



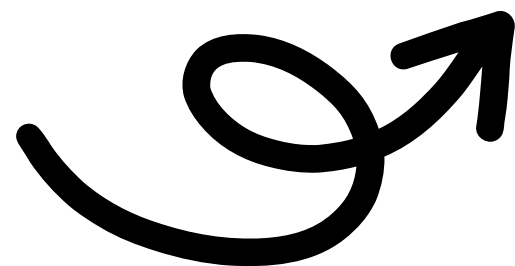
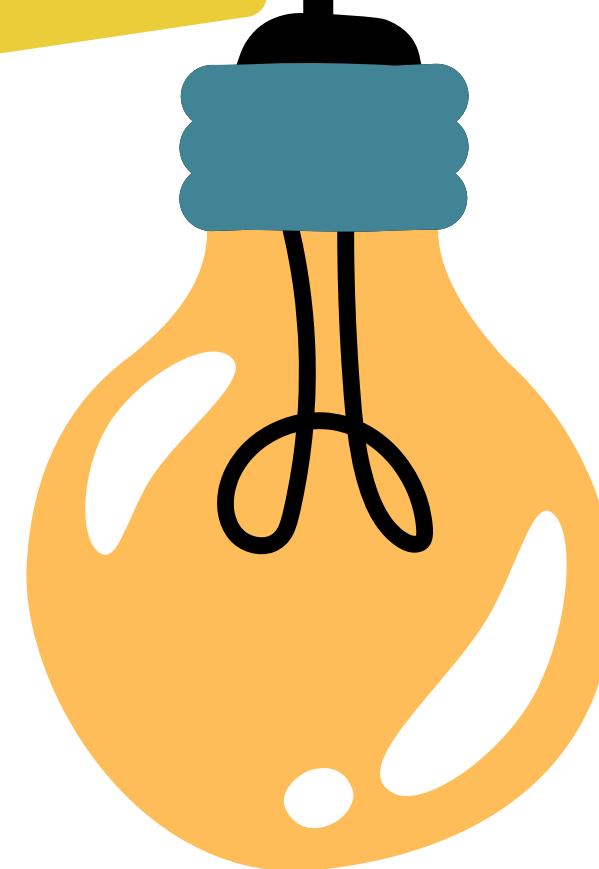
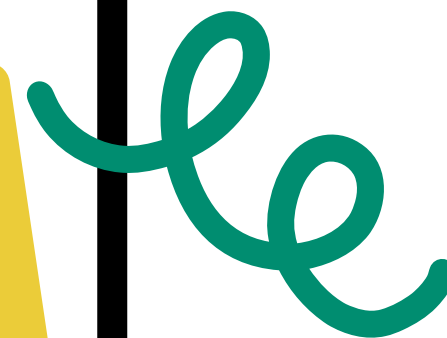
## UNIT 1



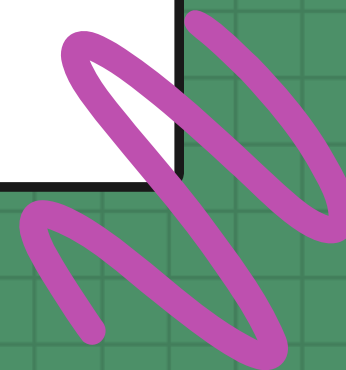
BEHAVIOR CHANGE

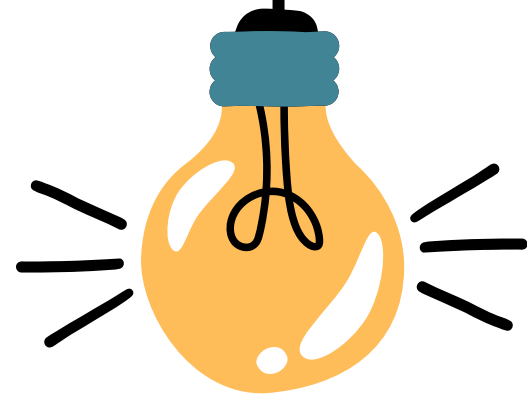
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SOCIAL NORMS

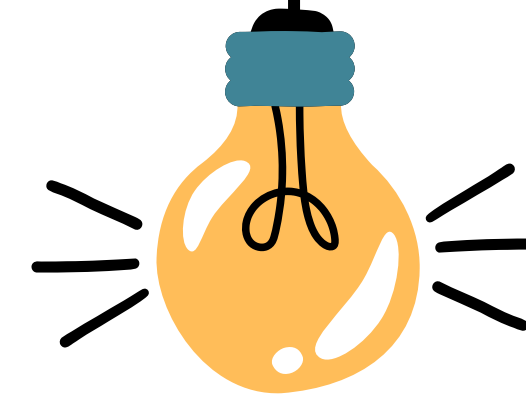


Laying the Groundwork





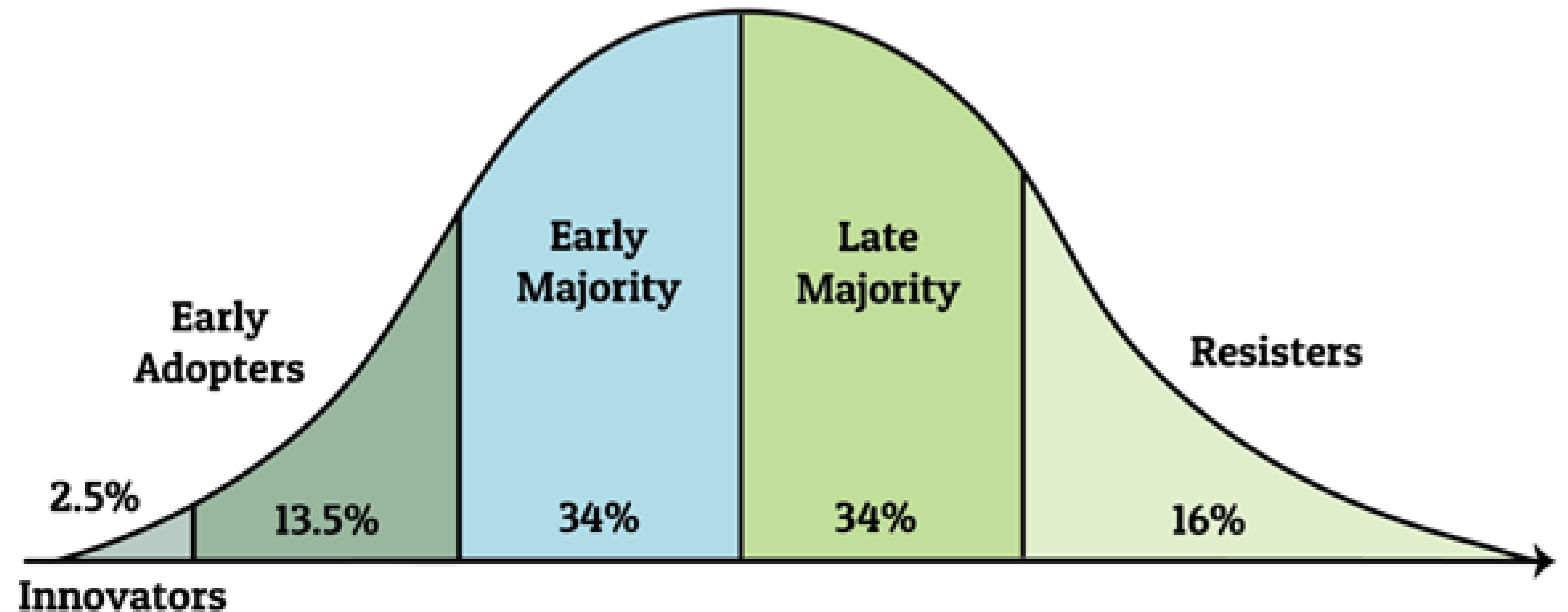
# AGENDA



- 1 Understand basic goals and layout of first module**
- 2 Review key concepts**
- 3 Deep dive on Diffusion of Innovations**
- 4 Introduce Tipping Points and transition to Middle Adopter Outreach**
- 5 Practice anticipating questions**

## MODULE GOALS

- 1 Introduce basic concepts from social psychology that underpin the Grow More training
- 2 Provide shared language for understanding different types of decision makers
- 3 Emphasize the need to know your audience and use messaging/outreach that is targeted at how they make decisions






# BEHAVIOR CHANGE BASICS & SOCIAL NORMS



## CONTENT FOCUSED MODULE

- Mostly a content-focused module
- Combines two broader topics: behavior change and social norms
- 2 interactive exercises:
  - Identifying Adopter Types
  - Countering Skeptical Statements



Break down  
traditional  
information  
deficit model



Present  
concepts about  
complexity of  
decision making

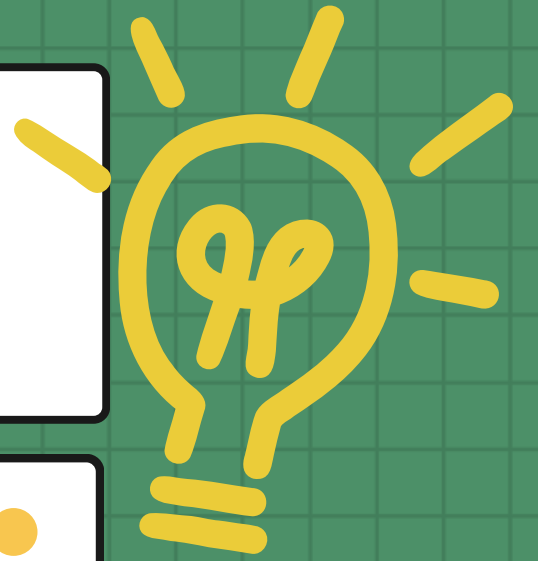


Introduce the  
Diffusion of  
Innovations  
model



# MODULE 1A

## Behavior Change Basics



### Purpose

- Introduce concepts from social psychology that convince participants of the need to use new outreach approaches
  - Decision-making frameworks vary from person to person
- Diffusion of Innovations theory is a powerful tool for understanding differences



### Module Goal

Participants should understand and be able to reflect a basic understanding of Diffusion of Innovations



### Looking Forward

Basic social science concepts are key to effective targeted messaging

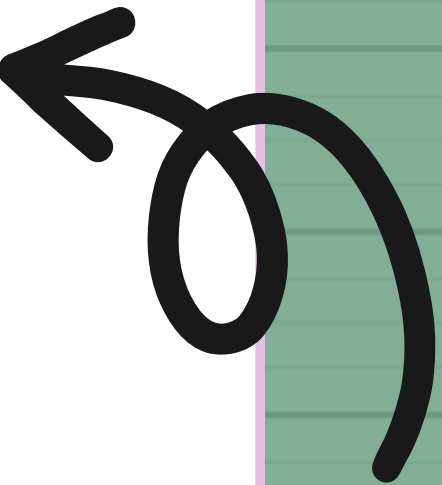


# TRADITIONAL OUTREACH MODEL

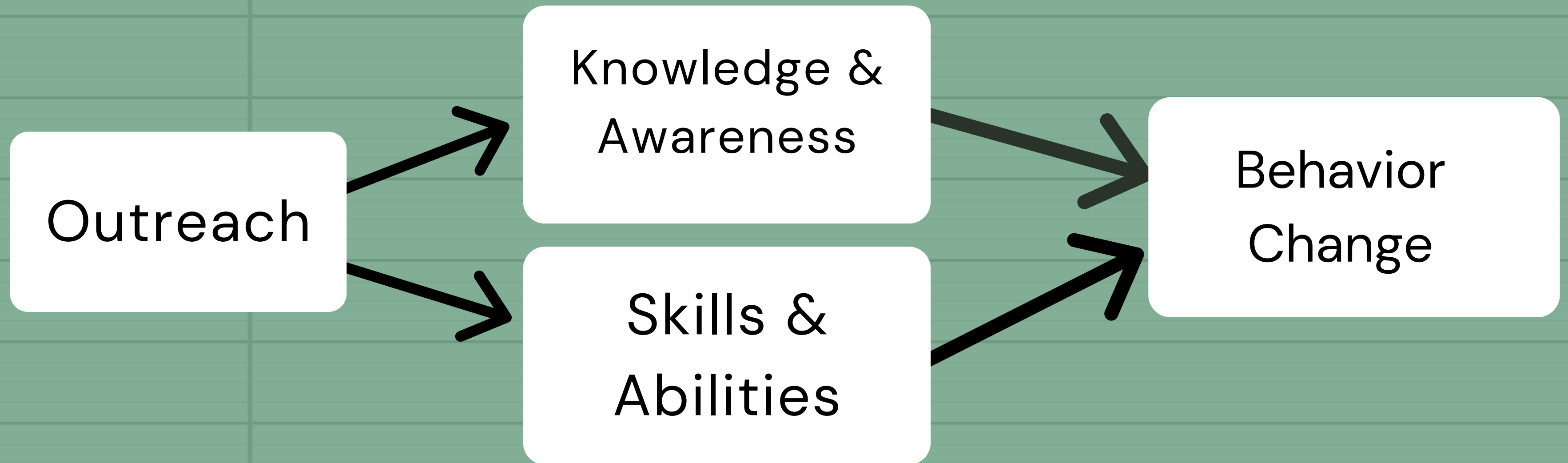


## Information Deficit Model

- "If people only knew the facts..."
  - Beliefs & knowledge are not often the most important barrier
  - Change in beliefs may not lead to behavior change
- Outreach should address the most relevant motivations



# DIFFUSION OF INNOVATIONS THEORY





# Behavior Change Concepts

- We introduce a few other concepts to communicate how complex decision making can be
  - Belief filters
  - Self-enhancement bias
  - Status quo bias and motivated reasoning
  - Reasoned Action Approach: introduces attitudes, social norms, and self efficacy

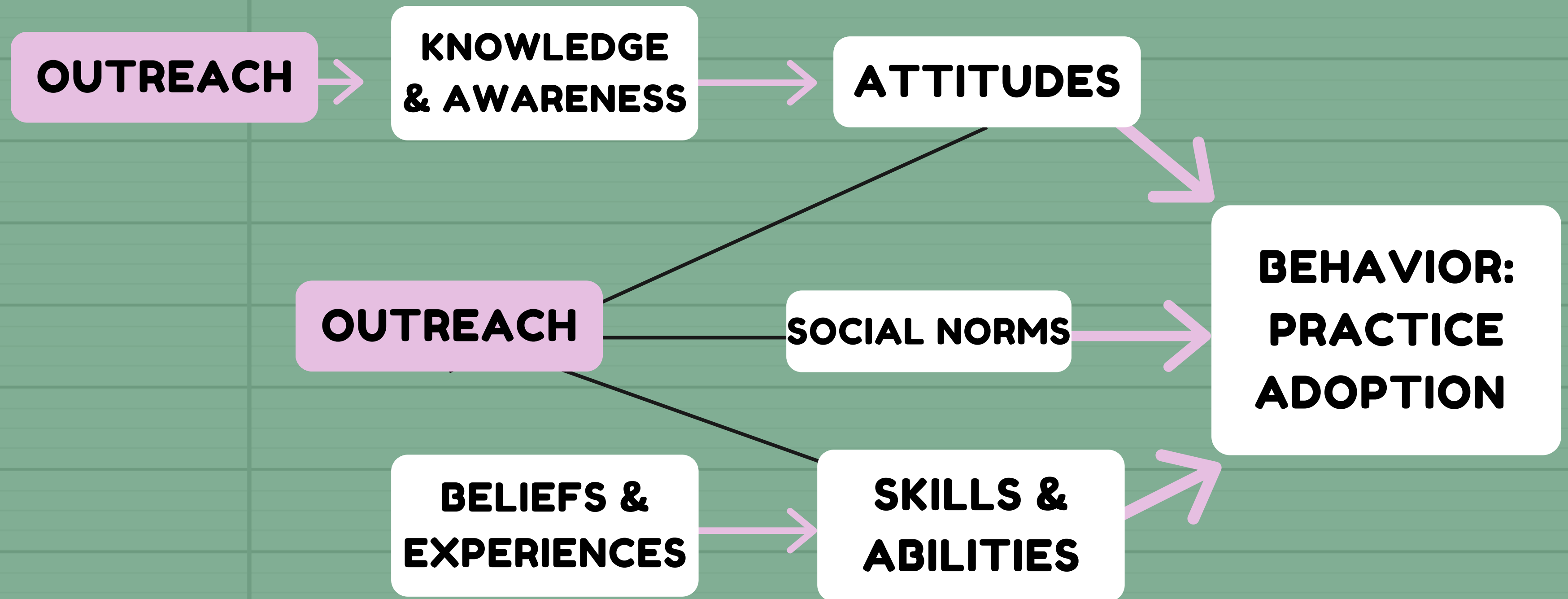


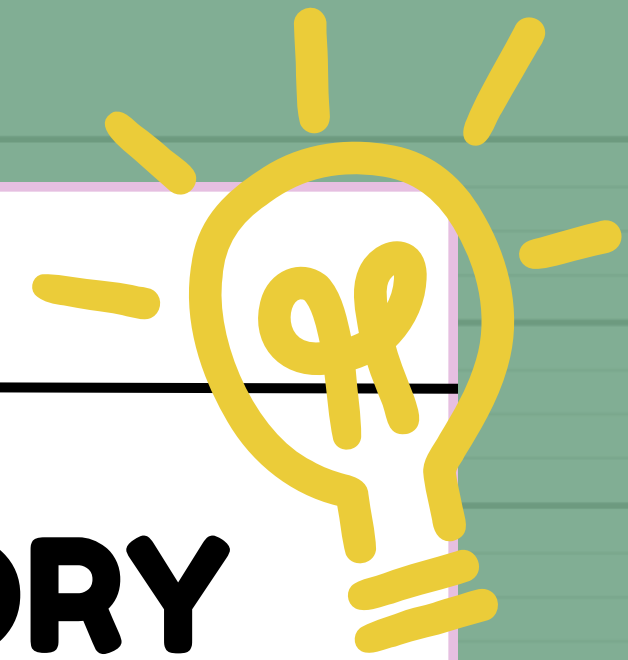
*"That's strange. I remember it differently, in a way that aligns with my world view and casts me in a positive light."*



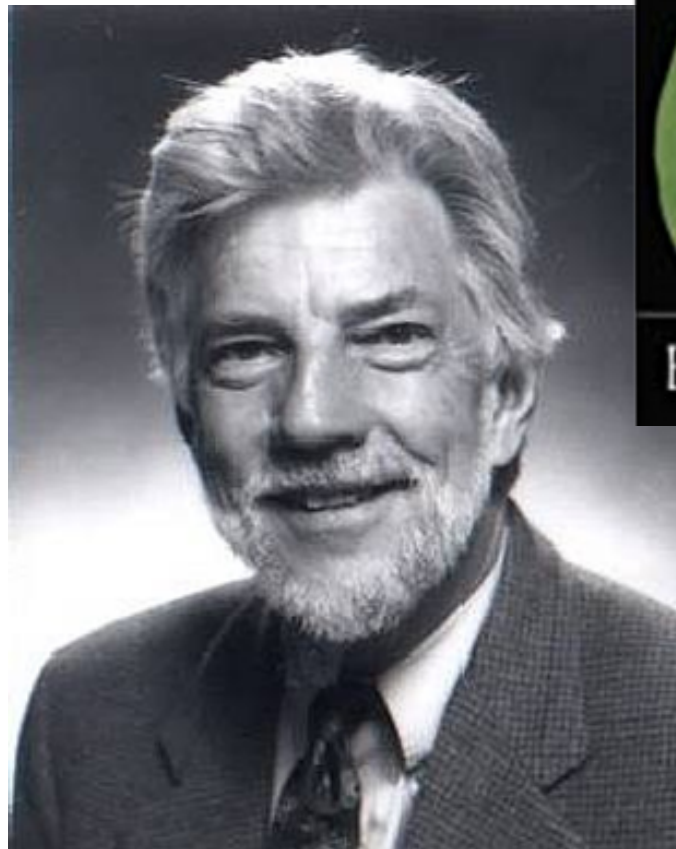


# BEHAVIOR CHANGE OUTREACH MODEL

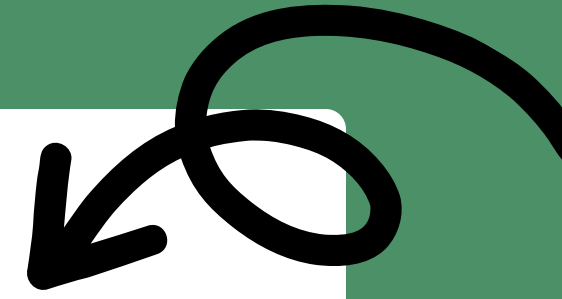




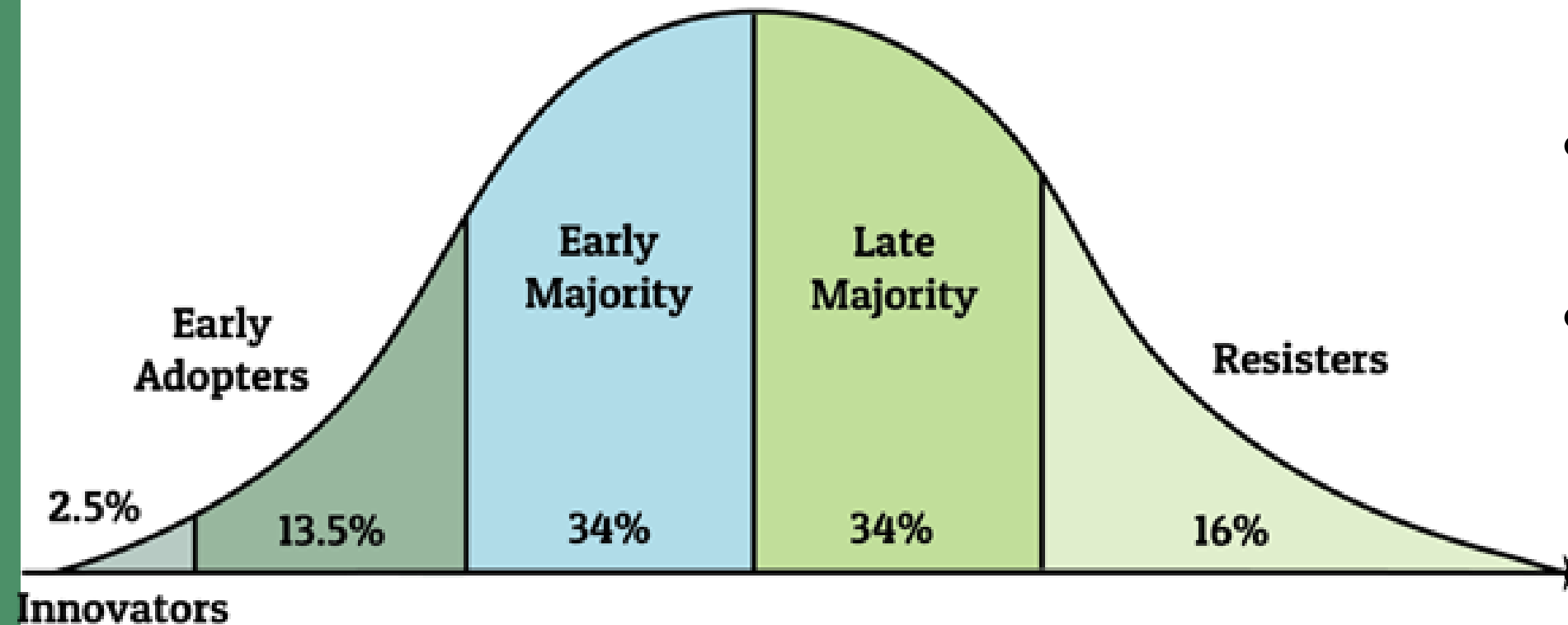
# DIFFUSION OF INNOVATIONS THEORY



- Dr. Everett Rogers (1931–2004) rural sociologist, led development of theory.
  - Theory is complex, with many aspects
- Grow More centers on the adoption curve
  - Describes how new ideas, practices, and technologies move through a population
  - Identifies different “types” of adopters based on their orientation toward change



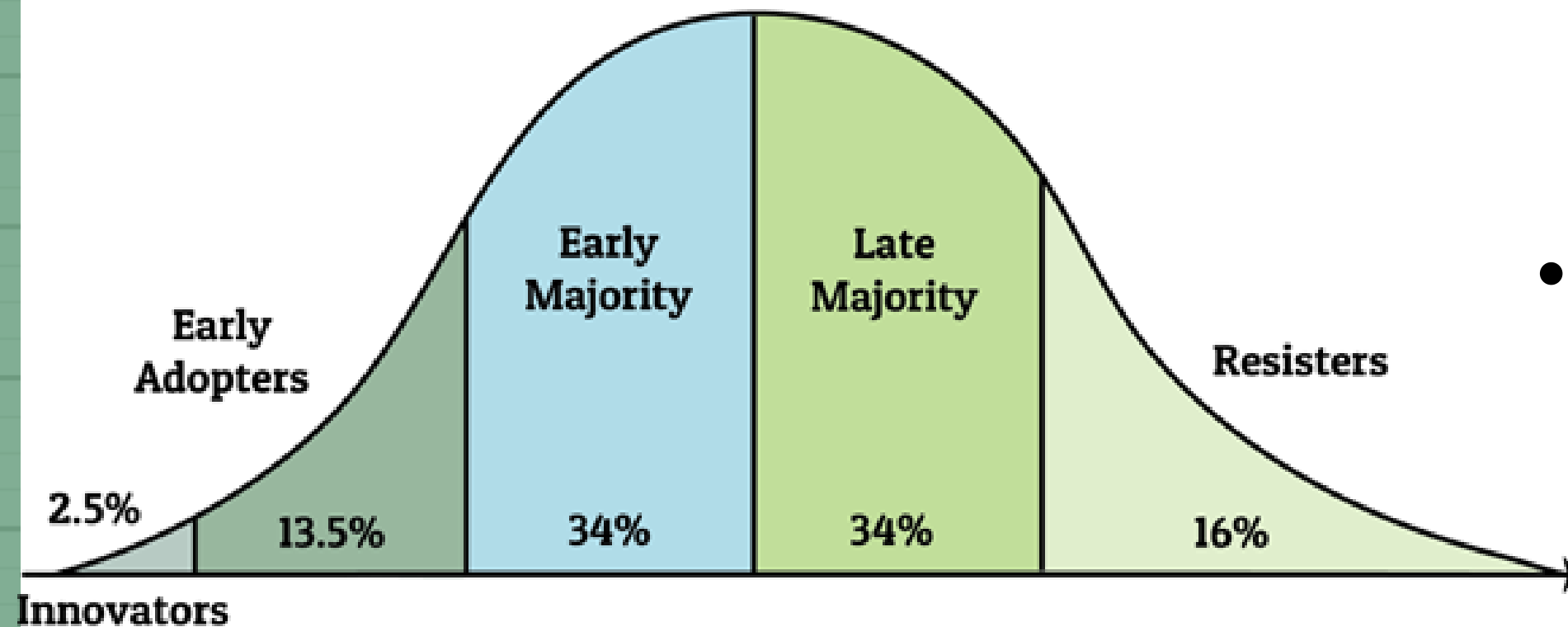
# DIFFUSION OF INNOVATIONS MODEL



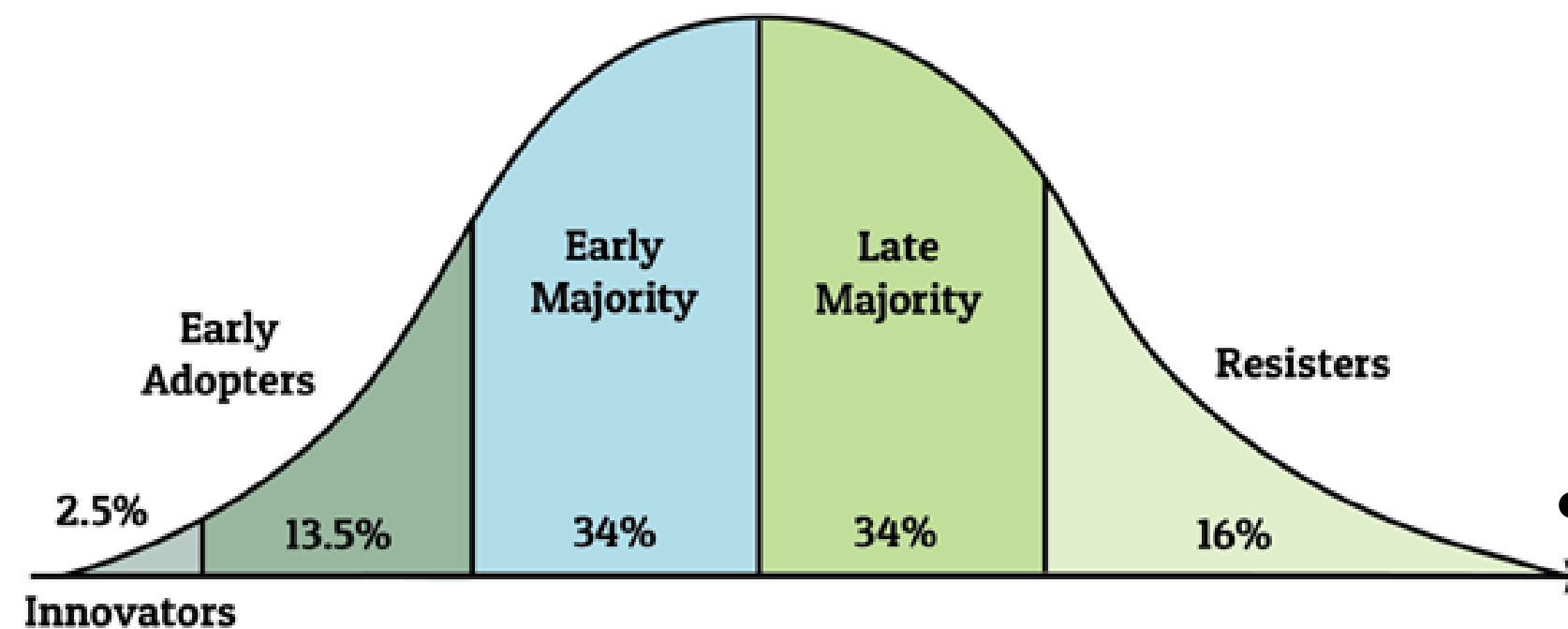
- **Innovators:** Risk takers, tinkerers/ experimenters, independent
- **Early Adopters:** Actively seek new practices, lower social conformity
- **Middle Adopters:** More risk averse, greater social conformity, need more social confirmation
- **Resisters:** Least likely to change or acknowledge the need to change

# CAVEATS!

- All models are wrong, but some are useful.
  - Not the only model to characterize differences → many other typologies exist
- Domain-specific
  - People can be different adopter “types” in different areas of their lives
  - Could be an early adopter of new gadgets, but a resister on social media



# CAVEATS!



- Should not be used to judge individuals or their choices.
  - There are legitimate reasons for some to be resistant.
  - Social position is important and contributes to status quo bias.
- Point of the model is to understand why people make decisions, not change the way they make decisions.



# HOW TO USE THE MODEL



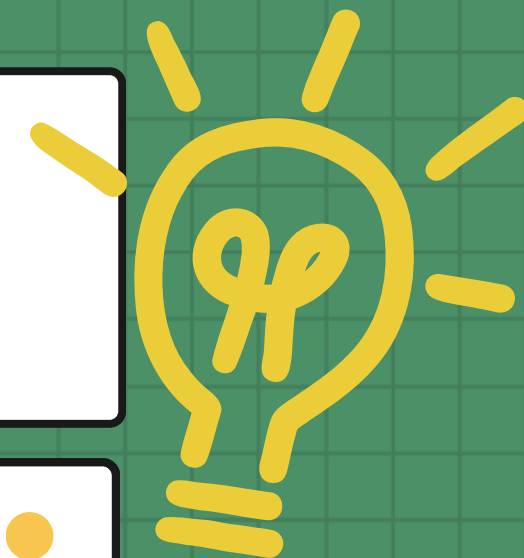
- **Pay attention to the way people talk about new practices or ideas**
  - Keys are risk aversion (“it’s too risky to change practices”, “I don’t have the right resources/soil/climate”) and social pressures (“that’s not the way we do things around here”, “landowners won’t like it”)
- **Identify key differences between Innovators/Early Adopters and Middle/Late Adopters**
  - This is the key distinction upon which the rest of the training focuses!





# MODULE 1B

## UNDERSTANDING THE ROLE OF SOCIAL NORMS



### Purpose

Go further into role of social influences, build an understanding of how to target outreach at middle adopters



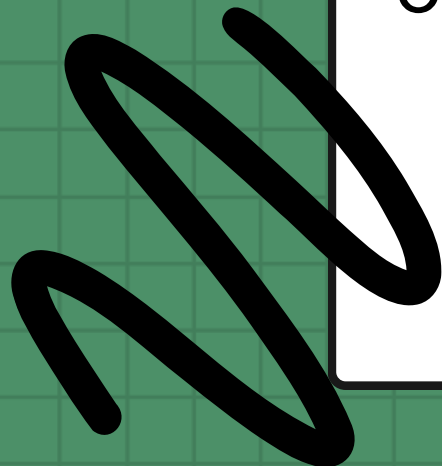
### Module Goal

Participants should have a greater understanding of the importance of changing outreach approaches to reach middle adopters



### Looking Forward

This module is the bridge between the social/behavioral science portion and the communications and tools modules coming up





# UNDERSTANDING THE ROLE OF SOCIAL NORMS

## CONTENT FOCUSED, BUILDS ON PAST MODULE

1 interactive exercise: Countering  
Skeptical Statements

Build on Diffusion  
of Innovations  
model by  
introducing  
Tipping Point  
concept



Lay out strategy for  
transitioning from  
reaching  
Innovators/Early  
Adopters to  
reaching Middle  
Adopters

Elaborate on  
social norms  
and culture as  
an important  
factor



# SOCIAL NORMS AND CULTURE



- Individual attitudes, knowledge, and perceptions are important
  - Humans are very social creatures, and have a strong desire to “fit in” with their in-group
  - Agriculture as “public performance profession”
    - What they do is on display to be judged by others
    - Visual aspects can be a key barrier for many practices, especially soil health
    - Cover crops, no-till can look “messy” compared to traditional practices
- 
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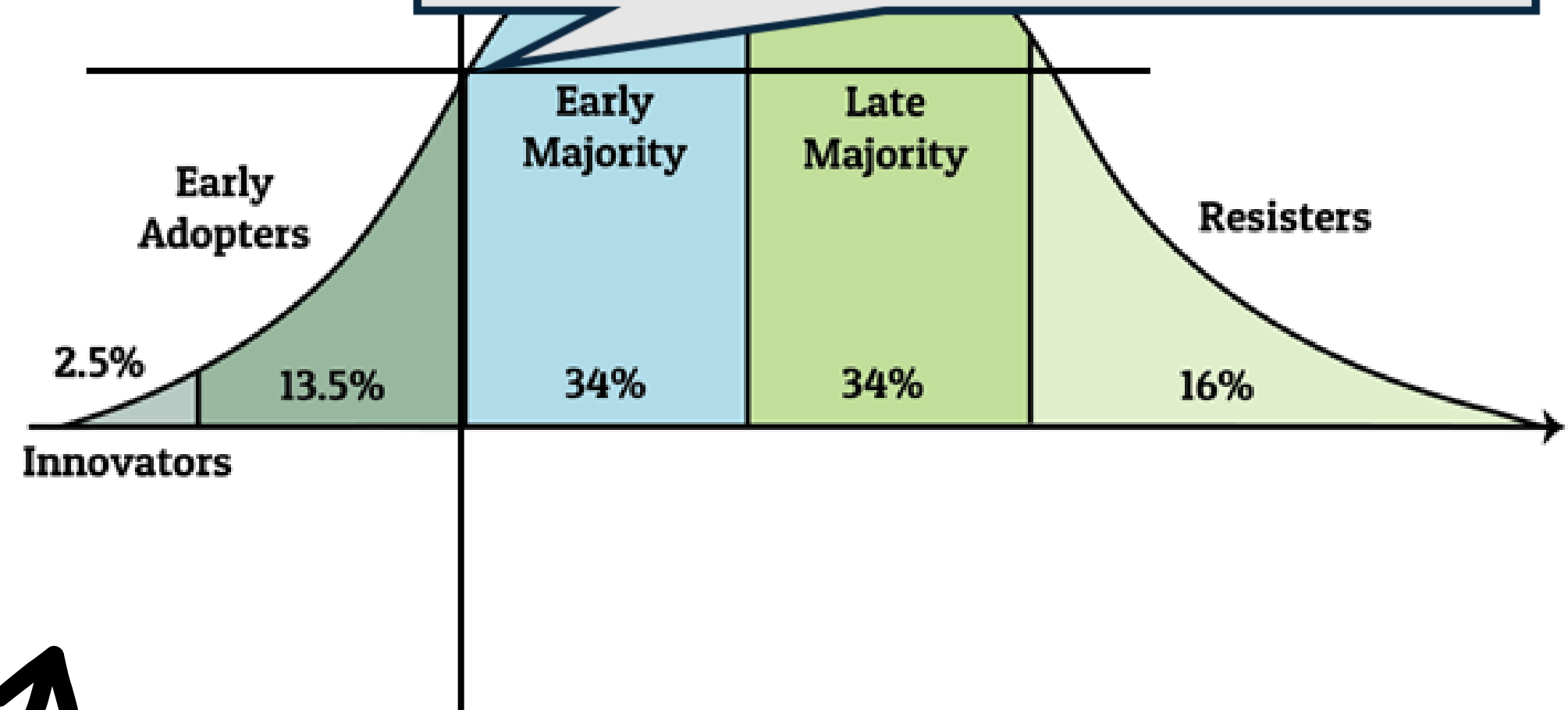
## TIPPING POINTS

Persuading Middle Adopters can be challenging when social conformity is a strong motivator

However, can also be a powerful tool, enter the Tipping Point concept

In many studies, 20–25% seems to be a powerful transition when a “new” practices becomes seen as common and therefore acceptable to Middle Adopters

**The Tipping Point:**  
After a practice becomes common enough to be seen as socially/culturally acceptable. Rapid adoption by the majority of the community is on the horizon.

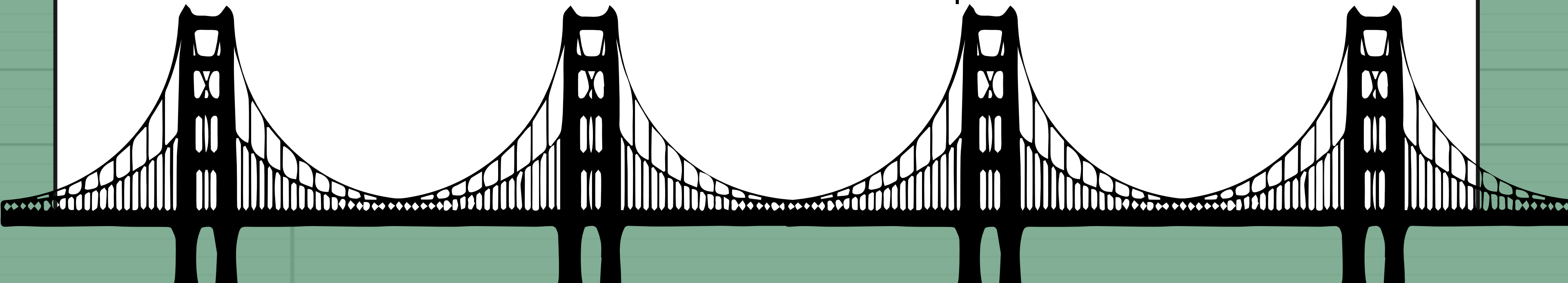




# TRANSITIONING TO MESSAGING



- Need to build a bridge between concepts and outreach
  - How do we leverage these ideas in practice?
  - Understanding mental models useful in finding common ground
- **Key point:** Need to shift outreach methods and communications to reach Middle Adopters



# PRACTICE

## Anticipating Questions



- **Diffusion of Innovations is a key pillar for the Grow More training**
  - Key is for participants to understand differences between major motivations and barriers of adopter types
  - Identifying Adopter Types exercise will make differences clearer, but need to anticipate questions
- **Practice: List 3 potential questions people might ask about the Diffusion of Innovations model, and how you would answer them**

**THANK  
YOU**

