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Introducing the ISM Tool

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- Consultant, facilitator & educator
- Social change for sustainability
- Knowledge & Skills; Systems & Culture

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Context

- ISM – Individual, Social and Material
- Developed by Andrew Darnton for The Scottish Government
- SG workshop for staff & partners

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What is ISM?

- Tool for influencing behaviours in support of policy
- Aims to provide a practical tool
- Tries to integrate several approaches

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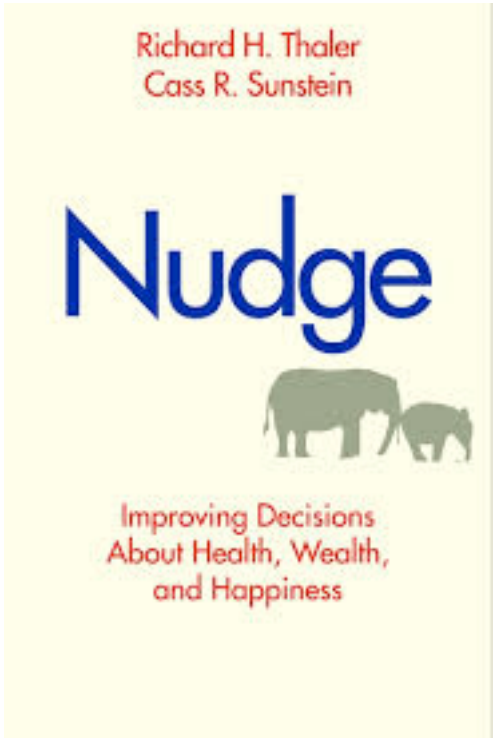
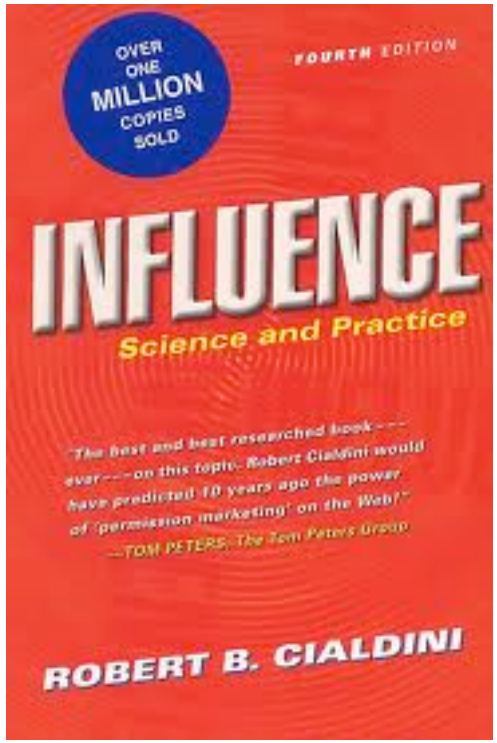
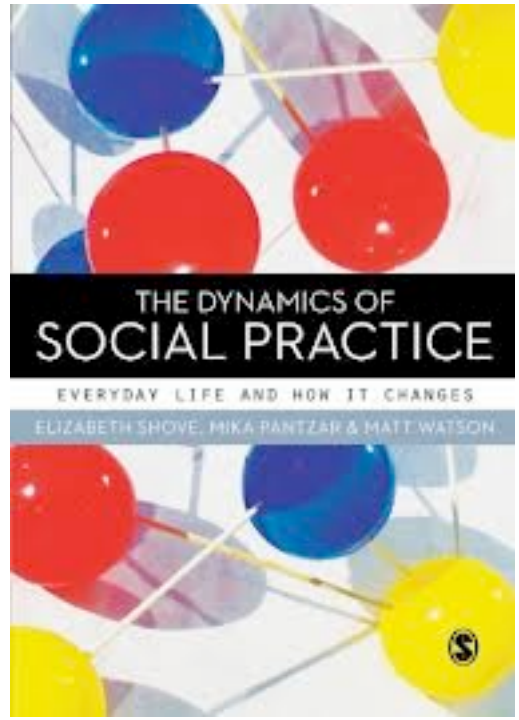
Behavioural Theory







behavioural economics

social psychology

sociology

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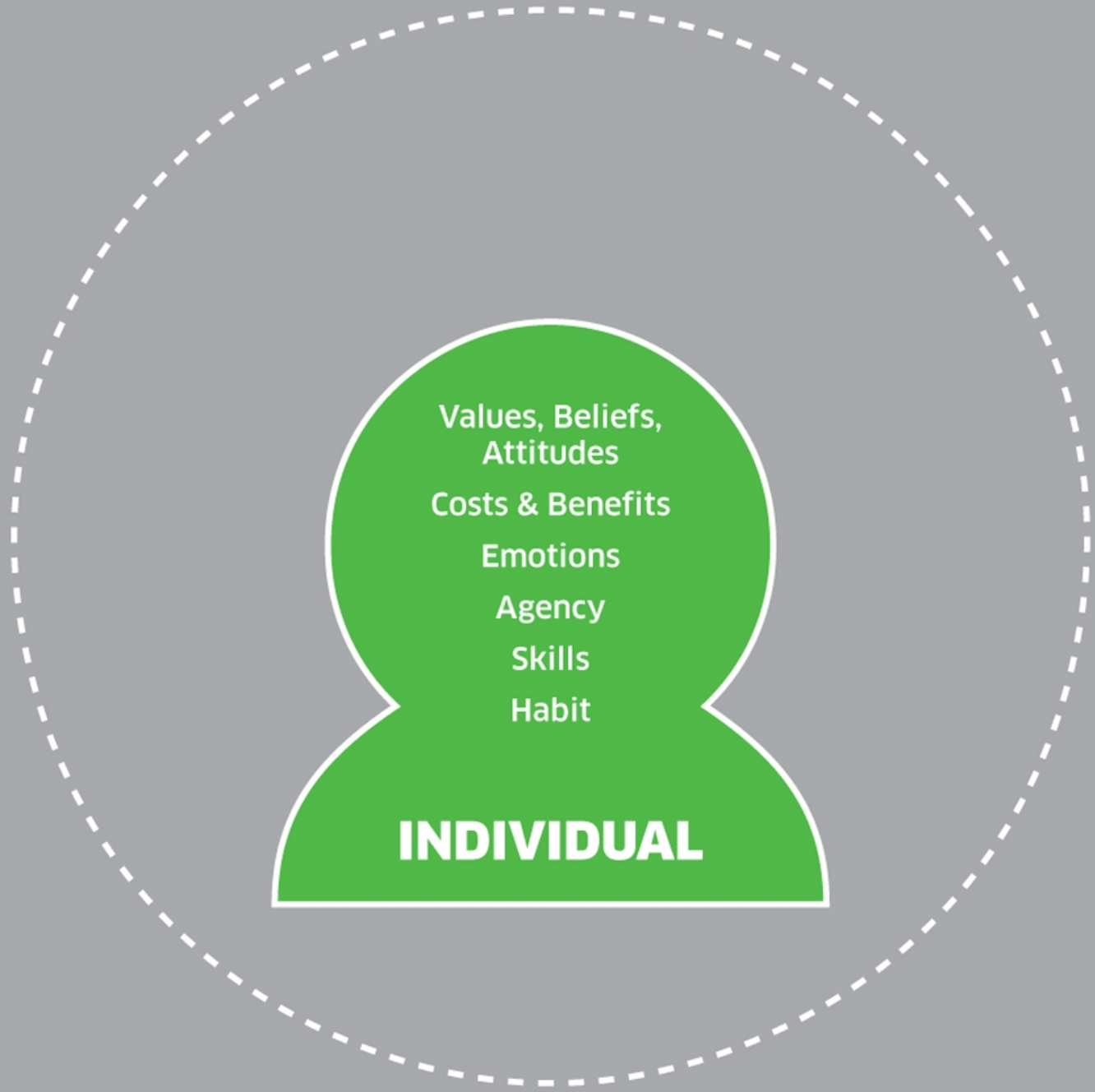
Individual Context: Factors held by individual that affect choices & behaviours

Social Context: Factors beyond the individual in social realm that shape behaviours

Material Context: Factors in wider world that constrain & shape behaviour



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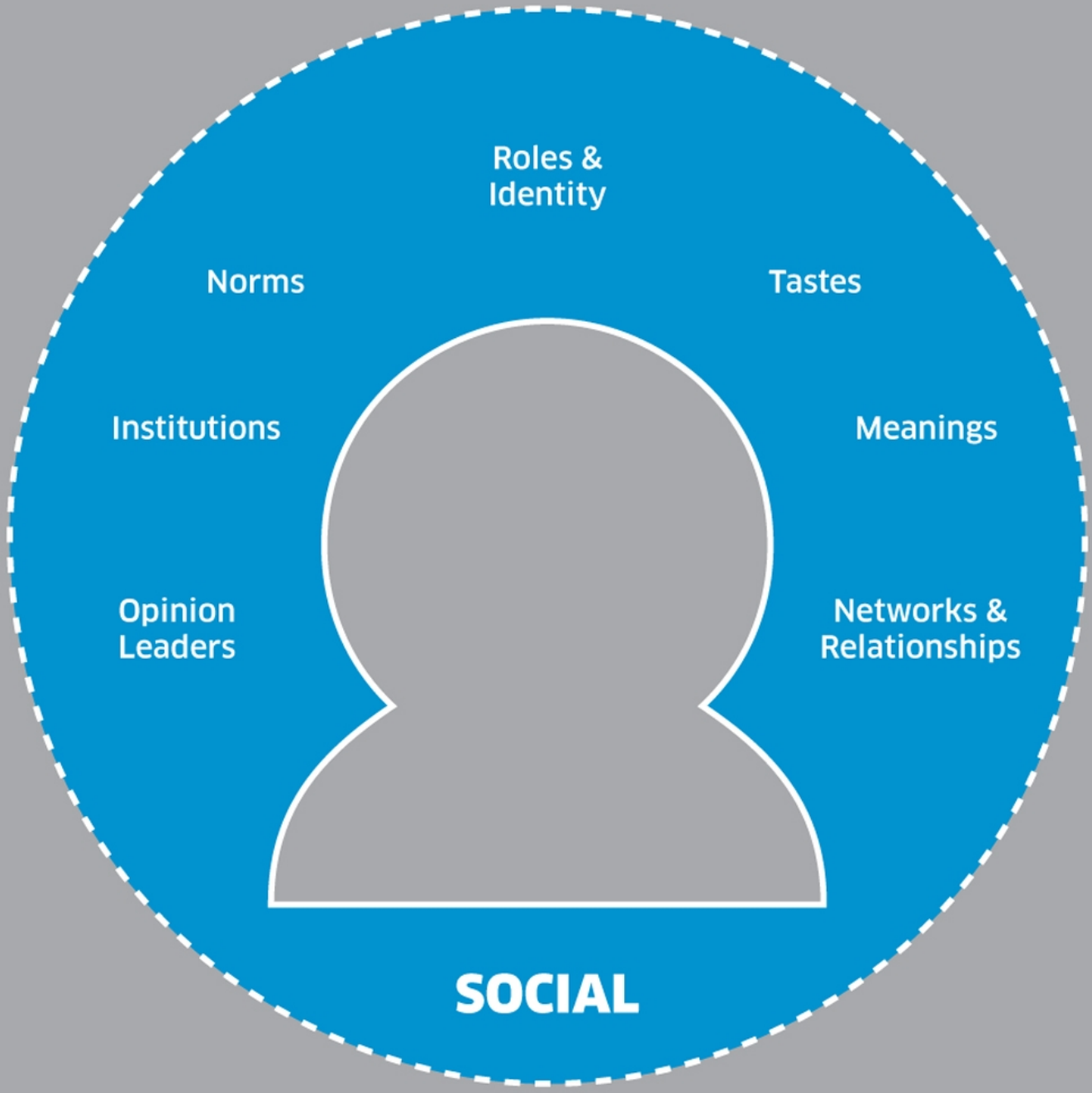

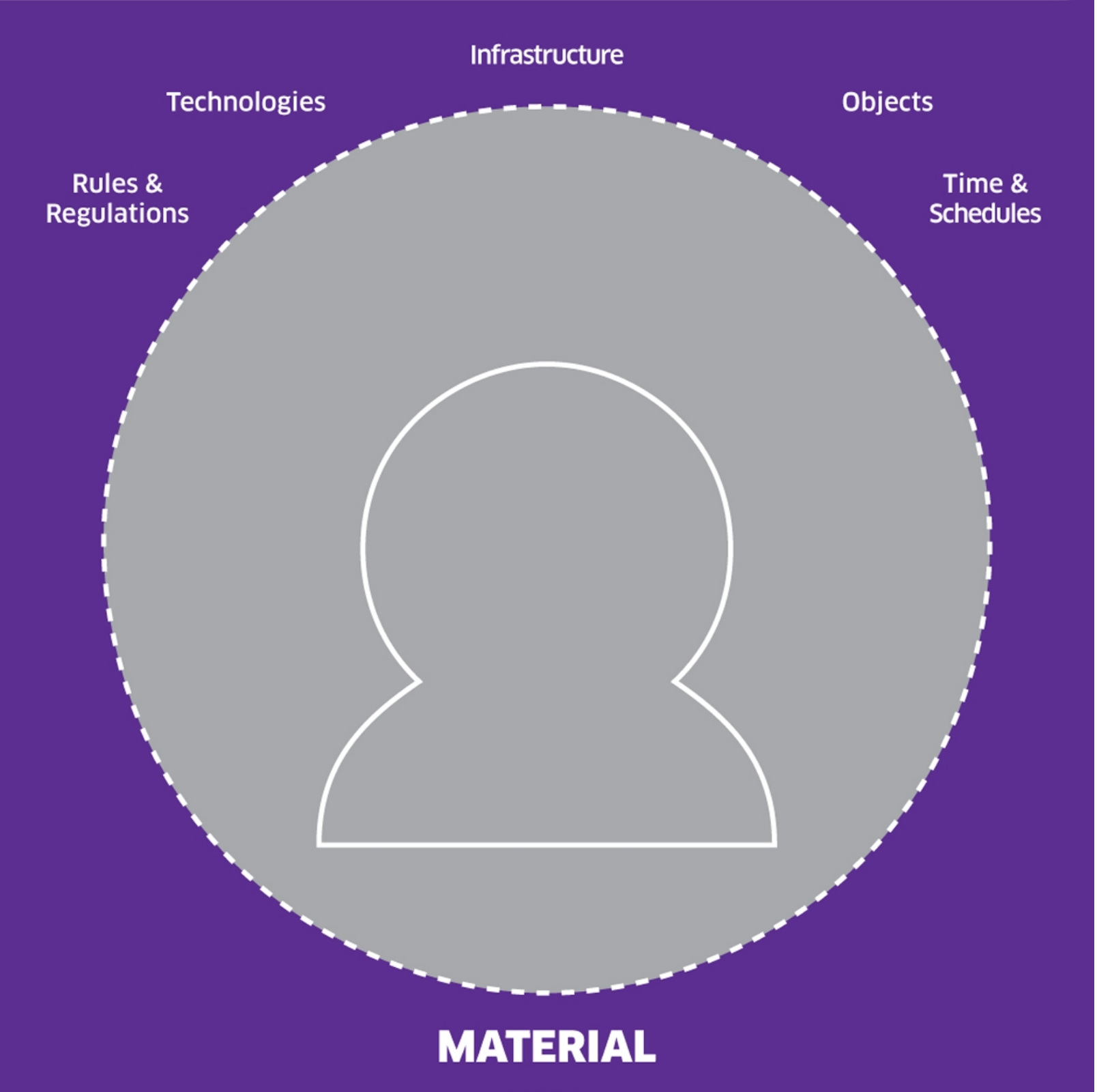

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Case study: Tackling mobile phone use while driving

Individual:

- Costs & Benefits: Show that it's not worth the risk by publicising prominent cases in which people have been caught and prosecuted for mobile phone driving, including the loss of their licence.
- Habits: Encourage people to plan their communications before they travel, in the same way they might go to the toilet before they set out, or provide visual reminders (e.g. Road Safety Scotland previously developed mobile phone shaped in car air fresheners as a visual reminder of the risks and penalties involved).

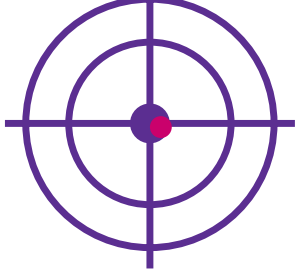
Social:

- Norms: Work to reshape social norms by making mobile phone use while driving socially unacceptable. This might include giving messages about only making calls when it is safe to do so; or empowering people to end calls when they suspect the person at the other end is driving.
- Meanings: Weakening the idea of the car as 'personal space' could lead to people being more ready to change their established in car behaviours in line with social pressures and rational risk based arguments. This could have dividends for other policies (e.g. smoke-free places).

Material:

- Time & Schedules: Encourage drivers to schedule mobile phone calls as part of rest breaks (e.g. with adverts in service stations); or work with courier companies, taxi firms and others employing drivers to introduce systems and itineraries that mean they don't need to make calls while on the move.

Using ISM



1. TARGET BEHAVIOUR

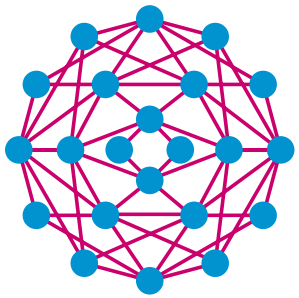
Specify in advance which behaviour you are targeting.

2. GOOD MIX OF PEOPLE

Invite a diverse group, with depth and breadth of understanding.

3. INTRODUCE ISM TOOL

Introduce or recap ISM tool, depending on prior knowledge.



4. EXISTING CONTEXT

Briefly outline the existing policy and practice context.

5. ISM BEHAVIOUR MAPPING

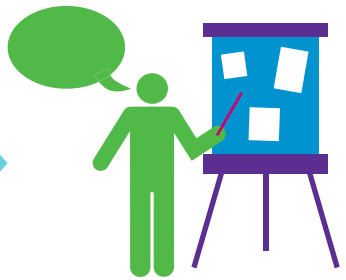
Start mapping the target behaviour using the ISM tool.

6. COVER ALL ISM FACTORS

Check each relevant factor has been covered.

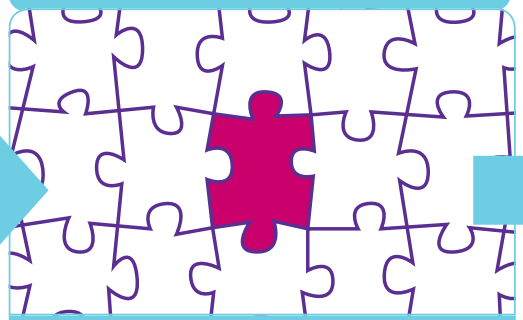
7. IMMEDIATE OBSERVATIONS

Stand back – note priority factors, key insights and initial ideas.



8. POLICY MAPPING

Chart existing policies and interventions against ISM.



9. IDENTIFY GAPS & IDEAS

Generate ideas where ISM factors are not addressed by existing work.

10. TAKE ACTION

Develop a coherent package of interventions spanning I, S & M.

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Target behaviour:

Use of ISM model in HEIs & FEIs

- Individual Factors?
- Social Factors?
- Material Factors?

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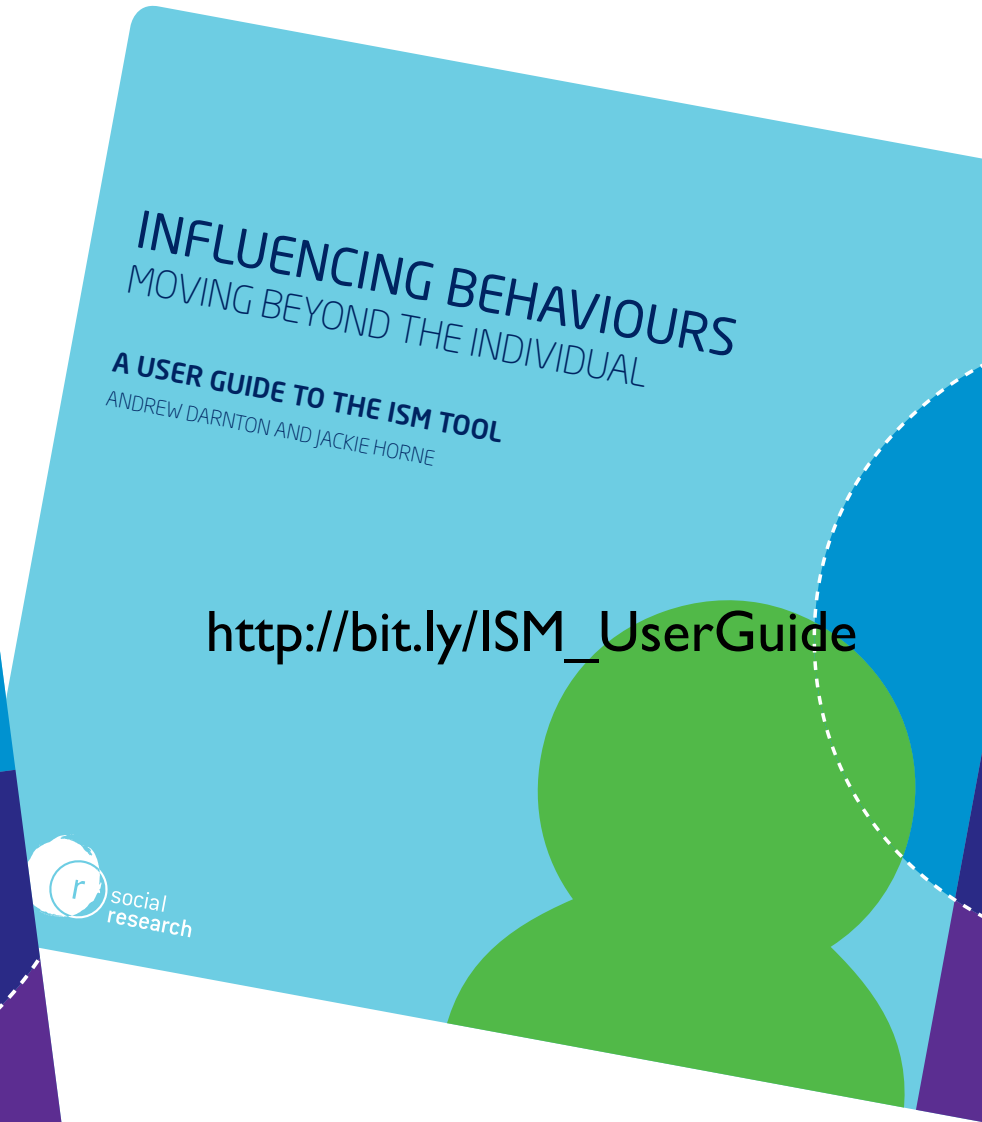

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