Intersection of Cause Involvement and Behavior Change

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About the Study

Objective
Showcase the online and offline dimensions of cause involvement and their influence on behavior change.

Methodology
Online survey conducted among a national sample of 2,000 American adults, ages 18+

Behavior Change

Remove barriers to action
Increase Self-Efficacy
Perceived benefits and costs
Cues to action
Attitudes and Beliefs
Study Findings

- 52% of Americans affirm to have changed their behavior because of their involvement with a cause.
- Women (55%) and Gen X (58%)
Study Findings

Top 5 Behavior Changes

- 48% Voted
- 40% Changed recycling habits
- 34% More energy efficient
- 31% Became a volunteer
- 25% More tolerant of differing opinions

Study Findings

- Changed recycling habits
- Became more energy efficient
- Went to see a doctor or medical professional
- Changed the way I behave to others
Why cause involvement can influence behavior

Hypothesis 1

**Cause Involvement**

- Greater exposure to messages
- Increased awareness
- Increased self-efficacy

**Behavior Change**
Hypothesis 2

- Internal Consistency
  - E.g.: Recycling at home
- External
  - E.g.: Signing a petition to implement recycling systems at local schools

How are Americans engaging with causes?
Study Findings

- **Women** (49%)
- **African Americans** (53%)
- **Hispanics** (52%)

Study Findings

**Top 5 Cause Topics**
(Very/Somewhat involved)

- **Supporting our troops** (39%)
- **Feeding the hungry** (39%)
- **Breast cancer** (32%)
- **Heart disease and heart health** (29%)
- **Diabetes** (27%)
Study Findings

“Television & print media, personal relationships, and websites are still important conduits for learning about causes.”

Study Findings

First involved & Most often involved

- Donating
- Talking
- Volunteering
- Signing Petition
- Learning
Study Findings

Promotional social media activities are not the first or the most often line of engagement with causes and social issues.

Only 15% of Americans get most often involved with a cause through promotional social media activities.

Study Findings

Social media has tremendous potential to broaden engagement
Study Findings

☑️ 1 in 4 turn to social media to learn and talk about causes.

☑️ More than half of Americans feel that social networking sites allow people to support causes more easily.

☑️ 40% believe they can get the word out about a social issue through social networking sites.

Study Findings

Q: Does involvement with causes through promotional social media activities limit other means of cause engagement?

A: NO!
Study Findings

This group:

- Is as likely to donate money
- Is twice as likely to volunteer and to take part in events and walks
- Participates in a significantly higher number of different activities

...than Americans who are not involved with causes through promotional social media activities

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Study Findings

“Personal relevance drives engagement and social media can provide new and different venues for peer-to-peer communication and connection.”
Implications

**Opportunity** for organizations and practitioners to **deepen** the connection between a **cause** and its **supporters** and foster **behavior change**

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Implications

**Social media** needs to be used **strategically** so as not to become a **driver of cause fatigue**.

Almost half of Americans believe:

- Everybody "likes" causes on Facebook, and it doesn't really **mean anything**
- They get too many **emails** and messages about **causes** now
Implications

Integrate multiple strategies

- Change the “online versus offline” mindset
- Give people a wide variety of opportunities to become engaged in your cause

Amply Reach

Motivating supporters to promote their engagement, on- and off-line, can help amplify reach.
Implications

Behavior Change

Individuals expressing their commitment with a cause or desired behavior can foster behavior change:

**Individual**
- Continue engaged
- Peer recognition (short-term benefit)

**Society**
- Influence peers
- New Social norms

Implications

Behavior Change

One time behavior change vs. Continue behavior change
Strategies to motivate behavior change through cause involvement

1. Provide multiple touch points for support expression
2. Motivate story sharing
3. Reinforce a sense of community
4. Empower supporters
5. Foster an emotional connection

Nearly 6 in 10 Americans would display their support for a cause
Provide multiple touch points for support expression
1 Provide multiple touch points for support expression

A true social marketer inspires their audiences to become a hero in their story.
Prof. Gerard Hastings
2 Motivate story sharing

STORIES FROM THE HEART

NORMA'S STORY
Age: 55
I have never been diagnosed with heart disease. My mother was diagnosed with heart disease, and her family tells me it's hereditary. However, I never thought about taking care of myself or my heart until now. I want to be more in control of my health and make healthier choices.

SHANON'S STORY
Age: 35
I was three months pregnant with my second child when I started having a feeling like I was going to pass out. My husband took me to the hospital, where I was admitted and kept monitoring the baby's heartbeat. My baby was born healthy, but I had a heart attack. I was diagnosed with congenital heart disease, which is a condition that requires ongoing management. I continue to live a healthy lifestyle, and I feel grateful to be here with my family.

CHRISTEN & MARIA'S STORY
Age: 20 & 38
Christen:
I don't have any risk factors for heart disease other than a family history. Watching my mom deal with heart disease taught me to be mindful of what I put into my body. I want to be as healthy as I can, and I think the heart is the most important organ in my life.

Maria:
While I was pregnant with my first child, I started having complications with my pregnancy. Unfortunately, my OB/GYN was unable to deliver our first son because of heart disease. When I went back to the hospital and saw another doctor, I was able to finally be diagnosed with what I had been experiencing.

Your Stories

Adopt an Animal
Adopt a pet from a local shelter.

"I Fought Cruelty!"
Animal lovers share their stories of how they prevented animal abuse.

Share This

32 shares
22 tweets

Pet Naming Ideas
Do you have a dog you'd like to name?

For the Pet

Pet Scan Market
Scan stories of heartwarming pet rescues.

Success Stories
From puppy mills to forever homes.
2 Motivate story sharing

Almost two thirds of Americans believe supporting causes makes them feel like they are part of a community.
Reinforce sense of community

Top Ways to Support National Wear Red Day

Around Town
At Work
In the Media
Resources

Reinforce sense of community

queens
of keeping it real

Ambassadors

LisaRaye

Our Community Needs Your Support!

LisaRaye

Take the quiz
meet the queens

Komen Cure

CIRCLE RECOGNITION

CIRCLE RECOGNITION

Top Ways to Support National Wear Red Day

20
Strategies

4 Empower supporters

Invite and empower cause supporters to be agents of change and co-creators.

Collaboration is everything.
4 Empower supporters

[Image of a film festival]

[Image of a website promoting special projects]

4 Empower supporters

[Image of a website promoting special projects]

[Image of a film festival]
Strategies

5 Foster an emotional connection

Branding strategies can cultivate an emotional connection

Supporting a cause = self-identity + self-expression

5 Foster an emotional connection

I was a 57 year old Dancing teacher when I collapsed during a Christmas performance. I was rushed to the hospital for an emergency procedure to repair the damage to my artery and I had to be availed to Washington hospital Center in Washington, D.C. I had 98% blockage and received two stents. My dancers and teachers have choreographed a competitive dance routine (in my honor) entitled 'The Red Dress', which of course, they all wear lovely red dresses and the song is narrated by the symptoms of a heart attack. It won regional and national high scores for this meaningful routine. I will be ordering the pins for each of our dancers to wear on their costumes. I am touched by their love and support for heart disease and all I went through.

I lost my mom to heart disease several years ago, so when I first saw these pins I bought one for myself and all the women at the school where I worked. It was a great way to remember mom and create greater awareness of this #1 killer of women! Now that I am at a new school I am buying a bunch for the new gals in our office! The more we can tell people about heart disease and women the better all our lives would be! I know I sure would love to have had my mom for more years and am sure others would too!
Foster an emotional connection

REBELLION IS NOT A BAD WORD

Foster an emotional connection

NOT FOR THE ADULT MIND

Truth is hard for someone over the age of 30 to understand. The adult world is drastically different. The world today is different. If adults don’t get what we’re saying and how we choose to say it, then it probably okay.
Looking Forward

COMING SOON

✅ Publications
✅ Other Conferences
✅ Event

Thank you!

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