

Abbreviations

L: Lecture	T: Tutorial	P: Laboratory	S: Studio	CH: Contact Hours	CR: Credit
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Course number: DDMD-520	L	T	P	S	CH	Credits
Course Name: Design for Social Behaviour Change	2	0	0	1	3	3

Course Objectives

- To introduce students to the complex multi-faceted nature of socio-economic challenges in the domains of public health and gender and to establish the need for innovation and cross-disciplinary action to address such challenges.
- To introduce students to design methods and various theoretical models of social behaviour change
- To train students to apply research and design techniques to study complex social behaviours and conceptualise interventions for social behaviour change and strengthening delivery of public services.

Course Outcomes/ Learnings

- Students will learn about the complexities of chronic social issues in the space of public health and gender
- Students will learn about various behaviour change theories and design methods and learn to appropriately combine both to address context specific socio-behavioural challenges.
- Students will be trained to frame design research projects to study social behaviour and service (health and social protection) delivery systems within a specific context and conceptualise interventions for behaviour change and to strengthen delivery of services

Syllabus

1. Intervention areas for behaviour change within the framework of Sustainable Development Goals (SDGs)

- Introduction to SDGs and social, economic and environmental issues of today with focus of India
- Introduction to concepts of caste, class and gender and how their interplay impacts human rights. Lectures will focus on the following areas to show how complex social issues and gender normative practices exist at the intersection of caste, class and gender.
 - Equality and equity
 - Health
 - Livelihood
- Introduction to anthropogenic environmental issues and the impact of climate change on ecology and human wellbeing in India.

2. The public health system and gender inclusion/empowerment programs in India

- The role of public health systems and gender inclusion programs in achieving SDGs
- Introduction to India's Public Health System; its structure and functions.
- Goals, plans and achievements of the National Health Mission (NHM) and National Rural Livelihood Mission (NRLM).
- National surveys and indicators of health and gender equality.
- India's current global status in health, livelihood and gender equality and challenges in the foreseeable future.

3. Understanding social psychology and social behaviour change theories

- Basic elements of behaviour change
 - Barriers
 - Enablers/nudges
 - Levers

- Norms
- Understanding decision making processes
 - Choice architecture
 - Mental Models
 - Heuristics
- Impact of socio-economic and environmental factors on social psychology and social behaviour and how they shape beliefs, norms and mental models.
- The importance of theoretical models for behaviour change. Introduction to various theoretical models such as
 - The Health Belief Model
 - Theory of Planned Behaviour
 - The Trans-theoretical Model/Stages of Change
 - Social Cognitive Theory
 - The Social Ecological Model
 - Social Norms Theory
 - Diffusion of Innovation Theory
 - Theory of Gender and Power
 - Feminist Political Ecology
- Applied behaviour science frameworks in design for behaviour change
 - CAR
 - HOOK
 - EAST
 - COM-B
 - KAP
 - BG Frogg Model

4. Design methods and their application for behaviour change

- Introduction to design methods;
 - Design Thinking
 - Systems Thinking
 - Human Centred Design
- Case studies of applying the above mentioned approaches in social behavioural change projects for last mile delivery of public health and social protection services. Case studies will showcase how each project stage such as research, analysis and design with applied design methods.

5. Conducting design research and behaviour change design

- Basics of non-clinical human subject research
 - Understanding concepts of power, empathy and bias in research.
 - Ethics of social research and design
- Research methods
 - Qualitative methods
 - Quantitative methods
 - Mixed methods
- Stages of design research; problem definition, articulating research questions, building research tools, generating evidence, selection of appropriate behaviour change theory, data analysis (focus on analysing semi-structured/unstructured data), building design principles and design hypothesis,, concept development, codesign, user testing, iterative prototyping
- Using health outcomes/ social indicators for research and evaluation of change in areas of health and gender
- Introduction to the “Theory of Change” framework and its application in project design
- Project: Framing a design-led research project from problem to concept intervention

Text Books

- Gainforth H, Brown J, West R, Campbell R, Michie S, *ABC of Behaviour Change Theories*, Silverback Publishing, London, 2014
- Wendel S, *Designing for Behavior Change: Applying Psychology and Behavioral Economics*, O'Reilly Media, Inc., Sebastopol, 2020

Reference books

- Hagger M.S, Cameron L.D, Hamilton K, Hankonen N, Lintunen T (Ed.), *The Handbook of Behavior Change*, Cambridge University Press, Cambridge, 2020
- Bucher A, *Engaged: Designing for Behavior Change*, Rosenfeld Media, New York, 2020
- Thaler R.H, Sunstein C.R, *Nudge; Improving Decisions About Health, Wealth, and Happiness*, Yale University Press New Haven & London, 2008
- Ariely D, *Predictably Irrational; The Hidden Forces that Shape our Decisions*, HarperCollins Publishers, London, 2008
- Cihon T.M, Mattaini M.A (Ed.), *Behavior Science Perspectives on Culture and Community*, Springer International Publishing, Cham, 2020

Case Studies

- Challenges in service delivery due to variation in health and gender normative behaviour with social identity across India
- Application of theoretical models and design methods for social behaviour change.

Approach

- Class lectures and discussions on socio-behavioural problems, theoretical models of behaviour change, design methods and research methods.
- Visual presentation of processes and techniques used in design research and service design
- Group research project to frame and execute a design-led research project

Evaluation Criteria

- Understanding of the subject; grasp of social issues, theoretical models, design methods,
- Degree of empathy and capacity to acknowledge bias expressed in class discussions and in carrying out research assignments
- Participation in class discussions
- Quality of creating and presenting individual assignment
- Proactiveness and teamwork in group assignments