Step-by-step on how we created the Behavioral Map Hate Speech

For a better experience, open the "Behavioral Map for Hate Speech by Talk2u" and follow the numbers.

1. Information and Stats

After doing desk research from scientific literature and performing the expert interviews, extract the relevant information that helps define the problem you will be addressing in the project. Then, select the insightful stats that will function as justification for the selected topic and goals due to its impactful metrics and results.

2. Target Audience

The target audience is the specific public that we will be focusing on to construct the Behavior Map. It will be the exclusive journey for that group of people and no other. You can replicate the BM as many times as needed.

In this section, we want to create a participant persona. It's a fictional character that embodies characteristics of the target group. Use existing data in scientific literature as well as information you have extracted from the surveys and focus groups to define it. Don't forget to consider different cross-categories (such as age, race, gender, sexual orientation, etc.) that can influence the behavioral journey one takes.

3. Target Goal

The target goal is the statement of a desired future state for which the project is created to achieve. It addresses how we will be contributing to solve the problem.
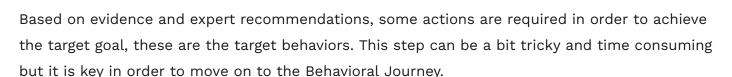
It should be inspirational and drive as a purpose. It has a broader deadline since it's a long term achievement. Do not mistake it for a behavior.

It should be specific, measurable, achievable, specific and time-bound.

4. Target Behaviors

The target behaviors can be defined as action-based objectives that will help participants deal with the challenges mapped within the topic selected.

Based on evidence and expert recommendations, some actions are required in order to achieve the target goal, these are the target behaviors. This step can be a bit tricky and time consuming but it is key in order to move on to the Behavioral Journey.

Based on the target audience, some behaviors might be more challenging than others, so in order to be able to achieve them, the participants will need to conquer the 1st milestone behaviors first.

5. Behaviors Journeys

The Behavior Journeys section is composed of the current journey our target audience is taking to address the challenges they are facing, and the desired journey to help them solve their problem in a safer, healthier and happier way.

The goal of the current journey is to understand the starting point and what are their thoughts and feelings associated with how they handle the problem. It usually contains insights on the motivations they have to act the way they act and the barriers they have to be able to change the behaviors that they don't find useful. The current journey will function as a baseline to measure behavior change.

The desired journey is going to allow us to set the ideal path to achieve different results. It will provide the guidelines to develop the survey and focus groups, in order to extract limiting beliefs and other barriers that could prevent them from performing the target behaviors, as well as motivations that could enable them to achieve them.

How to complete it:

People act based on their thoughts and feelings, so in order to know how to change a behavior we need to map out what beliefs and emotions lay beneath them. So:

1. Map the behaviors detected through desk research and interviews in both journeys and highlight target behaviors
2. Perform User research focusing on thoughts and feelings to extract limiting beliefs and emotional obstacles, as well as motivations.
3. Adjust behaviors, if needed based on user research and incorporate thoughts and feelings extracted.

6. Barriers/ Motivations

Barriers are difficulties the user can face to achieve their goals, and are attached to every step of the journey.

They might be:

• Structural: economic conditions, etc:

• Social: traditions, religion, economic, etc;

• Relationship-related: social support, peer influence, etc;

• Individual: knowledge, skills, attitudes, etc.

Motivations are different stimuli that can drive the user towards their goals, and are attached to every step of the journey.

They might be:

• Internal: such as joy, relief, curiosity, sense of achievement, etc.

• External: such as monetary compensation, praise, power, social support, etc.

7. Scenarios/ Environments

In this section, we map the different environments and scenarios in which the journeys could occur. The circles represent frequency, the inner circle is the scenario and environment where the problem usually happens.

This helps the creative teams understand more about the context to be able to create relatable examples for the stories and interventions.

8. Opportunities

To convert findings into opportunities, first we need to summarize the findings as challenge statements. These statements will help us understand what are the key aspects we need to be looking into to find solutions.

It's important to base the statements on the thoughts, feelings, barriers and motivations extracted for every target behavior so they can be translated into skills to be developed and possibilities of behavior change interventions.

After we have created the challenge statements, we use and recommend implementing a How might We Exercise to extract potential ideas that can be used as opportunities to build the

intervention journey (next stop).

9. Intervention Journey

An intervention is a practical behavioral change strategy with the objective of helping users become agents of transformation and move towards their goals. They are guided by pillars of social and emotional learning and the development of life skills for mental wellbeing.

In this step, the best HMW statements are chosen and added as opportunities accordingly with the type of skill/competencies of the socio-emotional learning sphere. Then we map different skills that one may need to be able to overcome that barrier and unlock behavioral change. Within each skill group, we develop a journey of science-based interventions guided by the needs of the target audience and the path one would take, from the least to the most complex level of behavior change.