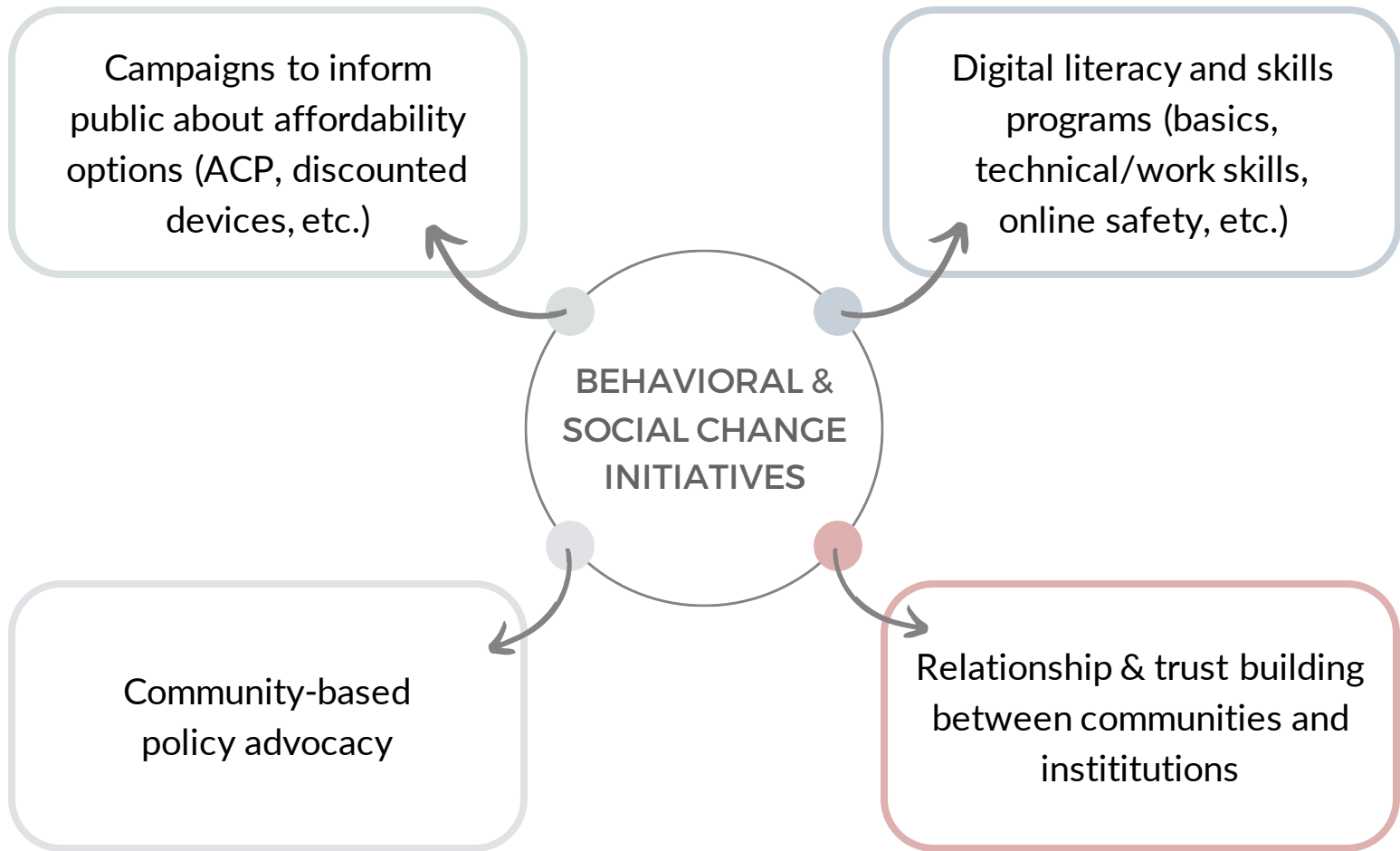


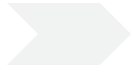
The background features a white central rectangle on a light gray background. To the left and right, there are decorative elements: a series of overlapping, curved lines in shades of blue and gray on the left, and a series of overlapping, curved lines in shades of red and gray on the right. The text is centered within the white rectangle.

Designing Research
**FROM A BEHAVIORAL AND
SOCIAL CHANGE APPROACH**

A NORTH PHILADELPHIA CASE STUDY

Leanne Przybylowski
Digital Research Inclusion Forum
October 12, 2023





This presentation will discuss four elements of the behavioral and social change (BSC) approach as it relates to research design and implementation, using a digital inclusion research project as a “case study” to illustrate insights.

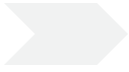
Four elements of BSC:

- Challenge assumptions
- Behavior-focused
- Context-based
- Positive Deviance

Four areas of research design:

- Content
- Methodology
- Implementation
- Data analysis & communication

SYNOPSIS



Learn more about Philly
Community Wireless here:



- Community partner: Philly Community Wireless (PCW)
 - Digital inclusion organization that builds community-controlled, free-to-use wireless networks
 - PCW informed the research objectives, participated in the development and design of the study, and has provided oversight and feedback during implementation
- Place: the Norris Square, Fairhill, and Kensington neighborhoods in North Philadelphia
- Sample is not representative, but has included individuals of various ages, races and ethnicities, genders, and incomes

CASE STUDY DETAILS

01 CHALLENGING ASSUMPTIONS

Content: Costs

- Philly Community Wireless (PCW) was looking for data that showed the total sum of internet access costs
 - What does “cost” mean?
- Research often talks about:
 - ISP subscription costs
 - Device costs
 - Maintenance costs
 - Cell data costs

01 CHALLENGING ASSUMPTIONS

Content: Costs

- Other costs that we determined by engaging with community members over time:
 - Hotspot devices
 - Hotspot through cell data
 - Hidden or unexpected fees
 - Not having autopay
 - Transportation to public, other WiFi
 - Transportation to make in-person payments
 - Time & energy

01 CHALLENGING ASSUMPTIONS

Methodology: Part I

- Quantitative methods to measure costs
- Survey sections:
 - ISP costs
 - Cell data costs
 - Hotspot device costs
 - “Outside the home” costs
 - Hidden fees

02 BEHAVIOR-FOCUSED

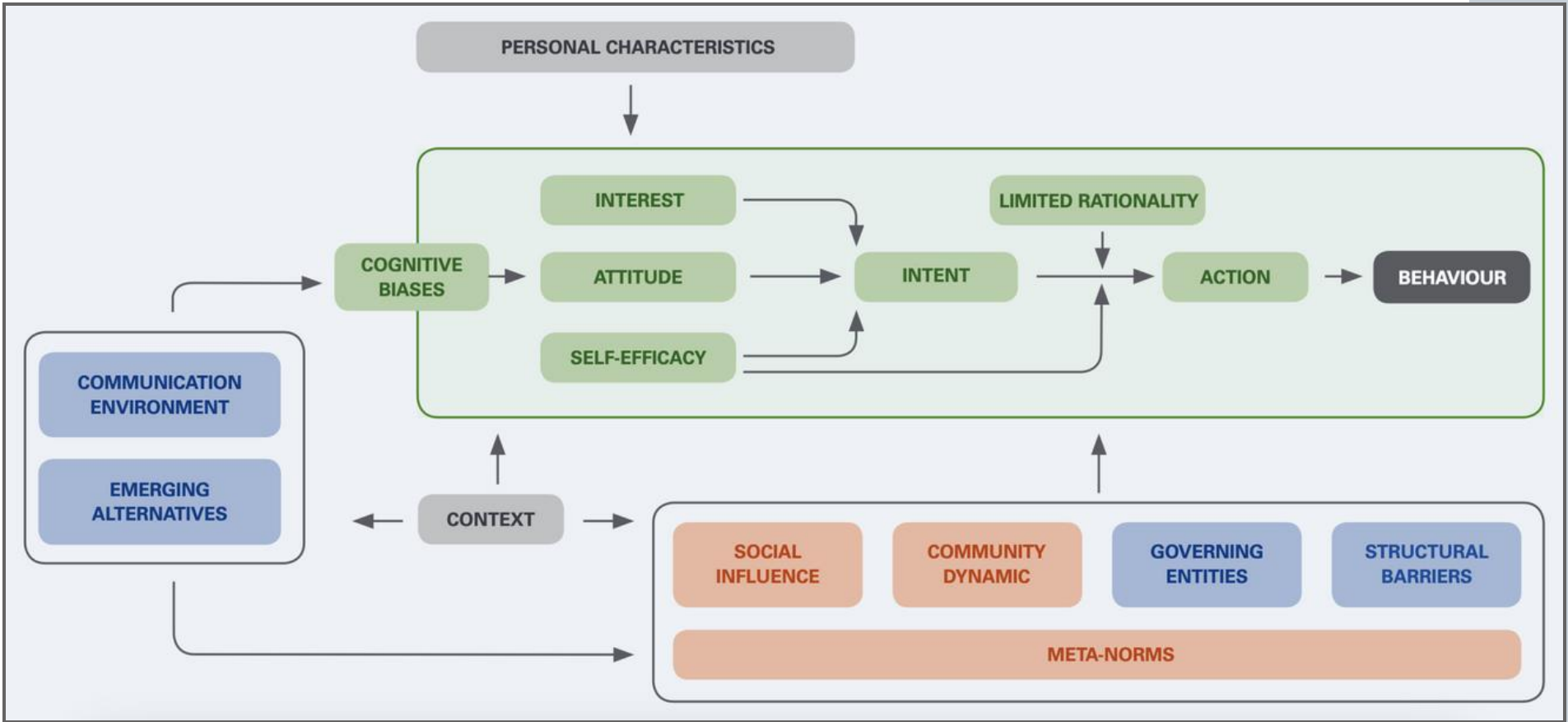
Content: Motivations

- Next, PCW wanted to learn more about the relationship between costs and motivations
- Opportunity to leverage existing theories and models, summarized well in The Behavioural Drivers Model (Petit, 2019)
 - This model illustrates the complexity of human behavior
- Model is useful in two ways:
 - Brainstorm questions for formative research
 - Assess study results to design appropriate interventions

02 BEHAVIOR-FOCUSED

Methodology: Part II

- The complexity of human behavior necessitates the use of qualitative methods
- Often research asks:
 - Why do you...?
 - What is the primary reason...?
 - ... but drivers often need more unpacking
- Decided on a “survey-plus-interview” methodology:
 - Participants could respond to either an oral or online delivery of a survey and could opt-in to a simultaneous unstructured interview
 - Follow-up questions and participant storytelling
 - Encourages connection



Petit, V. (2019). *The Behavioural Drivers Model: A Conceptual Framework for Social and Behaviour Change Programming*. UNICEF.

Learn more about the Behavioural Drivers Model here:



02 BEHAVIOR-FOCUSED

Content: Motivations

Interest

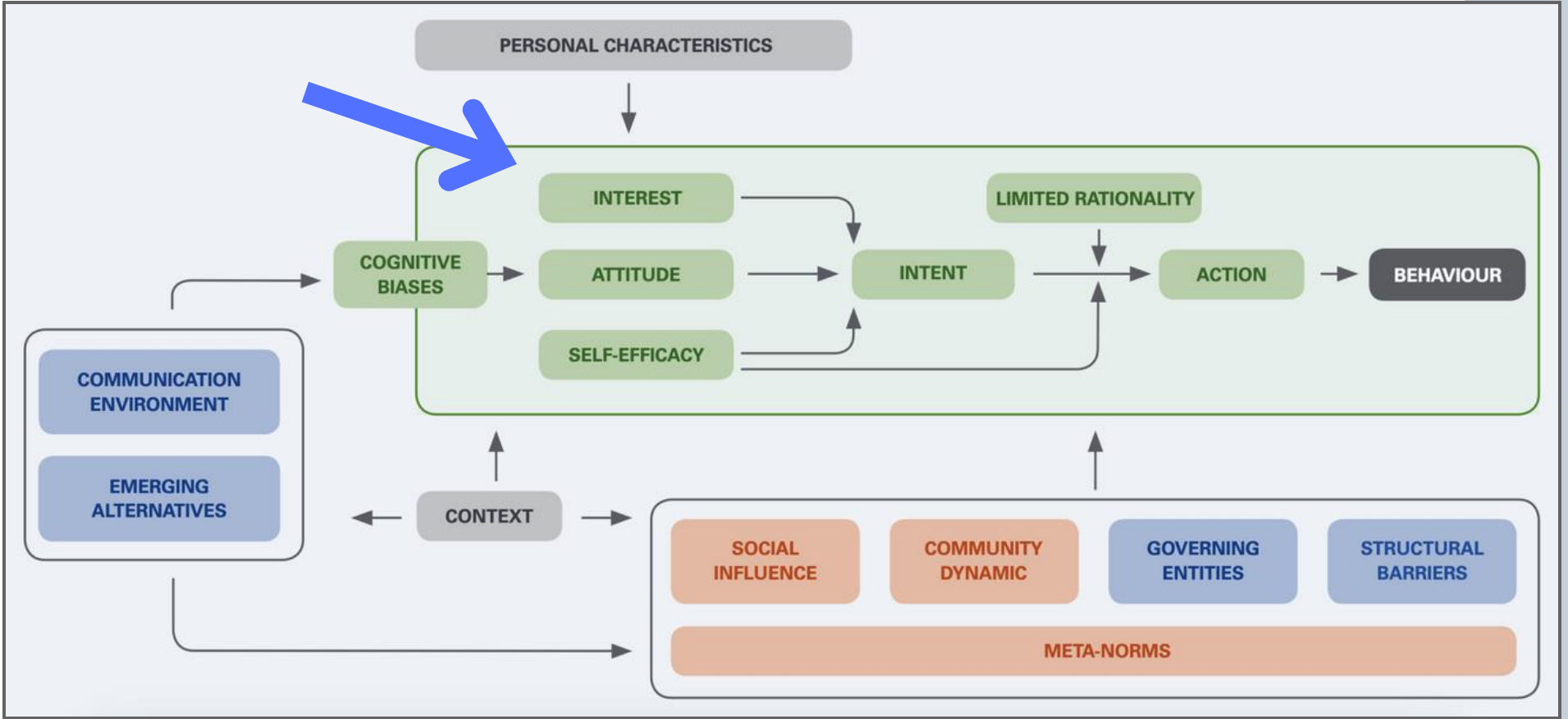
- Attention
- Feasibility
- Potential gains
- Perceived risks
- Efforts needed
- Affordability
- Enjoyment
- Appeal
- Desire

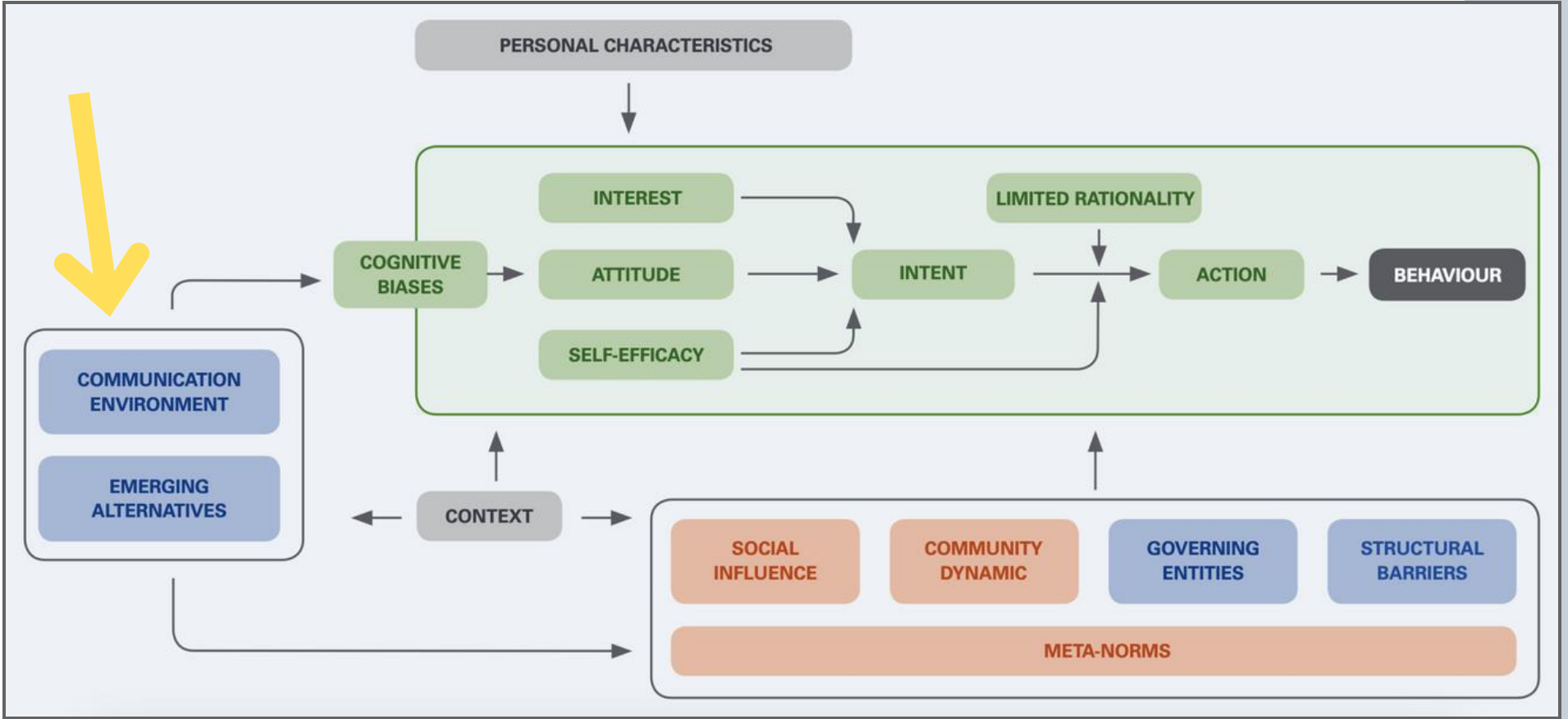
Attitude

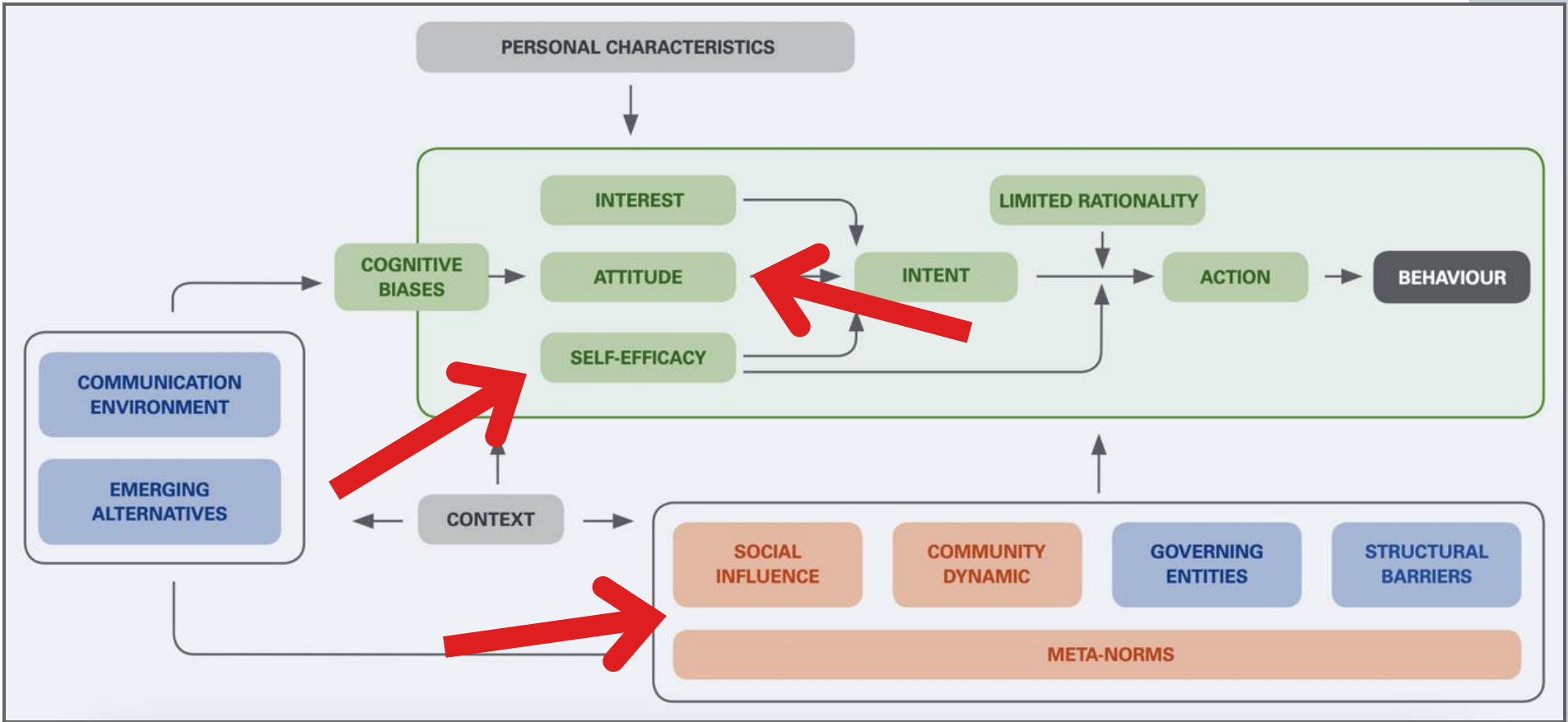
- Values
- Aspirations
- Knowledge
- Beliefs
- Past experience
- Intuitions
- Emotions
- Mindset

Self-Efficacy

- Agency
- Physical capacity
- Fatigue
- Skills
- Support
- Confidence
- Self-image







03 CONTEXT-BASED

Implementation

- North Philadelphia has:
 - A variety of income levels, ages, and races and ethnicities
 - English-speaking and Spanish-speaking populations
 - History of some tension between academia & community
- Led to:
 - Bilingual materials (flyers, contact cards, survey)
 - Bilingual investigator
 - Recruitment via door-to-door canvassing
 - Speak with those without phones
 - Encourage trust and connection
 - Researching local businesses and asking community for preferences to choose compensation

04 POSITIVE DEVIANCE

Data Analysis & Communication

- Participants who “deviate” from the norm can be strategically useful for initiatives
 - Ask questions as to why this individual is different to brainstorm initiative design
 - Study participants with desirable behaviors (ie. a high level of digital skills in a population that has a generally low level of digital skills) can become then initiative participants
 - Peer-to-peer training
 - Representation among “experts”

THANK YOU

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