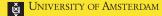
## <u>C</u>omputational <u>S</u>ocial <u>Sci</u>ence

# SSH Workshop

Building a Theoretical Framework for your Project

CSSci Team

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### Outline

Hypotheses

What is a theoretical framework?

### One answer: a lens



Your theoretical framework is a **lens** through which we can analyse your problem and approach behavioural change

#### Another answer: a foundation

- ► Your work needs to be **grounded** in **established knowledge**
- ▶ If your foundations are solid, then your building won't fall over
- Your theoretical framework is the foundations on which you are building
- ► Stand on the shoulders of giants; use what has been done before

### What do you need to do? SSH

#### The student is able to ...

- present theory on planned behaviour, persuasion models, and the innovation diffusion; and apply these to propose digital interventions
- provide an overview of individual-level interventions, classify these along various dimensions, know in general terms their advantages and disadvantages
- apply theories of motivation and (self-regulated) learning to develop interventions aiming at change of attitudes and behaviour and the promotion of critical thinking
- reproduce the ideas behind technology enhanced learning and apply these to propose digital interventions
- explain the ways in which interventions may shape individual and collective behaviour and yield empowerment as well as their biases and limits impacting the development and diffusion of such interventions

#### How do we do that?

#### Four approaches today:

- 1. Koc et al. (2015): the article and the appendix on Canvas
- 2. The BCT Taxonomy (Crane et al. 2024): next slide
- 3. Google Scholar
- 4. Recursive bibliography searches: look at the bibliography, identify key works, look those up, then look at their bibliographies, and repeat



### How you're going to do this today

By answering the following questions. Once you have this, you have your theoretical framework.

- 1. What specific behaviour are we trying to change?
- 2. Whose behaviour are we trying to change?
- 3. Which theory/ theories best explain(s) why people behave the way they do?
- 4. Which theory/ theories best explain(s) how to make our behavioural change?
- 5. What barriers exist? How does our intervention address them?
- 6. How does our website play a role in influencing behaviour?
- 7. How do we define success? How do we know if our project has worked?
- 8. What evidence (existing research) supports our approach?

And once you're done...

... present to the group!