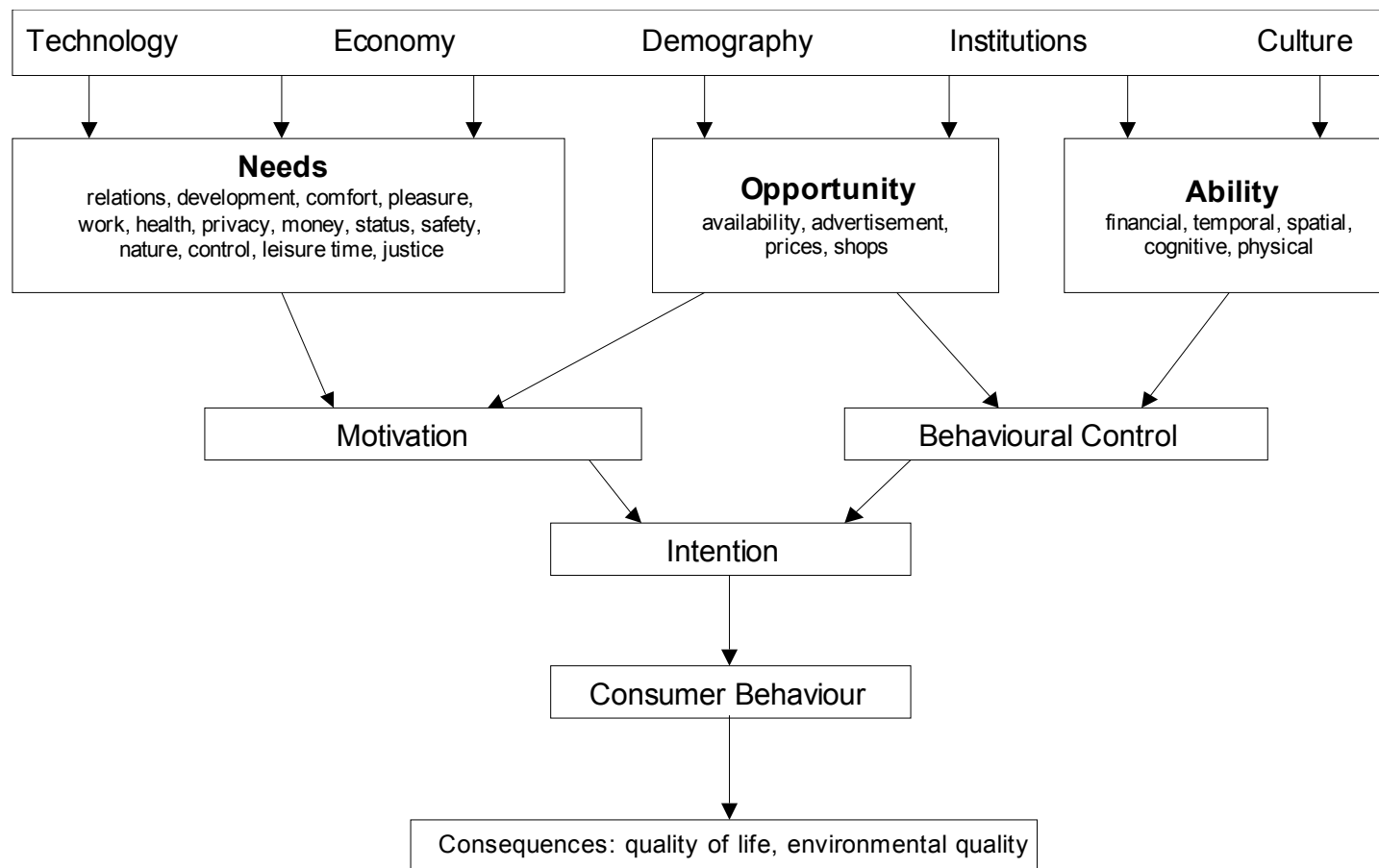
INPHORMM Process of change



This is a logical, cognitive model. Acceptance of the need to change is external to the individual

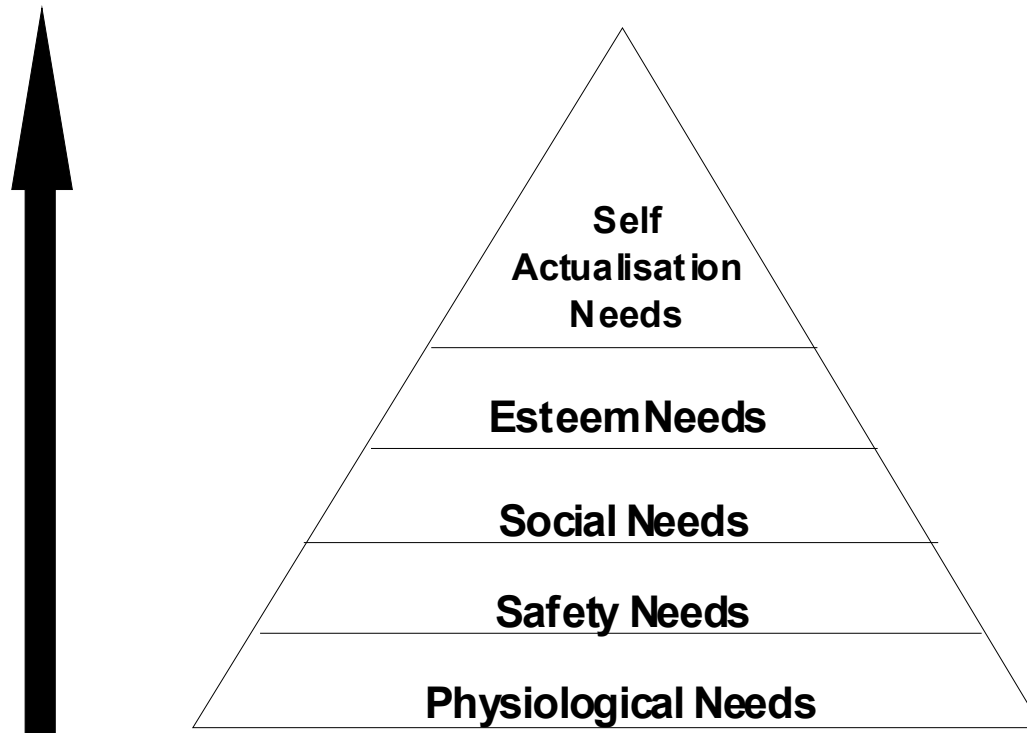


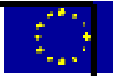
Needs Opportunity Ability (NOA)





Maslow





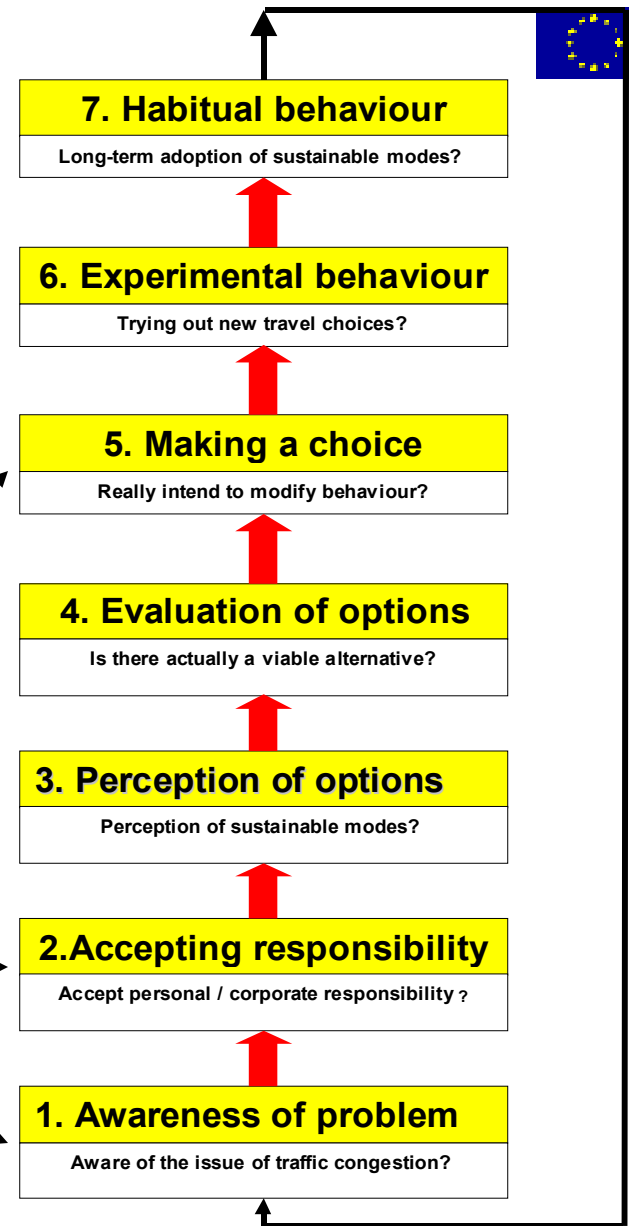
Models for change

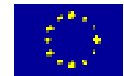
Explicit-Cognitive

Seven stages of change

May be active / conscious
or sub-conscious

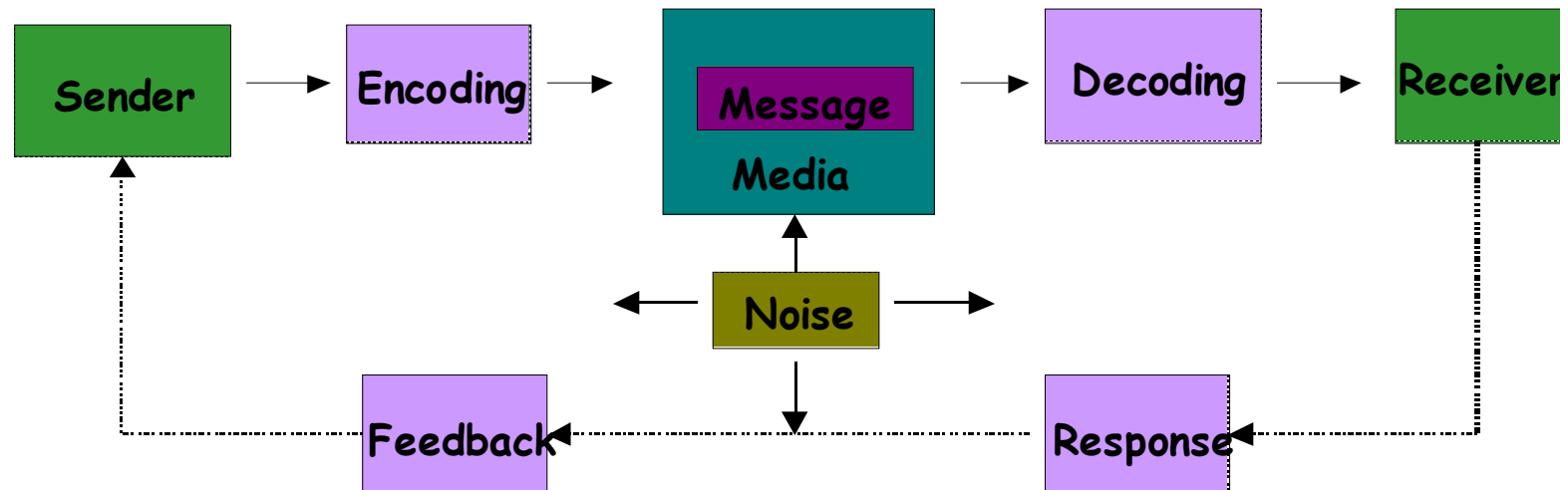
Active audience
involvement





Communication theory

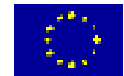
Kotler and Armstrong



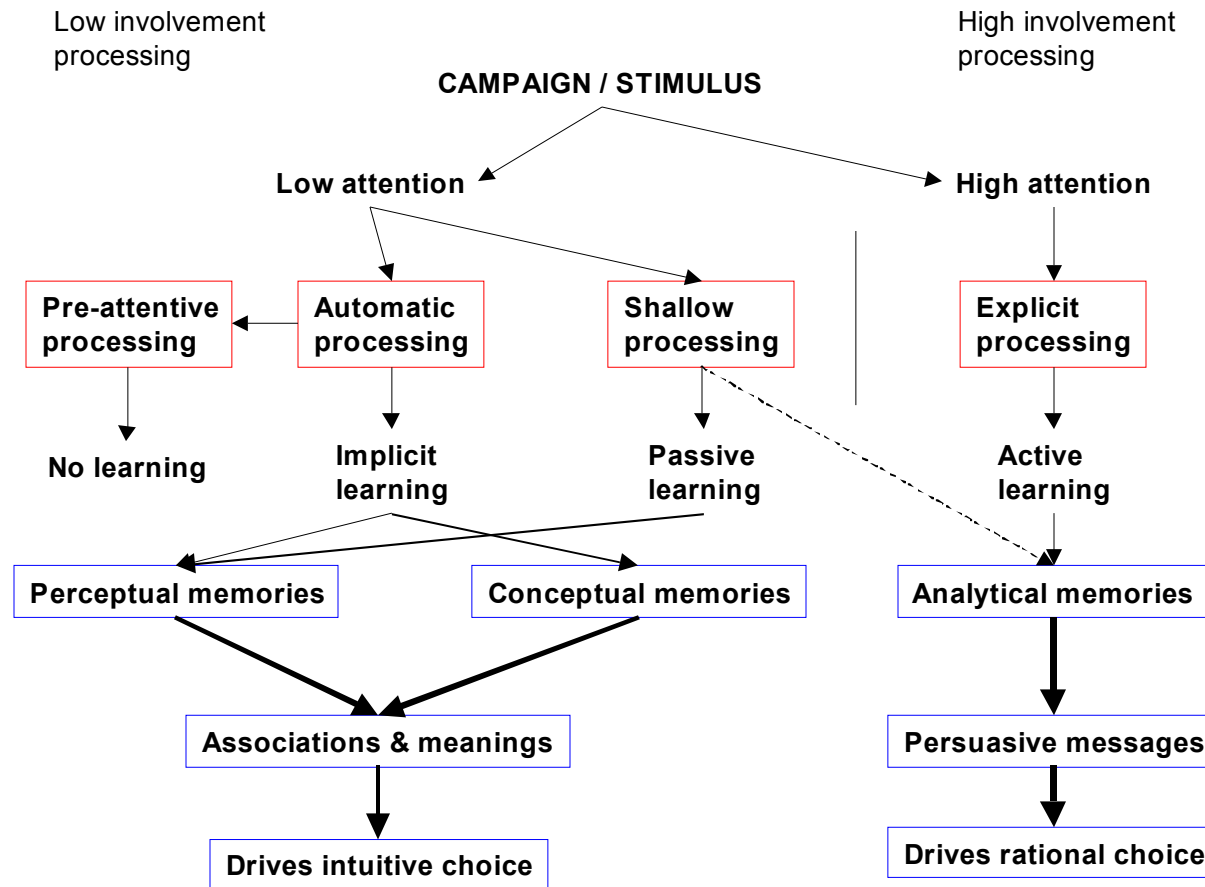


Persuasion - Knowledge

- Problem - people become wise to the efforts of the advertiser
- They therefore start to process not only the message of the advert and its meaning for them
- But also the media, tools and devices used to persuade them (e.g. children, sex, cars, TV, magazines etc.)



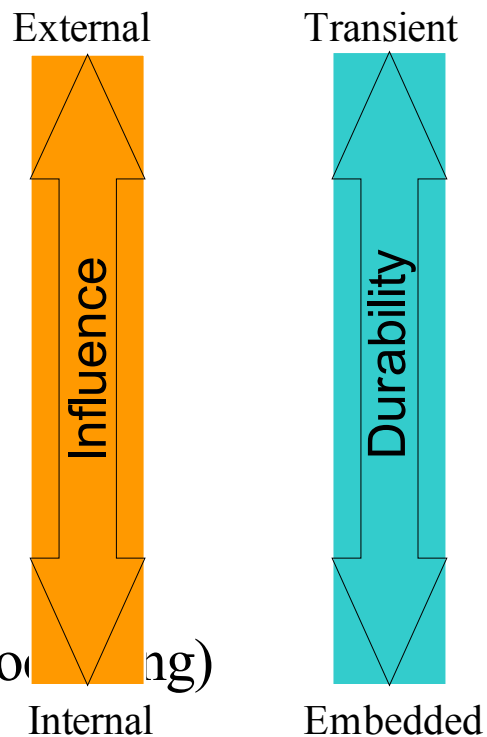
Heath - Low involvement processing





Communication theory

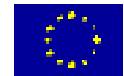
- Enforced
- Coercion
- Persuasion
- Conscious / learned
- Subliminal (Low awareness processing)





Models for change and Communications strategies

Explicit Says what it means	Explicit Says what it means	Implicit Subtle - implies what it means
Cognitive- rational reasoned	Affective (emotional)	Usually affective (emotional)
High audience involvement Practical & behavioural	High emotional involvement	Low audience involvement

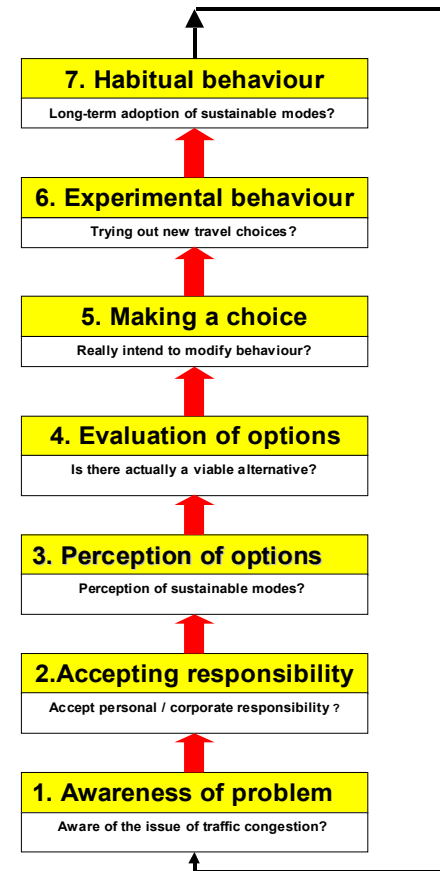


Models for change

Explicit-Cognitive

Seven stages of change

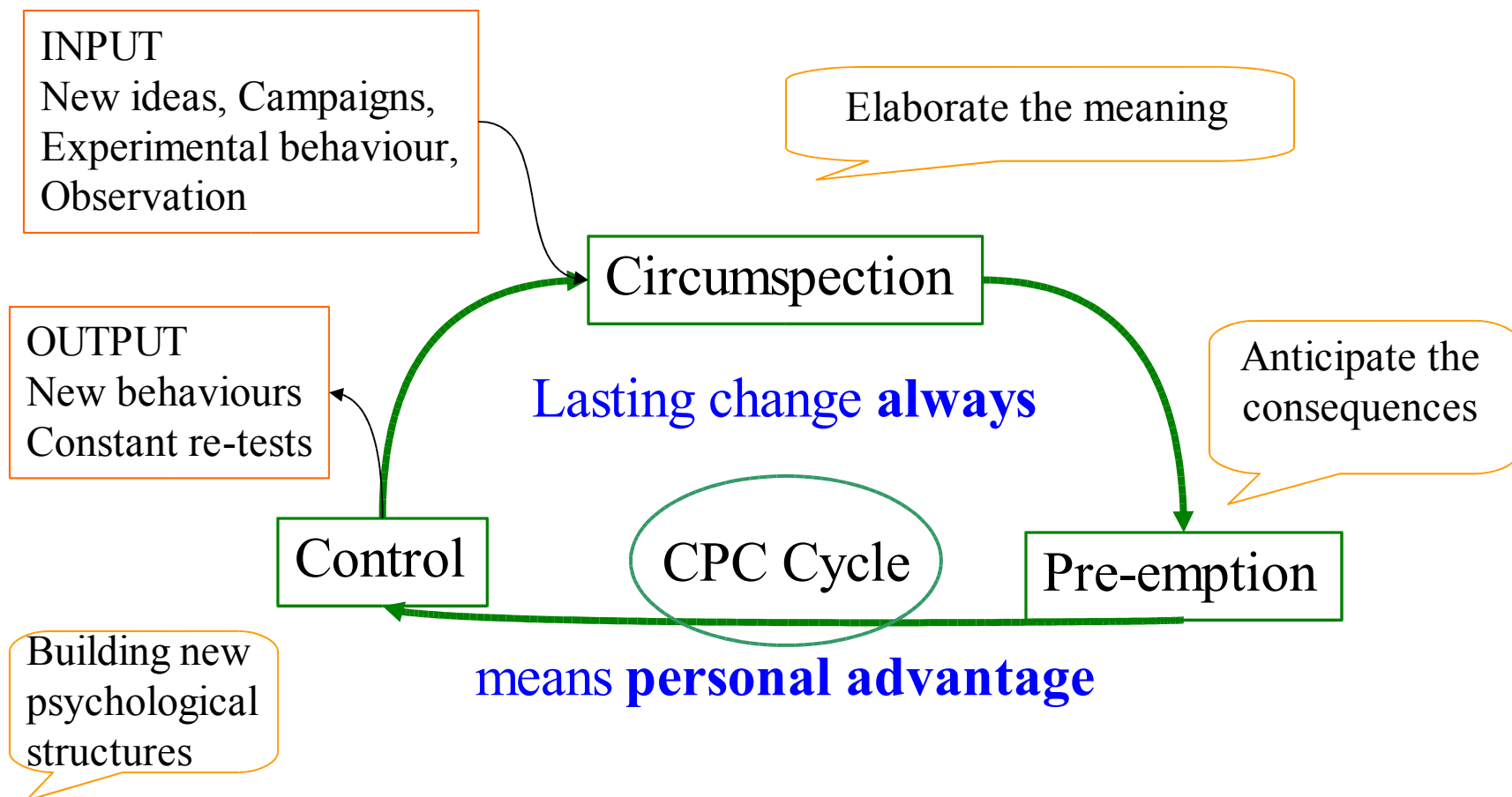
- This model implies a logical stepwise change process
- The ‘advantage’ is normally external to the individual, e.g. the environment cost, fuel saving, social benefits
- But change must have a psychological advantage





Models for change

Personal psychological change



So we must always sell the advantages

Interactions Ltd. October 2003



Models for change

Communications strategies

What should a communication do?

– Conventional approach

- Point out problems
- Make the target audience (public) feel guilty
- Tell them to accept a new behaviour

OR

– More recent approaches

- Expand horizons
- Offer alternatives
- Demonstrate advantages
- Enter the world and language of the people it wants to influence
- Validate the decision to change