GETTING A GRIP?

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THE IMPORTANCE OF **GETTING A GRIP**

- **GROUPS** not individuals
- **INCLUSIVENESS**
- **PRIORITISE** CHANGE over time

HOW IS THE MESSAGE PASSED?

- News media
- Commercial marketing, production
- Social networks
AND WHAT ABOUT THE END OF THE WORLD?

![Graph showing the severity of recent natural disasters as evidence of various factors.](chart)

Trust and openness are given within groups

THE IMPORTANCE OF **GETTING A GRIP**

**We need to focus on GROUPS not individuals**

- **INCLUSIVENESS**
- **PRIORITISE CHANGE over time**

WHAT IS THE PROBLEM?

- **Terrorists**
- **Political opponents of authority**
- **Passive constituents of political opponents**

 Authorities
WHAT IS THE PROBLEM?

- Greenies
- Fossil fuel
- Conscious fuel users
- All of us

WHAT IS THE PROBLEM?

- Bigots
- Worriers
- Enlightened
- Passive group members

THE IMPORTANCE OF **GETTING A GRIP**

WE NEED TO DEFINE

**OUR GROUP INCLUSIVELY**

AND THE PROBLEM NARROWLY

THE IMPORTANCE OF **GETTING A GRIP**

- GROUPS
- INCLUSIVENESS
- PRIORITISE CHANGE over time
**ENGLISH ACTION**

- Smith et al., Journal of Environmental Psychology, 2012
- 3 studies in Australia, China, UK

**HEALTHY EATING**

- Staunton et al. (2014), Journal of Applied Social Psychology

**Thinking about conflicting norms, people with strong favourable attitudes are energised**

But target audience = paralysed, demotivated

Similar pattern in 3 studies
IS IT POSSIBLE THAT WE DESIGN CAMPAIGNS THAT MOTIVATE OURSELVES AND DEMOTIVATE TARGETS?

GETTING A GRIP ON DIFFICULT PROBLEMS MEANS:

- GROUPS
- INCLUSIVENESS
- PRIORITIZE CHANGE

- Giving a message from people in the target group about positive change
- Passing the message across a chain of trust
- Or: a contest for power?
THANK YOU – AND GET A GRIP!

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