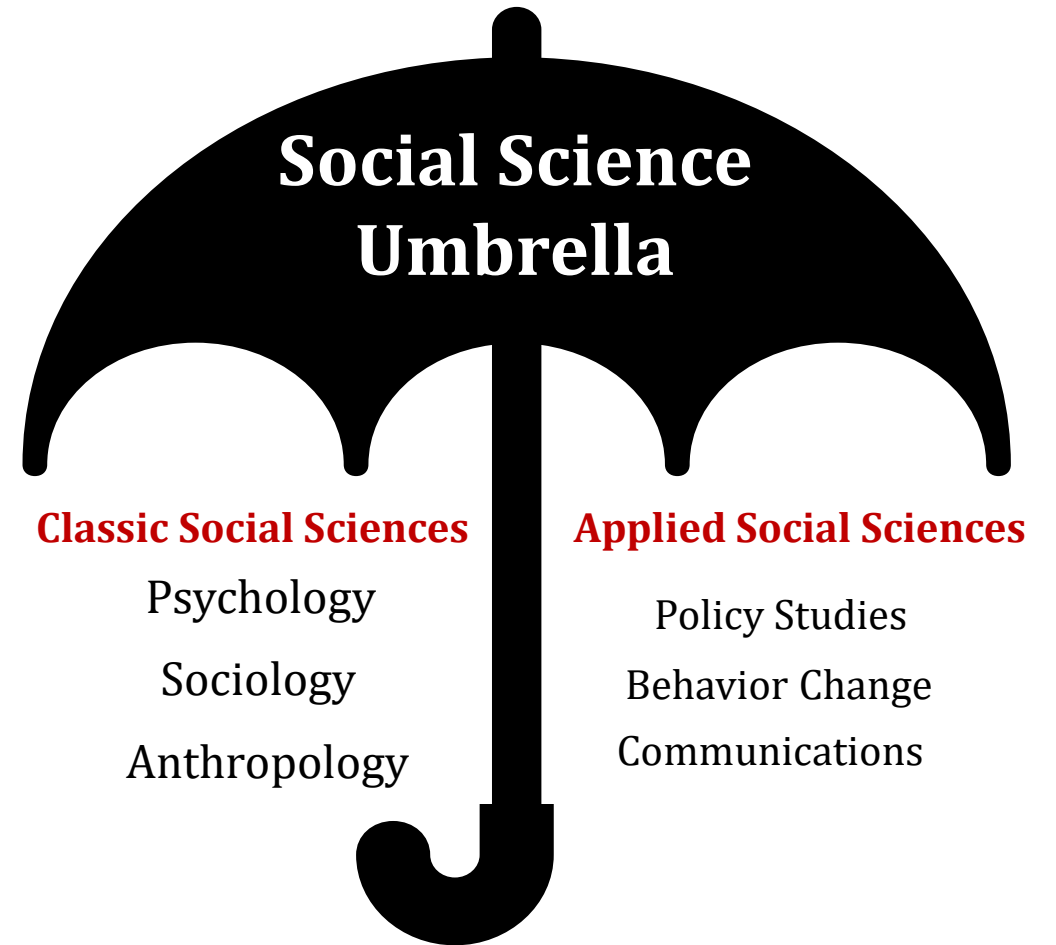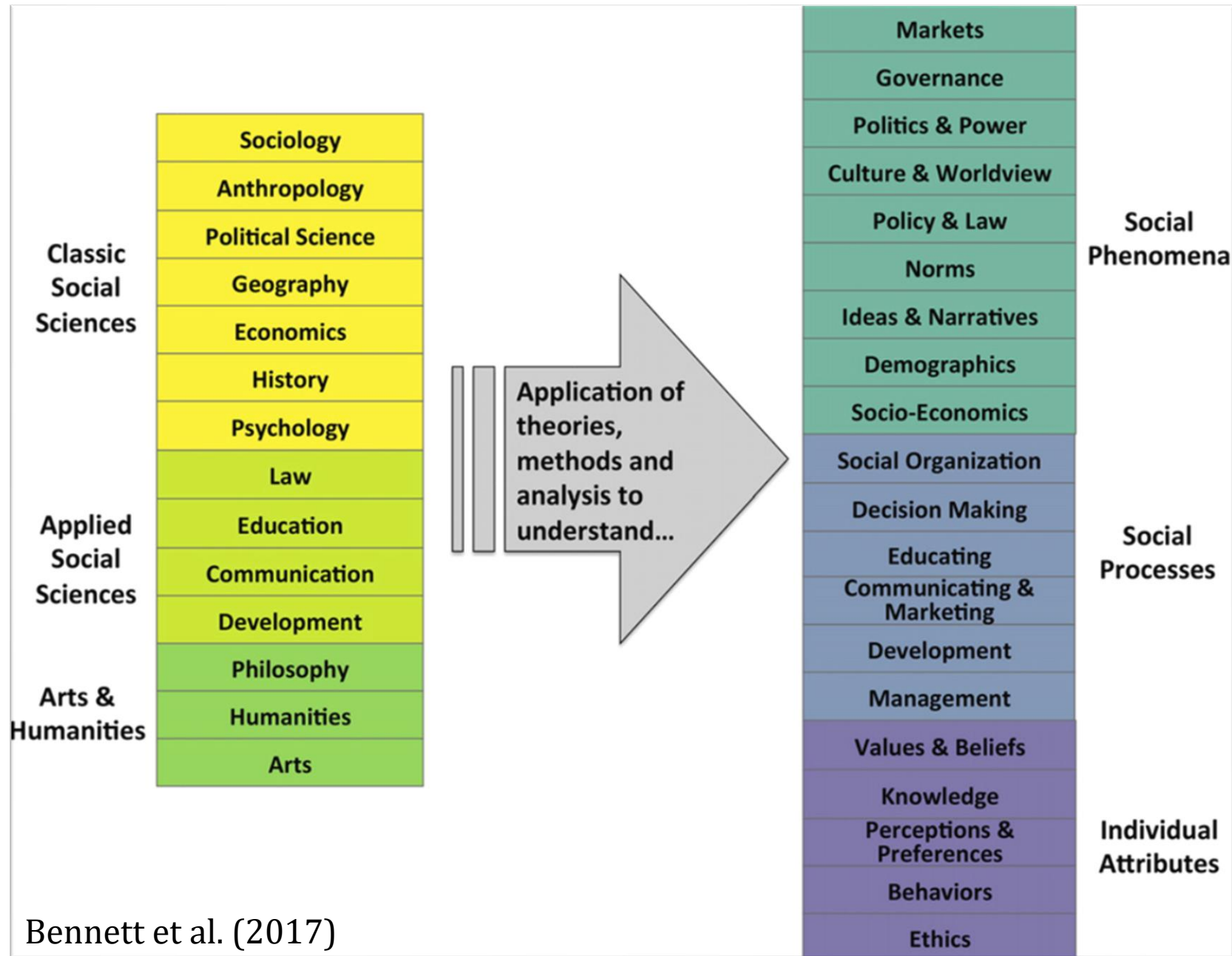*Claude Monet 1904*

What is Social Science?
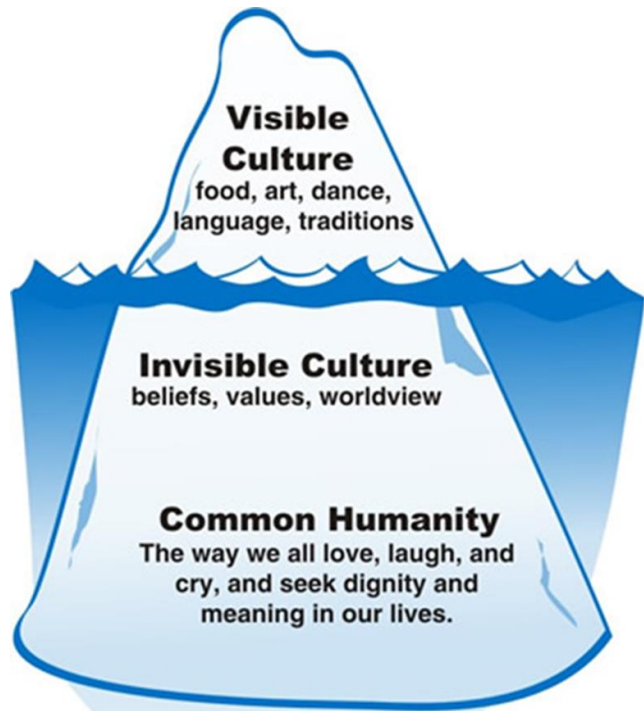
Any branch of academic study or science that deals with <u>human behavior</u> in its social and cultural aspects.

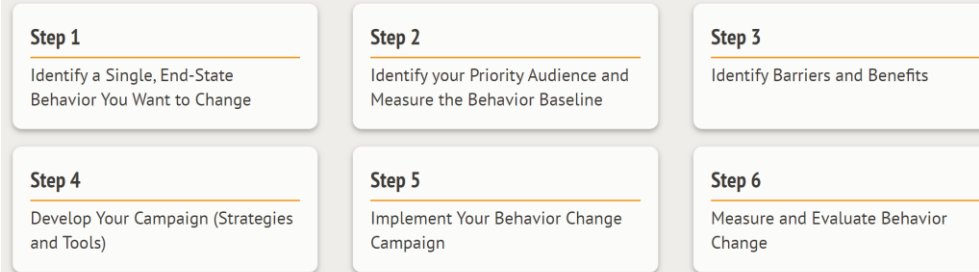## Social Science Umbrella

Classic Social Sciences

Psychology

Sociology

Anthropology

Applied Social Sciences

Policy Studies

Behavior Change

Communications

Bennett et al. (2017)

Examples In Practice

Models

Visible Culture
food, art, dance, language, traditions

Invisible Culture
beliefs, values, worldview

Common Humanity
The way we all love, laugh, and cry, and seek dignity and meaning in our lives.

Schein, E. H. (1996)

Methodologies

A Step-by-Step Guide to Planning & Implementing a Behavior Change Campaign

Step 1
Identify a Single, End-State Behavior You Want to Change

Step 2
Identify your Priority Audience and Measure the Behavior Baseline

Step 3
Identify Barriers and Benefits

Step 4
Develop Your Campaign (Strategies and Tools)

Step 5
Implement Your Behavior Change Campaign

Step 6
Measure and Evaluate Behavior Change

https://www.chesapeakebehaviorchange.org/

Approaches

Showing 10 of 23 campaigns

Blue Water Baltimore Rainwater Harvesting Behavior Change Implementation
📅 May 28, 2021   👤 In Development
LOCATION — Baltimore, MD
BEHAVIOR — Rain barrel installation and use
TARGET AUDIENCE — Waterfront/riparian landowners, Rowhome/town home/condo owners/renters, Detached single family homeowners/renters
View campaign

Clean Lawn Care for Clean Water: A Collaborative Approach
📅 July 23, 2021   ✓ Completed
LOCATION — Anne Arundel, MD
BEHAVIOR — Reduce fertilizer use
TARGET AUDIENCE — Detached single family homeowners/renters, Businesses
View campaign

Frameworks

Fig. 6.1. IAP2 Spectrum for participation, which helps define the public's role in any public participation process. (Source: Adapted from ©IAP2 International Federation 2014. All rights reserved)

Source: IAP2

Reports

176 Technical Climate Workgroup Members

30 Workgroup Meetings

2 Racial Equity and Social Justice Workshops

130 Community Conversations with Resilience Ambassadors

ORGANIZATIONS PARTICIPATING IN THE *CLIMATE PLANNING* PROCESS:

22 Environmental Conservation and Climate Groups

20 Business

9 Education Groups

10 Civil Rights and Religious Groups

7 Federal Agencies (Unofficial Presence) and International Organizations

8 County Advisory Groups

4 Utilities

7 Adaptation, Resilience and Energy Associations

4 Municipalities and Municipal Advisory Groups

5 Budget, Finance, and Philanthropic Groups

2 Public Health Groups

3 Chambers of Commerce

1 Buildings Group

2 Transportation Groups

1 Environmental Justice Group

Source: Montgomery County Climate Action Plan

Take Home Message

Social Science

- Comes in many forms.
- Done in many ways.

Think Grocery Stores

- Lots of different types of food.
- Lots of different recipes & ways to cook that food.

Why

- Validated Approaches & Trustworthy Methods
- Peer Reviewed
- Reduce Bias

Why use Social Science?
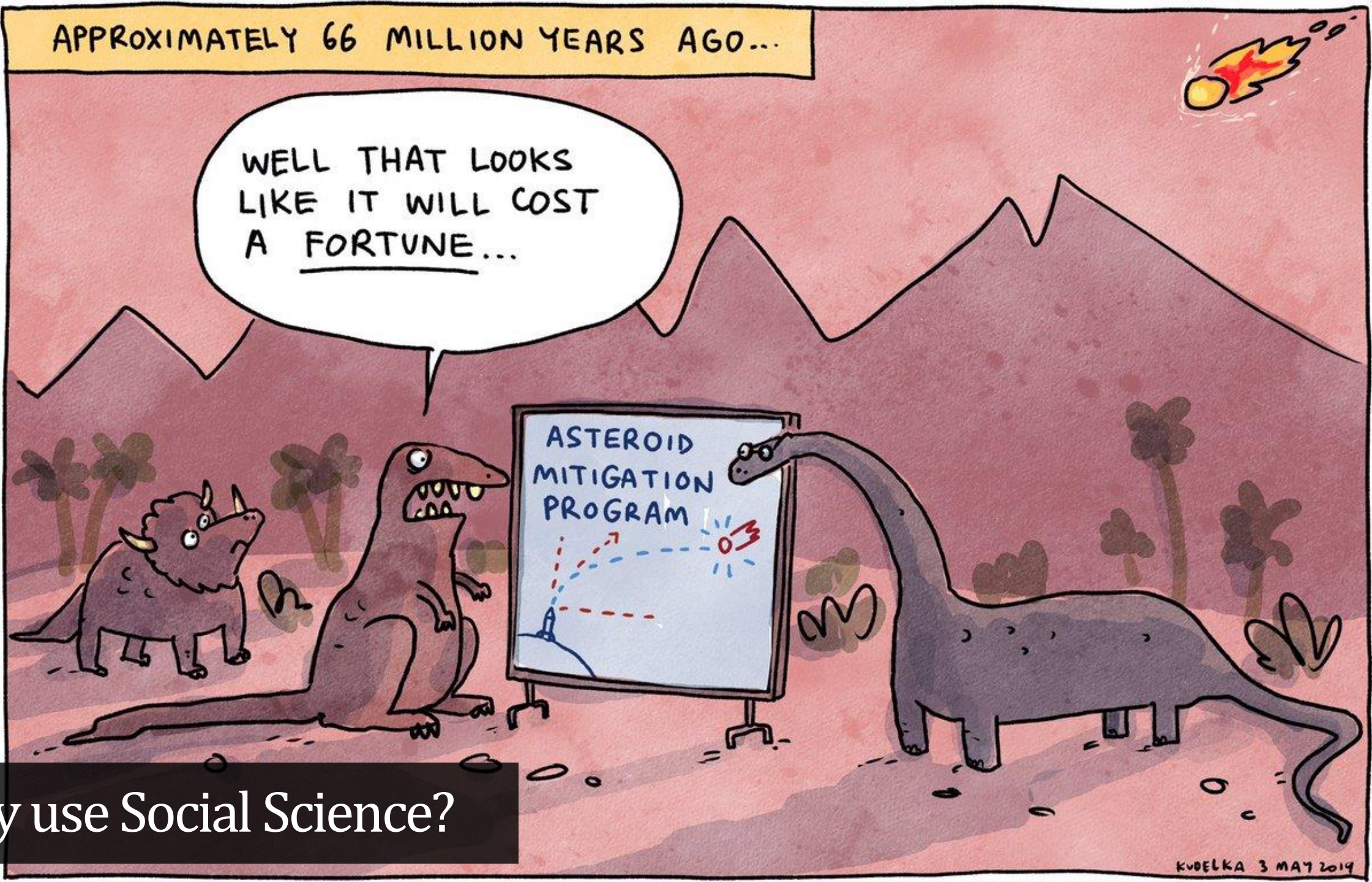
Why should local governments use social science?

```
┌─────────────┐      ┌─────────────┐      ┌─────────────┐
│  Planning   │ ───> │ Justification│ ───> │  Execution  │
└─────────────┘      └─────────────┘      └─────────────┘
                                                  │
      ┌───────────────────────────────────────────┘
      v
┌─────────────┐      ┌─────────────┐      ┌─────────────┐
│ Flexibility │ ───> │ Evaluation  │ ───> │  Scalable   │
└─────────────┘      └─────────────┘      └─────────────┘
```
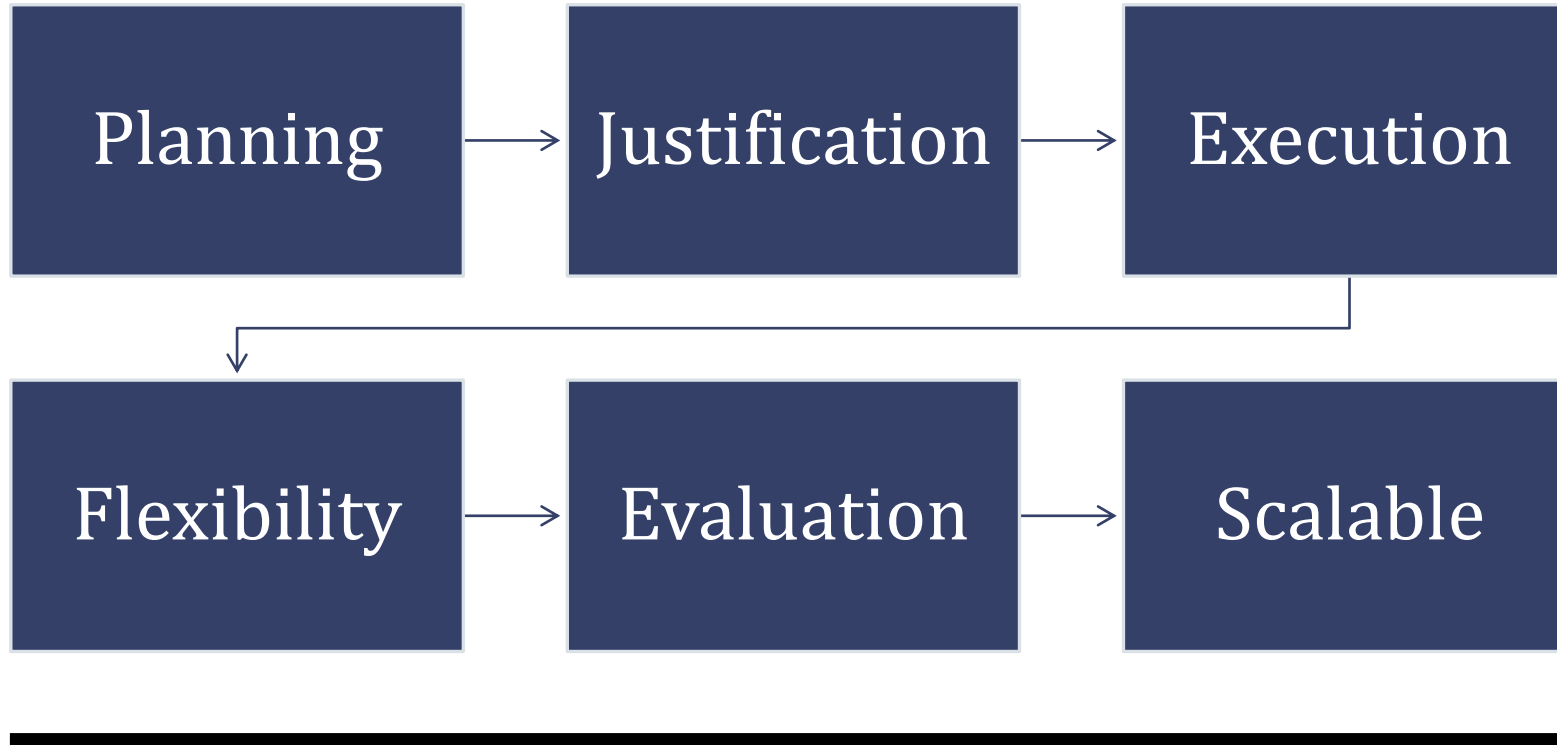
More Effective & More Efficient

What I've Found Helpful

- Putting words to concepts.
- More confident decision-making.
- Pitching new projects to leadership.
- Knowing what metrics to track.
- Seeing the bigger picture.
- Professional improvement.

What is social science?

The Study of People & Society

In Practice:
- Tools
- Approaches
- Frameworks
- Reports
- Processes

Why governments use social science?

To provide more effective and efficient public services.

In Practice:
- Better Planning
- Greater Justification
- Smoother Execution
- Faster Pivots
- Improved Evaluation
- Easier to Repeat

Employee Benefits

More meaningful, successful, and impactful work.

In Practice:
- Better Comms
- Controls Bias
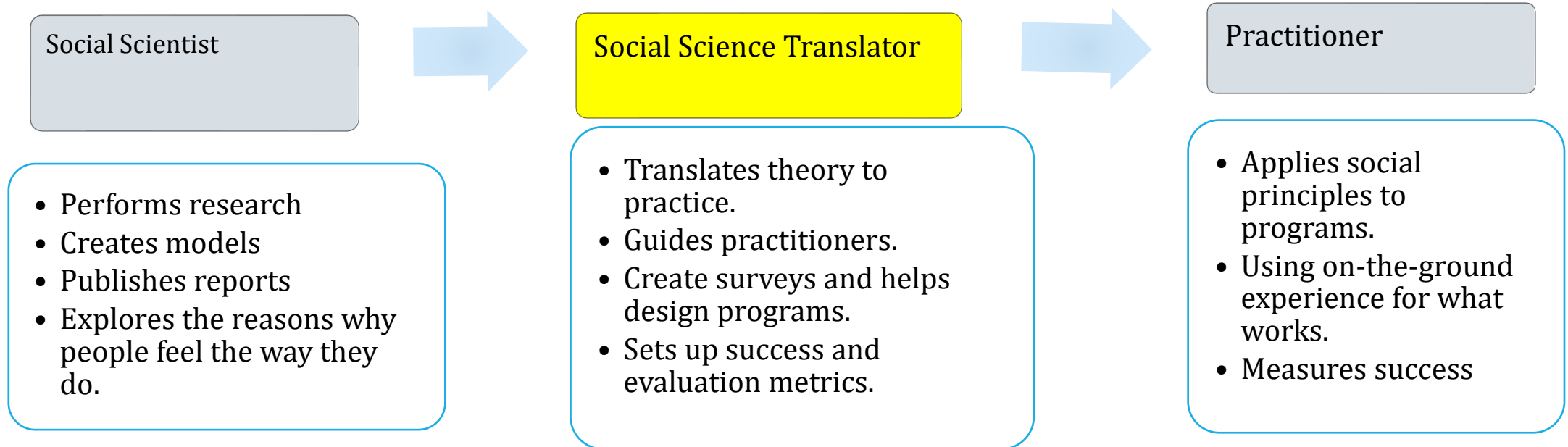- Increase Confidence
- Easier Decisions

References

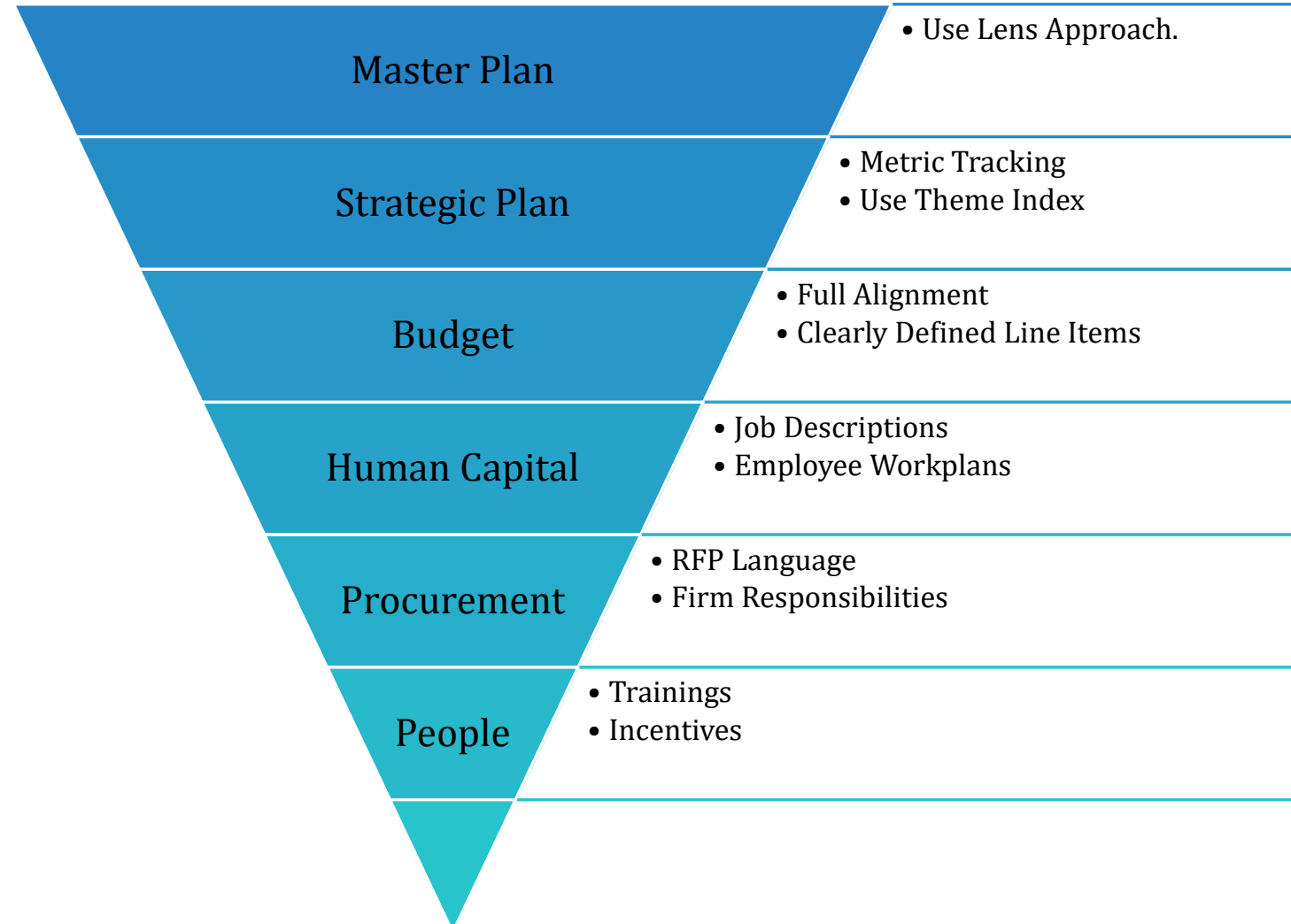| Citation |
| --- |
| Bennett, N. J., Roth, R., Klain, S. C., Chan, K., Christie, P., Clark, D. A., ... & Wyborn, C. (2017). Conservation social science: Understanding and integrating human dimensions to improve conservation. biological conservation, 205, 93-108. https://doi.org/10.1016/j.biocon.2016.10.006 |
| Bennett, N. J., Roth, R., Klain, S. C., Chan, K. M., Clark, D. A., Cullman, G., ... & Veríssimo, D. (2017). Mainstreaming the social sciences in conservation. Conservation Biology, 31(1), 56-66. https://doi.org/10.1111/cobi.1278 |
| Schein, E. H. (1996). Culture: The missing concept in organization studies. Administrative science quarterly, 229-240. |

What's Missing?

Social Scientist → **Social Science Translator** → **Practitioner**

Social Scientist
- Performs research
- Creates models
- Publishes reports
- Explores the reasons why people feel the way they do.

Social Science Translator
- Translates theory to practice.
- Guides practitioners.
- Create surveys and helps design programs.
- Sets up success and evaluation metrics.

Practitioner
- Applies social principles to programs.
- Using on-the-ground experience for what works.
- Measures success

Integrated Framework -- Social Science

Master Plan
- Use Lens Approach.

Strategic Plan
- Metric Tracking
- Use Theme Index

Budget
- Full Alignment
- Clearly Defined Line Items

Human Capital
- Job Descriptions
- Employee Workplans

Procurement
- RFP Language
- Firm Responsibilities

People
- Trainings
- Incentives

Local Leadership Workgroup
Social Science Presentation 8/30/2022
Dr. Michael G. Weyand D.O.L.
Michael.Weyand@GaithersburgMD.gov
Stormwater Management Program