

Faculty of Design

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Paying attention to where attention is placed in the rise of system(s) change(s)

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PAYING ATTENTION TO WHERE ATTENTION IS PLACED IN THE RISE OF SYSTEM(S) CHANGE(S)

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RSD8, Chicago, IL

October 19, 2019

SYSTEMS CHANGE HAS EMERGED **AS A FIELD**

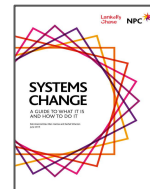
Conventions and Conferences



Funding



Resources



Publications and Journals



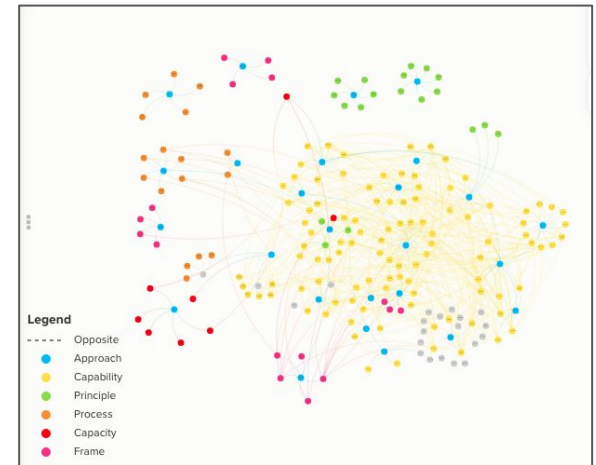
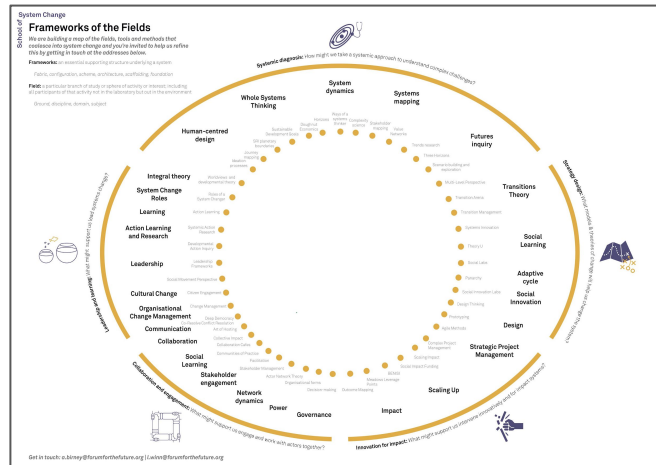
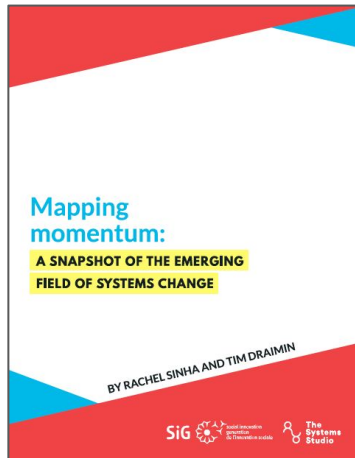
Labs, Networks, Communities



Education and Capacity-building



A FIELD THAT CONTINUES TO BE MAPPED AND EXAMINED



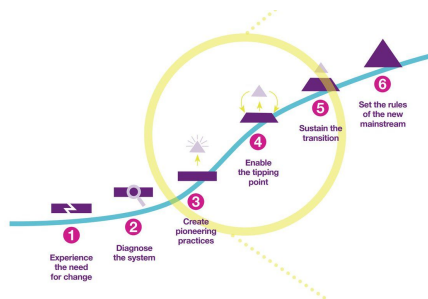
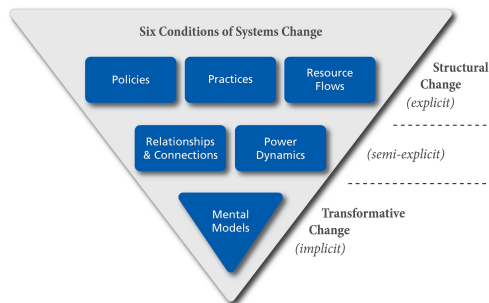
Sinha, R. & Draimin, T. (2016, July). Mapping momentum: A snapshot of the emerging field of systems change. Social Innovation Generation and The Systems Studio. Retrieved from:

<http://www.sigeneration.ca/mapping-momentum/>

Birney, A., Winn, L., Angheloiu, C., & Davidson, Z. (2017, October). The School of System Change as a system change endeavour. In *Proceedings of Relating Systems Thinking and Design (RSD6) 2017 Symposium*. Oslo, Norway.

Seppälä, M. (2019, October). Establishing a Systems Change Curriculum: An Exploration of the Field. Retrieved from <http://bit.ly/systemschangetraining>

THE DEFAULT APPROACH FOR SYSTEMS CHANGE: BEHAVIOURAL PERSPECTIVE



Type	Questions
Changes in drivers of system behaviour	<ul style="list-style-type: none"> To what extent are we changing the “drivers” that shape this system’s behaviour? How deep and durable are the changes? What are (if any) the un-anticipated changes?
Changes in behaviours of system actors	<ul style="list-style-type: none"> To what extent are changed drivers leading to changes in the behaviours of different system actors? To what extent do the changes in behaviour align with and contribute to our desired mission impact? How deep and durable are the changes? What are (if any) the unanticipated changes?
Changes in the overall behaviour of the system	<ul style="list-style-type: none"> Have the actions of individual actors been sufficient to “tip” the system into new behaviours? How deep and durable are these behaviour changes? What are (if any) the unanticipated changes? Are there indications that the system might “snap back” into old patterns?

Kania, J., Kramer, M., & Senge, P. (2018, June 4) *The Water of Systems Change*. FSG.

Draper, S. (2013). *Creating the big shift: System innovation for sustainability*. London: Forum for the Future.

Cabaj, M (2018). *Evaluating Systems Change Results: An Inquiry Framework*. Tamarack Institute.

BEHAVIOURAL:
INTENTION
FOR CHANGE

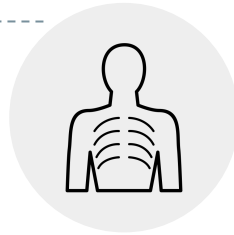
+

ECOLOGICAL:
ATTENTION
TO CHANGE

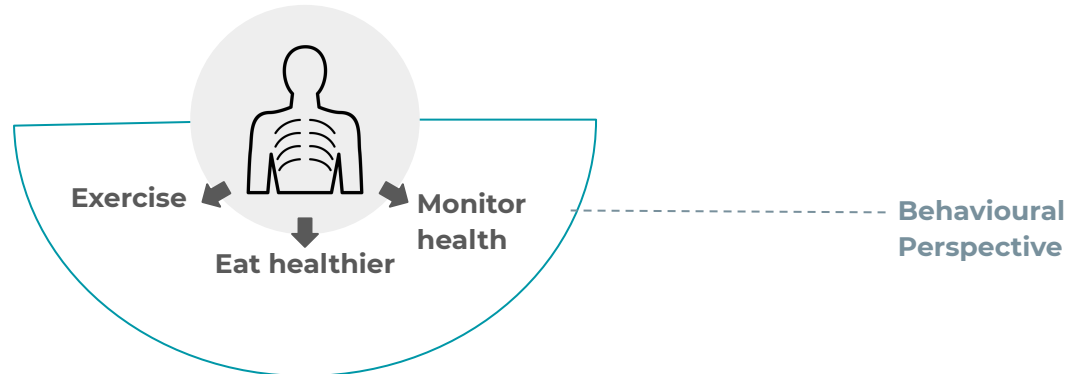
SYSTEM(S): HUMAN BODY

CHANGE(S): LOSE WEIGHT

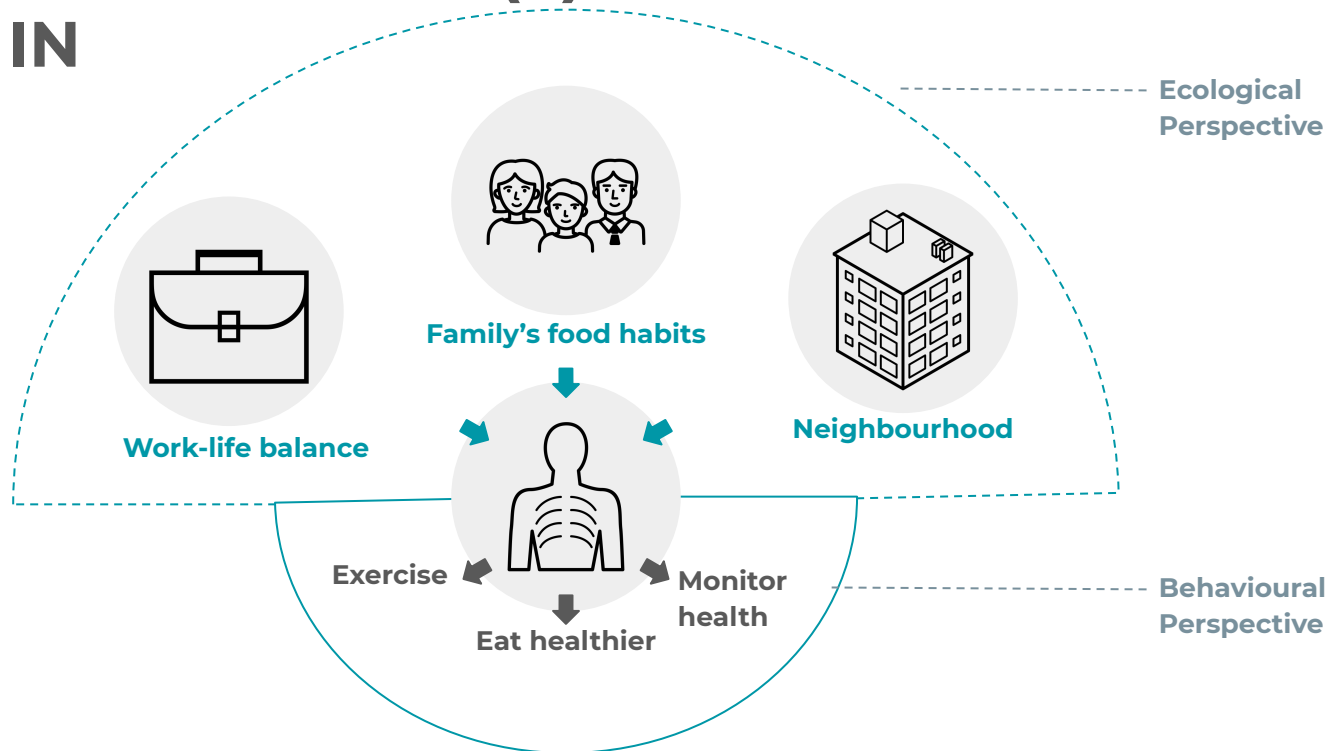
System of
Interest



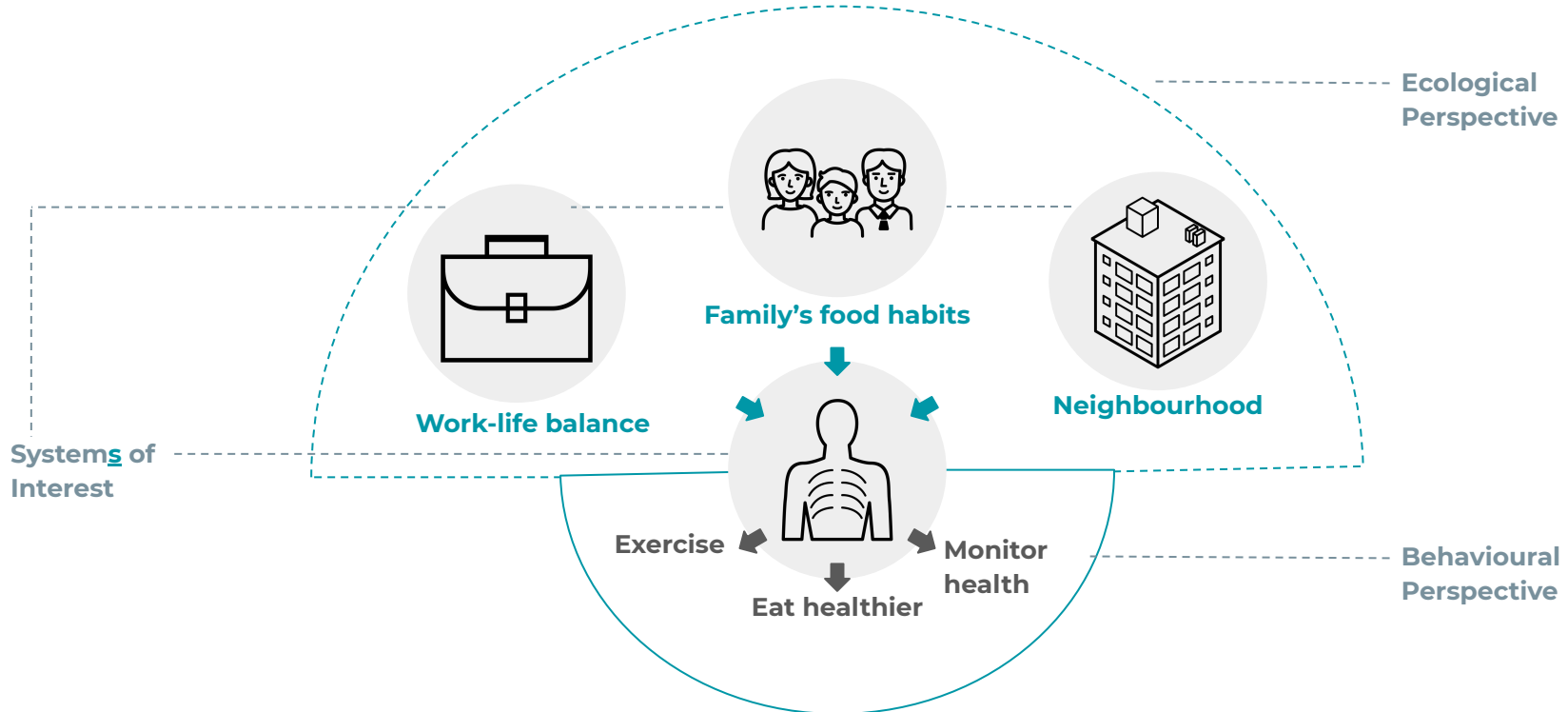
A BEHAVIOURAL PERSPECTIVE SEES INTENTION TO CHANGE(S) FROM INSIDE OUT



AN ECOLOGICAL PERSPECTIVE SEES ATTENTION TO CHANGE(S) OUTSIDE IN



PAY ATTENTION TO MULTIPLE SYSTEMS CHANGESS



PAYING ATTENTION TO ERRORS

E3: Tricking ourselves

Unintentional error of solving wrong problems precisely

Ex: Eating healthier but become highly stressed at work

E4: Tricking others

Intentional error of solving wrong problems

Ex: Salesperson convinces you to take their supplement pills

**Q: WHAT WOULD IT MEAN TO
PAY MORE ATTENTION TO
ECOLOGICAL CHANGES,
WHILE STILL INCLUDING
BEHAVIOURAL?**

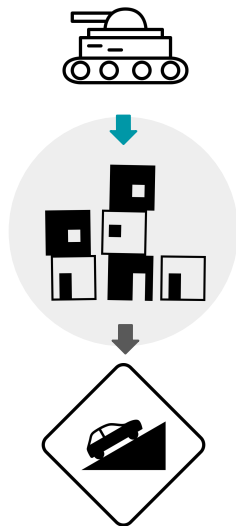
BEHAVIOURAL:
INTENTION
FOR CHANGE



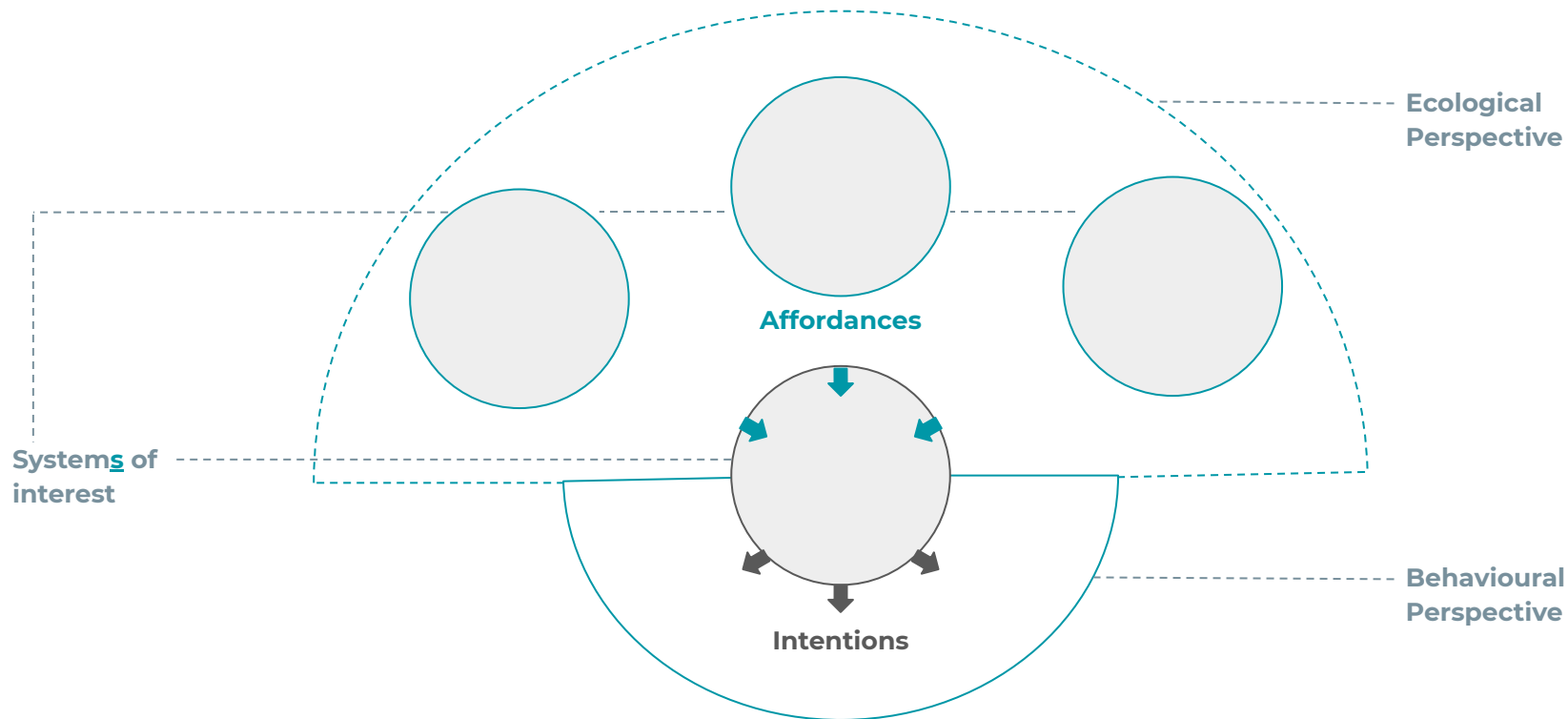
ECOLOGICAL:
ATTENTION
TO CHANGE

ADDING AND REMOVING AFFORDANCES:

“An action possibility formed by the relationship between an agent and its environment”



ECOLOGICAL PERSPECTIVE **BEFORE** BEHAVIOURAL



**WHERE'S YOUR ATTENTION
IN SYSTEMS CHANGES?**

DISCUSSION

Content

- System(s) Change(s)
- Behavioural + Ecological Perspective
- Errors - E3 and E4
- Affordances

Opportunities

(directing attention)

- Communication design
- Transmedia storytelling
- Satire and comedy