The unthinking brain in a social human context

Or why don't people just do the right thing!





TRA Partner and your MC for the session

Your speakers



Colleen RyanPartner



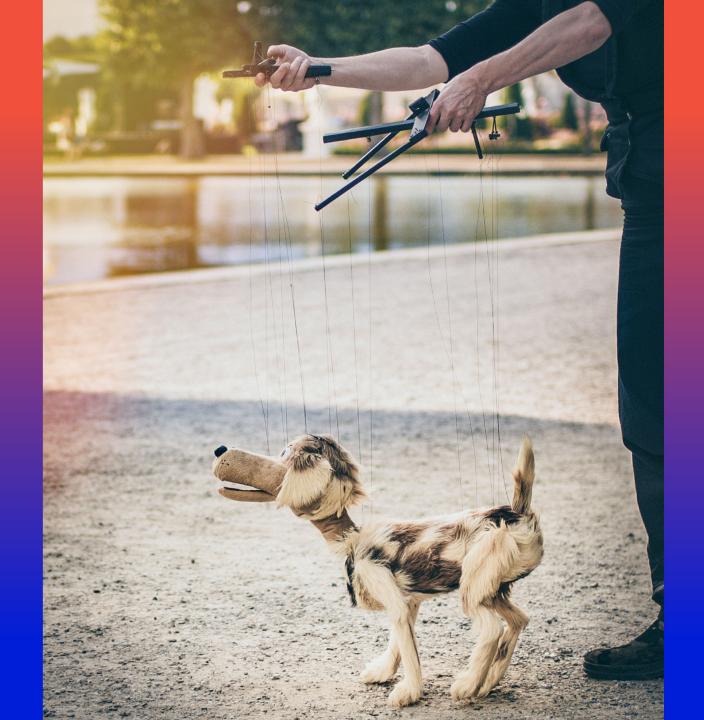
Mark Hobart
Partner, Australia



Lindsey Horne Behavioural Insights Lead



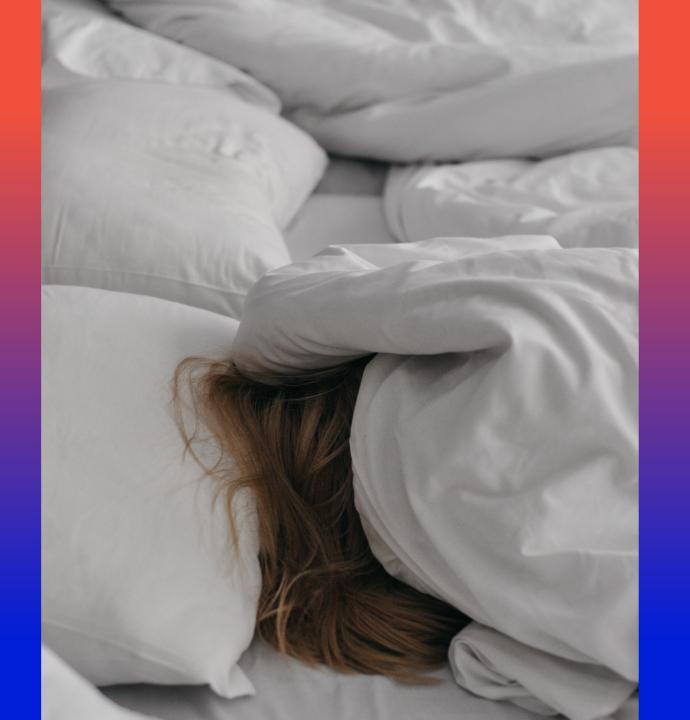
Ask questions in Slido: join at www.sli.do event code #TRA

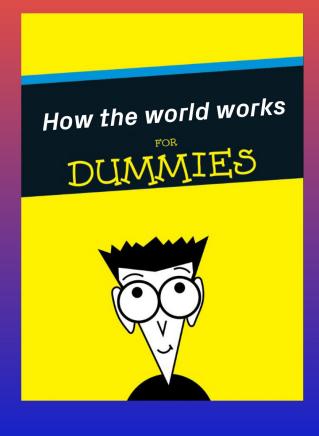




CHARDONNAY



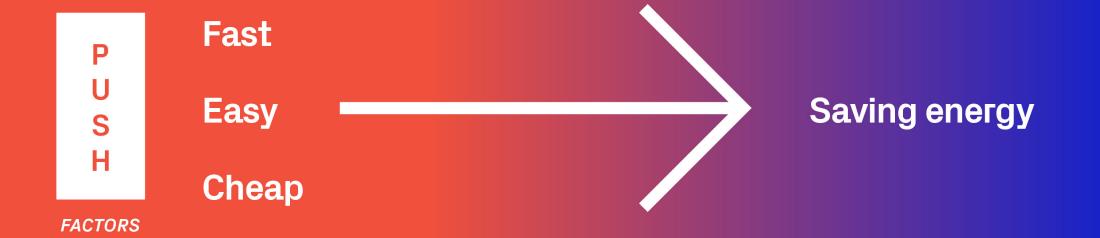






System 1 – set pieces





System 2 - the conceptual brain

MACRO
behavioural
influences

SOCIAL AND CULTURAL INFLUENCES

Social empirical norms

"I'll have what she's having."

Normative norms

"Don't throw me out of the tribe."

Meaning norms

"I am part of something bigger than me."

The unconscious codes that connect us, enable us to recognize one another.

National DNA

And we run with multiple tribes.

But, our Kiwiness exerts an overarching influence no matter what sub groups we align to.



What are my tribes norms?



Comfort

Safety

Meaning



Identity

Belonging

Immortality

P U L L

FACTORS









What are others doing

Habits

P U S H



What are the unwritten 'rules'

What values am I living by

Heuristics

What is expected of me

Who is my tribe?

The unconscious codes that connect us, enable us to recognize one another.

WE WERE

Man Alone

Self-sufficiency meant going into the wilderness, and doing it your way.
Traits that are seen as likeably roguish, and maybe even antiauthoritarian.

AND CODES EVOLVE

WE ARE



Individuality & Self Determination

Individuality and self determination = liberal, open and tolerant society

WE WERE

WE ARE

Man Alone



Individuality & Self Determination

We drive to the old code because habits and personal norms hold us back.

Personal norms: 50% of us are more focused on ourselves and close others, rather than on wider community.

1 in 3 Kiwi's are individualistic and aspirational 'want to get ahead.'

We value the new social norms but don't adjust our behaviour.



Honest and law-abiding Kiwis – whose sense of fairness means they aspire to a level playing field.



WE WERE

Egalitarian

Far from the motherland, the idea that Jack's as good as his master was liberating and empowering. AND CODES EVOLVE

WE ARE



Belief in Social Equivalence

Pride in Kiwi compassion
Opportunity to progress
We should live our values

The new code should lead to compliance

Why do CEOs get paid so much?

Why don't Starbucks pay taxes?

Why do I work hard but I'm not making progress?

It's OK if it helps people.

P U S H

MICRO
set routines

P U L



MACRO
Social and
cultural norms

Jack's as good as his master

FRICTION IN THE GAP

Only 50% of us think

New Zealand society as a

whole is honest

1 in 3 Kiwi's think

New Zealand society believes
it's OK to bend the rules

Make it easy

Use defaults

Employ choice architecture

Reward habit change

Compliance leads to a fair society

We should live our values

Kiwis do the right thing

A utility company increasing charity donations through it's billing system



WE ARE

CULTURAL

Belief in Social Equivalence

Pride in Kiwi compassion
Opportunity to progress
We should live our values

P U S Choice architecture Identifiable victim effect

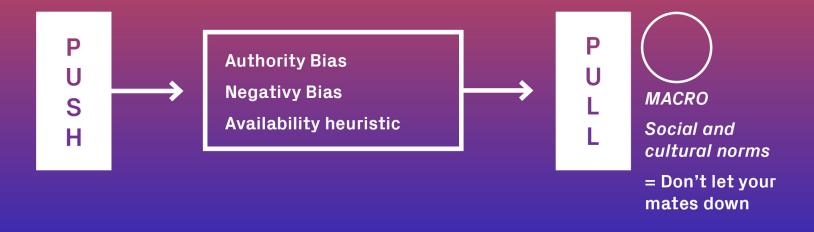
Pushes made it easy on the brain but that wasn't enough, social and cultural influence pulled towards levelling the playing field and desirable collective behaviour.

Power of crowd sourcing

The age of the individual must end - our world depends on it

The costs of a culture focused on an illusory idea of personal autonomy are making us ill and heating our planet. But a new age may be dawning

In Australian culture, the enduring code of mateship exerts a strong pull – but not necessarily toward mass compliance



For a smaller collective of the like minded – encouraging mateship + make your own rules

VS.

We are all in this together
- Equality of sacrifice
is for everyone

The funny side of Covid...?

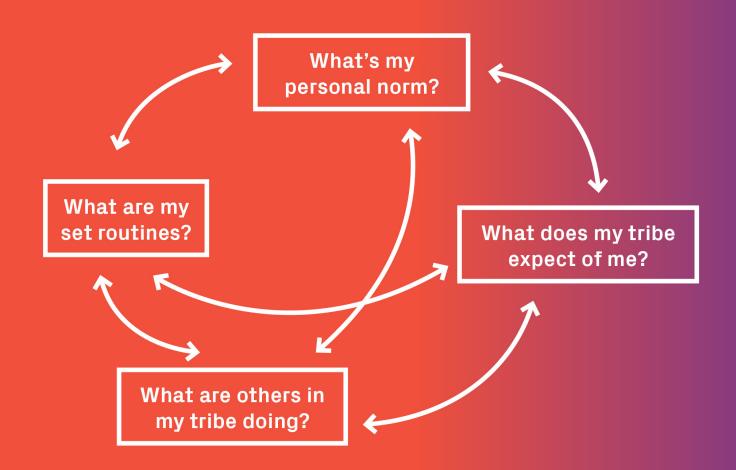
Cultural characteristics play out in humour.







Social A mate is someone who abuses you to your face and defends P you behind your back – You can Australian power call your mate a dickhead. of mateship amplified by calling people out Cultural Larakkin humour to cut through to a more rebellious minded audience P Make it easy Make it clear what S actions are needed H Make it timely Social Compliance bred social norm driven compliance P **New Zealand** Individuality suspended Cultural for the team of 5 million Team work Be an All Black = No Dickheads The interface between micro behavioural science and macro socio cultural influence is where the key to changing behaviour lies – because it's a dynamic systemic model.



So identifying the gap in evolving codes is an entry point for intervention.



Choose the middle option Choose what you always choose, but...

How can marketers use this to effect behaviour change?

What does the behaviour look like?

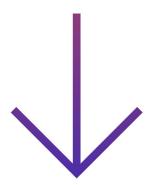
What are the micro – system 1 set routines?

What is the macro system – the social and cultural context of the behaviour?

What is the dynamic of the two systems, what does the model look like?

Are the pushes and pulls aligned?

What is the gap?



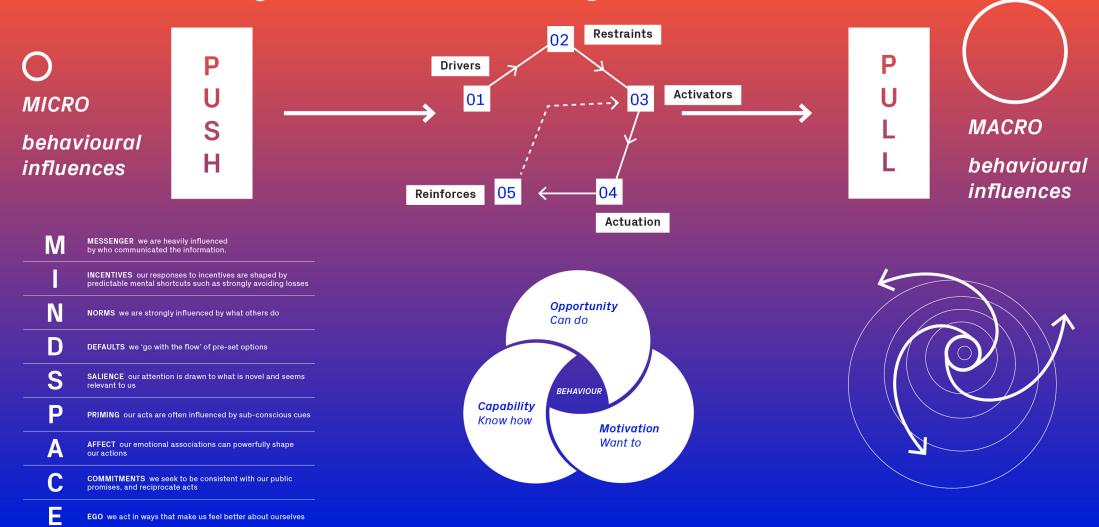
Where can I intervene?

What combination of micro and macro influences will I need to address to align the pushes and pulls?

How can we own the gap?



There are many frameworks to help at different stages of behaviour change and to suit different objectives.



Thanks for listening

