

# Computational Social Science

Workshop:  
Website Proposal

CSSci Team

19 Feb 2025

# Welcome

## Main goal for today:

Thinking deeper about your website purpose:  
how could it meaningfully contribute to behavioural change?

Connecting the purpose to the rest of the variables of your website plan,  
such as the audience, tone, and design choices  
(see Visual Communication workshop)

## When is it needed?:

Weekly Goal 3: Design Iteration I

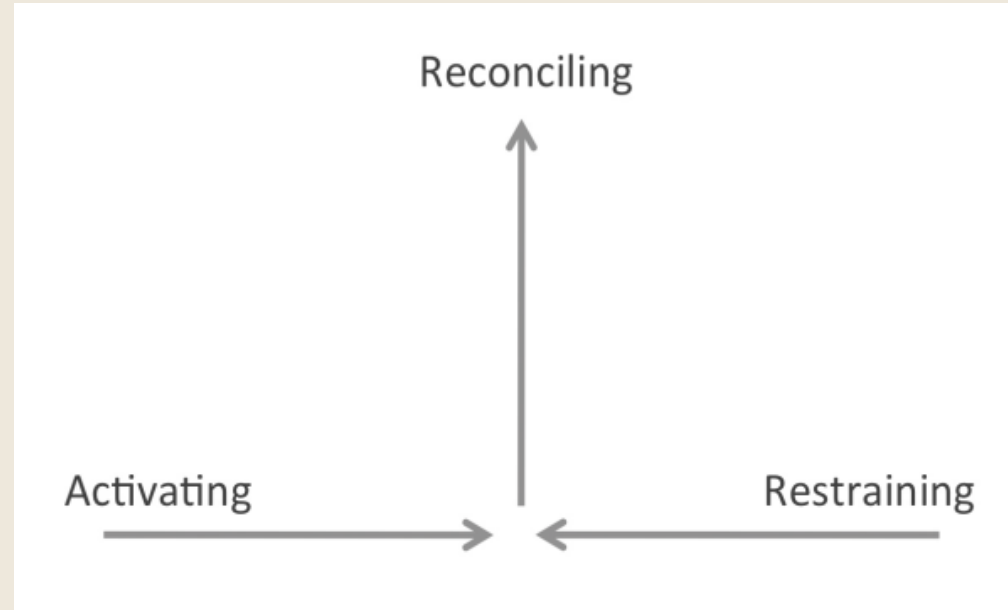
# Recap – behavioral change in perspective

- ❖ We've started looking at target stakeholders in terms of their nestedness
  - what larger systems/wholes are your target stakeholders part of?
  - What are the driving forces/interests in these contexts?
  - What's your stakeholder's role there?
  - What would the behavioral change you envision 'shake up'?
- ❖ We've started diving into behavioral change theories that help understand why people do or do not change their behavior; e.g.:
  - Are they intrinsically motivated for the change? Does their environment encourage/support it? Does it align with a larger purpose/value they care about?
  - Do they (experience to) have the abilities and resources to make a change?
  - Is there a specific trigger to change now?

# Envisioning the potential for change – The Law of Three\*

## Activating forces:

What forces are working towards/encouraging the intended behavioural change?



The Law of Three Framework\*

## Restraining forces:

What forces are keeping things as they are, or working against this change?

## Reconciling potential:

If you take both activating and restraining forces seriously, can you start sensing how they could creatively come together in a new way? What kind of change would be viable, realistic, and value-adding if you consider the whole?

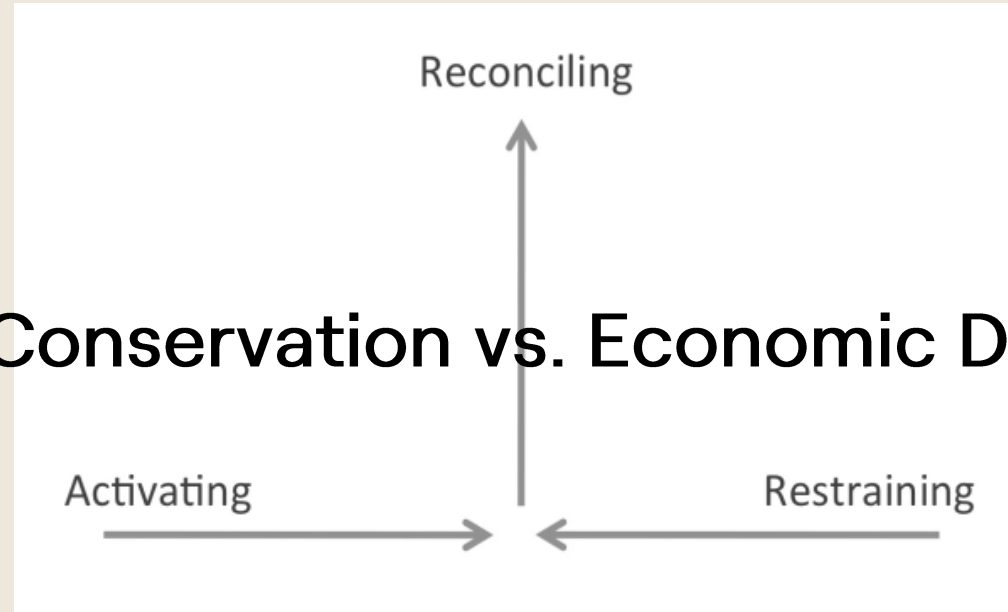
\*Adapted from John Bennet's *Elementary Systematics – A Tool for Understanding Wholes* (1993)

# The Law of Three

Example?

## Land Conservation vs. Economic Development

\*



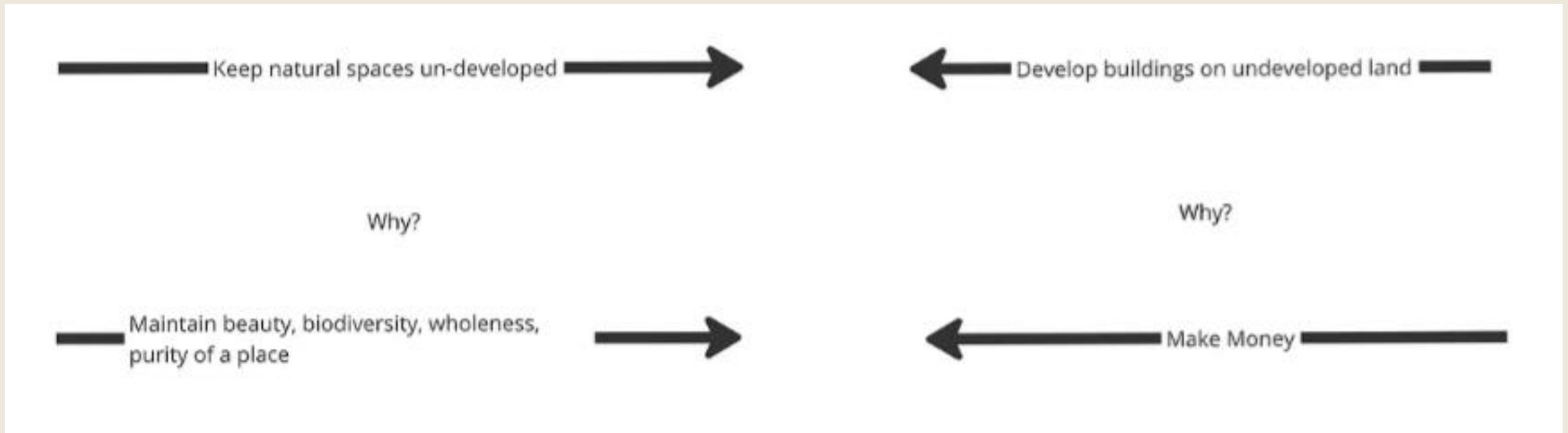
The Law of Three Framework



# The Law of Three

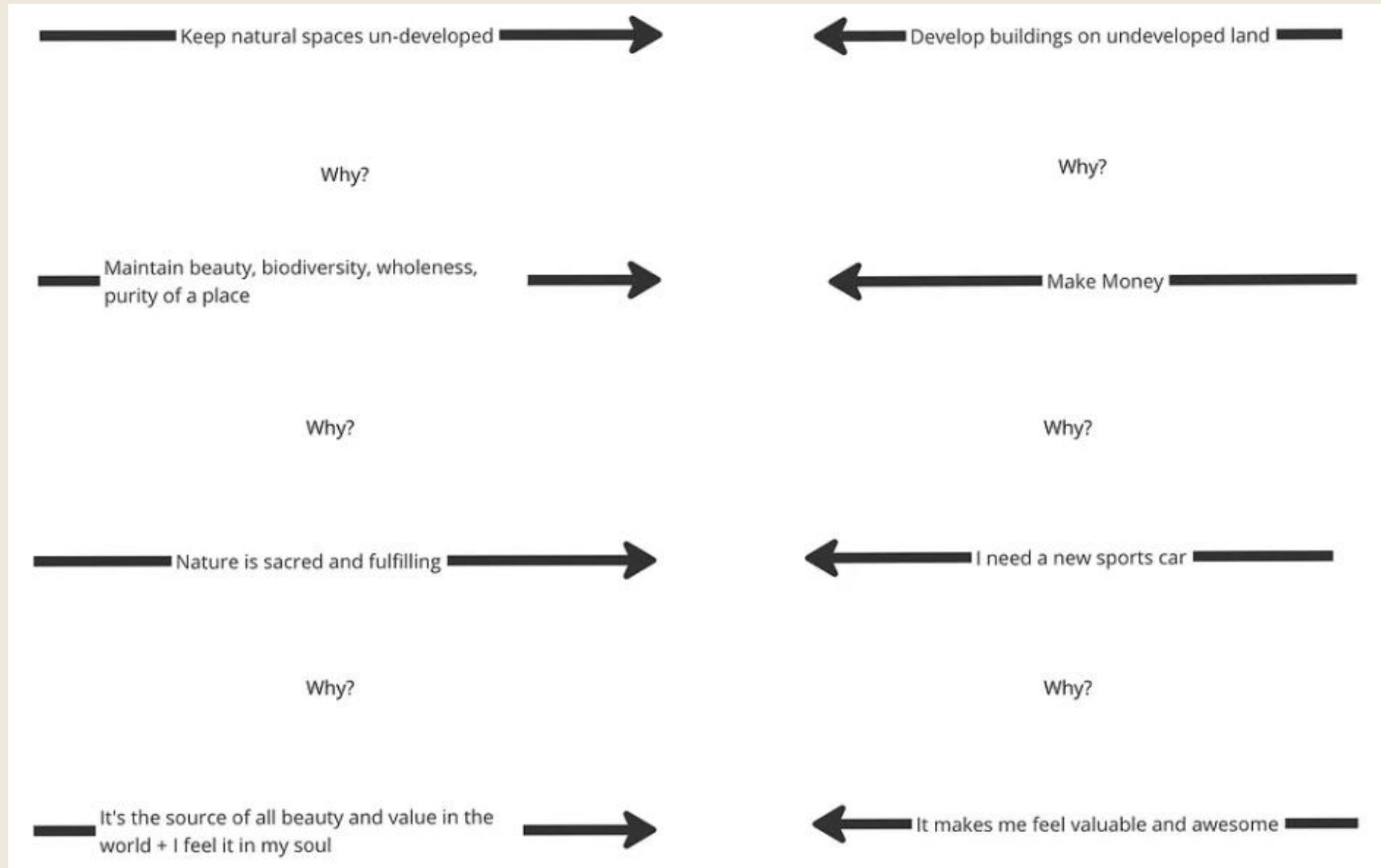
## Land Conservation vs. Economic Development

\*



\*Taken from ["Regenerating Polarized Conflicts with the Law of Three"](#) by Adam French

*How can I fulfil {activating force} in a way that equally values {restraining force}?*



\*Taken from [“Regenerating Polarized Conflicts with the Law of Three”](#) by Adam French

# Now let's start envisioning the potential for change

Draw the Law of Three on a paper.

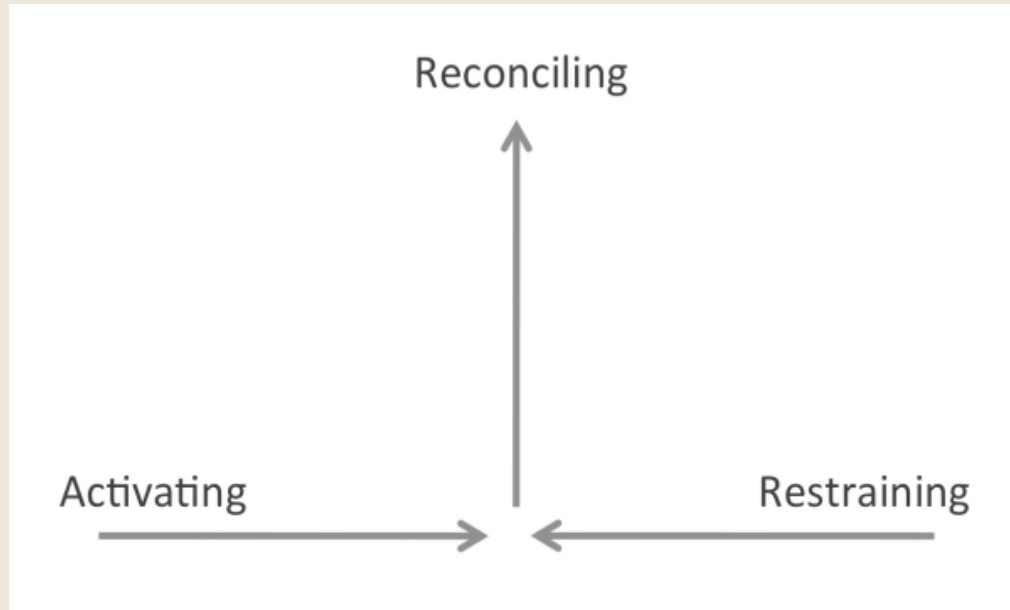
Take 20 minutes to work on the following three steps with the intended behavioural change of your project as a starting point:

Step 1: Identify activating forces

Step 2: Identify restraining forces

Step 3: Identify potential reconciliation

*Tip: put yourself in the shoes of another*



The Law of Three Framework\*

\*Adapted from John Bennet's *Elementary Systematics – A Tool for Understanding Wholes* (1993)

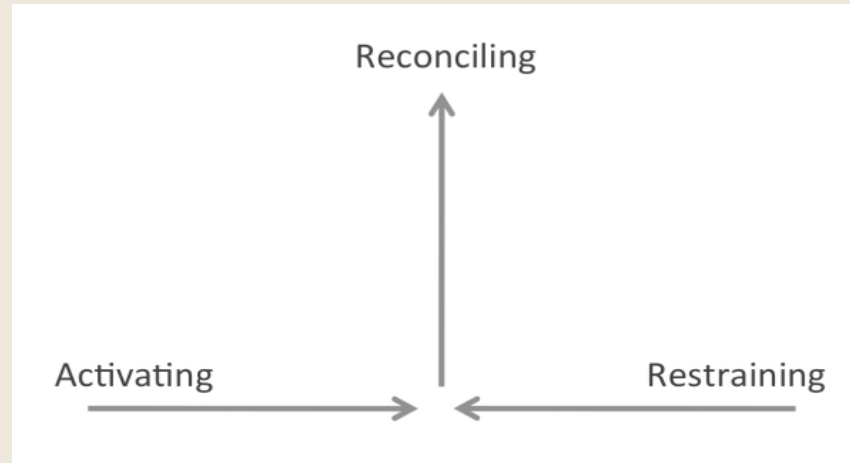


# What do you do when you encounter a restraining force?

Assumption in Law of Three: 'By embracing both activating and restraining forces we can move beyond reductionist and competitive thinking and start seeing new potential.'

Easier said than done....

What do you do when you encounter a restraining force?



The Law of Three Framework\*

\*Adapted from John Bennet's *Elementary Systematics – A Tool for Understanding Wholes* (1993)

Break

Break

Break

**10 min**

Break

Break

Break

Break



# The purpose of your website

Building forth:.... How can your website meaningfully contribute to behavioral change?

→ Articulate a purpose statement in the following format:

*We will build a website*

*that* .... [What is it that your website communicates?]

*in a way that* .... [How is your website doing this? What qualities does it have, what kind of experience does it offer, what's it like to engage with it?]

*so that* ... [What is this making possible? Which change is it enabling/supporting?]

# Website Plan

On Monday, you started filling out the **Website Planning** handout.

Open it and update the Purpose section.

Then continue with adjusting/filling in the other sections of the handout.

**While doing that, please keep the following in mind:**

How can these choices help you to achieve the desired behavioural change?  
(if possible, include SSH theories in your thought process)