Shaping Pro-Social Behaviors

Using Language Frames to Develop/Improve Inclusive Culture

Why Language?

Frames: "Mental Models," How we see the world, exposition of our sub/un-conscious

Frames and Language are Inexorably Connected

    Access to Frames is in Language

What are your Frames?

1) What does the picture show?

2) How does the picture make you feel?

Is the answer to #2 the same for everyone?

What are your Frames?

Would you?

APA, Oct. 2005

Some Research

When messages that are intended to change behavior are manipulated to be inclusive, there is significantly more compliance.

"Politeness" helps, but not as much as being socially inclusive.

People in 'choice' situations want to follow what others are doing.

"Community-based social marketing"

APA, 2005

"Join your fellow citizens in helping to save the environment."

"Please don't go off the established paths and trails in order to protect the Sequoias and natural vegetation in this park."

The Link of Language, Behavior, and Belief

The language that we use to add control to the world around us is just a glimpse into the underlying beliefs that we have.

One's beliefs impact behavior.

We can use language (how we prompt and respond) to re-shape beliefs and change behavior.

Social Norms

Social Norms

Social Norms communicate 'what we do here' and the language of social norms communicate how we 'feel' about it.

We can use the created language frames to address the underlying fears, frustrations, biases, and resistance.

The Problem of the Walkers in the Dining Room

Problem: Residents want to have access to their mobility aides but they crowd the dining area.

Solution: Park the 'vehicles' outside the room and give access as needed.

Verb Change: Take → Vallet

But still….

Lessons from School Settings

The Rule of 7

Varied Inputs

Vernacular Matters

Positively reinforce

Track the data

The bathroom gathering problem

We have three school wide expectations:

Be Safe, Be Respectful, Be Responsible

We have messaging around the campus that reinforces the three expectations and that addresses particular issues.

Bullying & Bystanders

One of the most effective ways to combat anti-social behavior, or bullying, is to increase the efficacy of bystanders.

Bystanders often do not know what you say, how to say it, and they are afraid that they might not be communicating social norms.

Empower the bystanders to communicate social norms.

Application to IL / AL Settings

Consider the problem area.

How does the current reality not meet your needs as a community?

What is the resistance to change (Beliefs and Behaviors)?

What messages will communicate your desired results to create new social norms?

How will you message?

How will you reinforce?

How will you monitor?

What is the problem?	How is the current situation not meeting your needs?	What is the resistance?	New messaging ideas:	How will we message?
IN IL, residents dont want to sit with other residents who dont hear/comprehend → isolation	Leads to isolation, exclusion, not inclusive, hurt feelings.	Beliefs: Impatient, intolerant, inconveneint, fear of own mortality Behaviors: Saying "dont want to sit", ignoring them at the table, anger, frustration, cranky	Hostess: Would you allow me to sit this person with you… Would you be so kind as to… To Residents: "Its not a marriage, its a meal."	Hostess - Training, reminding,

How will the new expectations be reinforced?	How will we monitor?

Other Problems

The problems faced in IL/ AL settings aren't all like the walkers…

What about when people are just being mean, excluding others, or using discriminatory or derogatory language?

    Reduce the 'bystander effect"

What is the problem?	How is the current situation not meeting your needs?	Why do bystanders not engage?	What do you want bystanders to say?	How will we message?
		Beliefs:		
		Behaviors:		

How will the new expectations be reinforced?	How will we monitor?

The Missing Piece to Many Changes

People need to be positively reinforced.

When the new language frame is used, or the desired action is completed, positively reinforce it so the actor does it again.

This needs to fit your target actor.

Failure to reinforce will lead to no significant change.

Reinforcement Ideas

When staff...:

When residents…:

Monitor, Evaluate, and Adjust

What could be tracked that is low-stress, high-yield?

> % of walkers parked?

> Staff using new language frames?

> Self-reports of use of new language frames?

Caveats

This doesn't discount the importance of the systems that are in place...messy systems will not be overcome by a change in language.

This requires something of the target group - but not consent.

It takes time.