



TARTU ÜLIKOOL

# **Towards practice-based tools of analysing and planning interventions into the household**

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Manchester, the Domestic Nexus

# How to inspire and “convert” interveners into social practice thinking?

- A challenging cooperation between social scientists and practitioners
  - who may be embedded in behaviour change or regulatory/technological-fix thinking, who may have never heard of practice theory and who may not be passionate about social theory anyway)?
- Is it mission impossible because of
  - departmental siloes,
  - contradicting agendas and interests,
  - time pressures,
  - political and ideological affiliations/clashes,
  - restricted jurisdictions/competences
  - and entrenched professional practices IN BOTH CAMPS

# Co-creation of knowledge using (relatively ☺) simple tools

- Taking a potential knowledge co-creation initiative between social scientists and policy makers/programme deliverers as a point of departure
- How to create workable, user-friendly ways of cooperation and tools that promote practice-thinking?

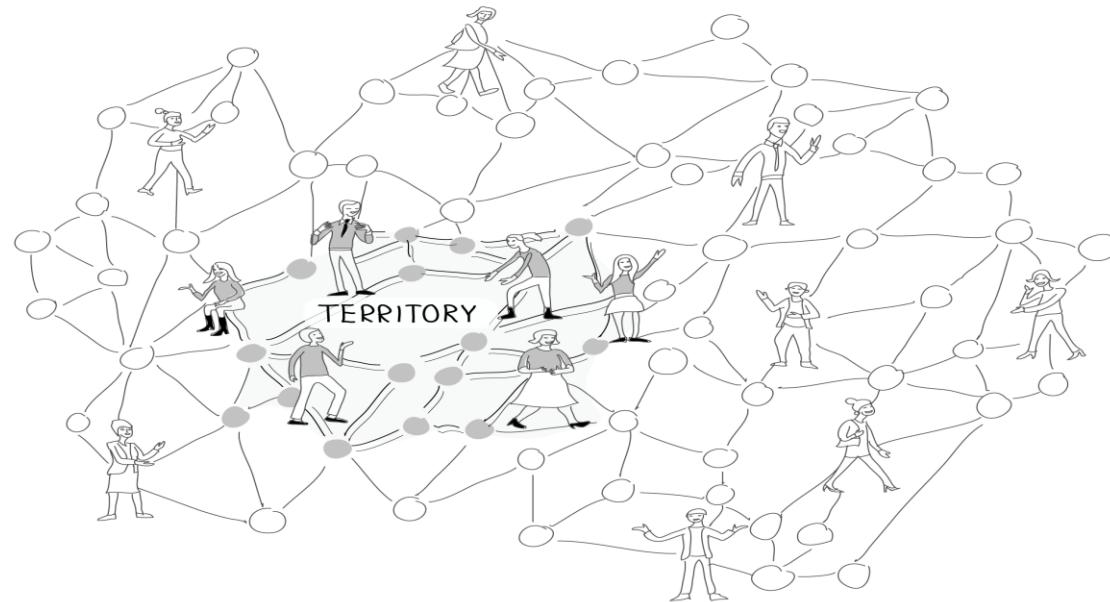
# Step 1 - Mapping of socio-material networks of the problem area

- Some initial problem framing necessary to start the journey
- The household as populated by social practices as routinized and shared patterns of activity
- Social practices have power implicated in them
- Coordinating agents (human and non-human) - organizations, documents, technologies etc that have power to (re)organize those practices
  - What are their interests, agendas?

Concepts from Vihalemm, Keller, Kiisel (2015) *From Intervention to Social Change. A Guide to Reshaping Everyday Practices*. London: Ashgate

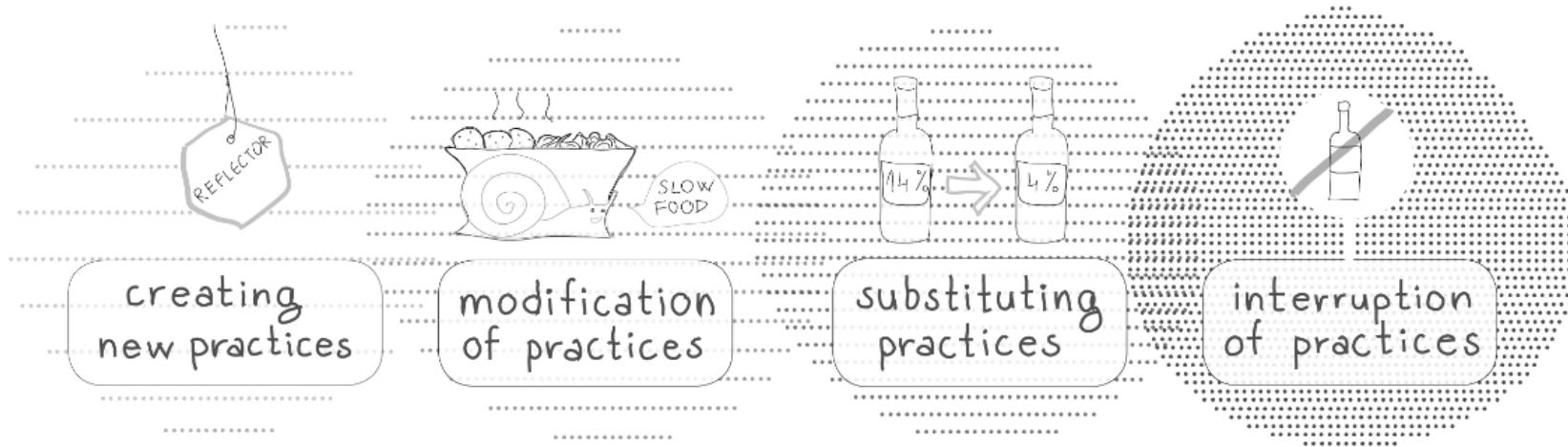
# Step 2 - which practices (or complexes) to reshape?

- Finding the “territory” where to intervene



Illustrations Joonmeedia

# Step 3 - setting the objectives



LOWER DENSITY,  
COMPOUND PRACTICES

HIGHER DENSITY,  
INTEGRATIVE PRACTICES

- What is the new normality we wish to engender?
- What sort of practice change it requires?
- Who and how needs to do what differently from today?
- Inspiration from Spurling *et al* 2013 and Spurling & McMeekin 2014

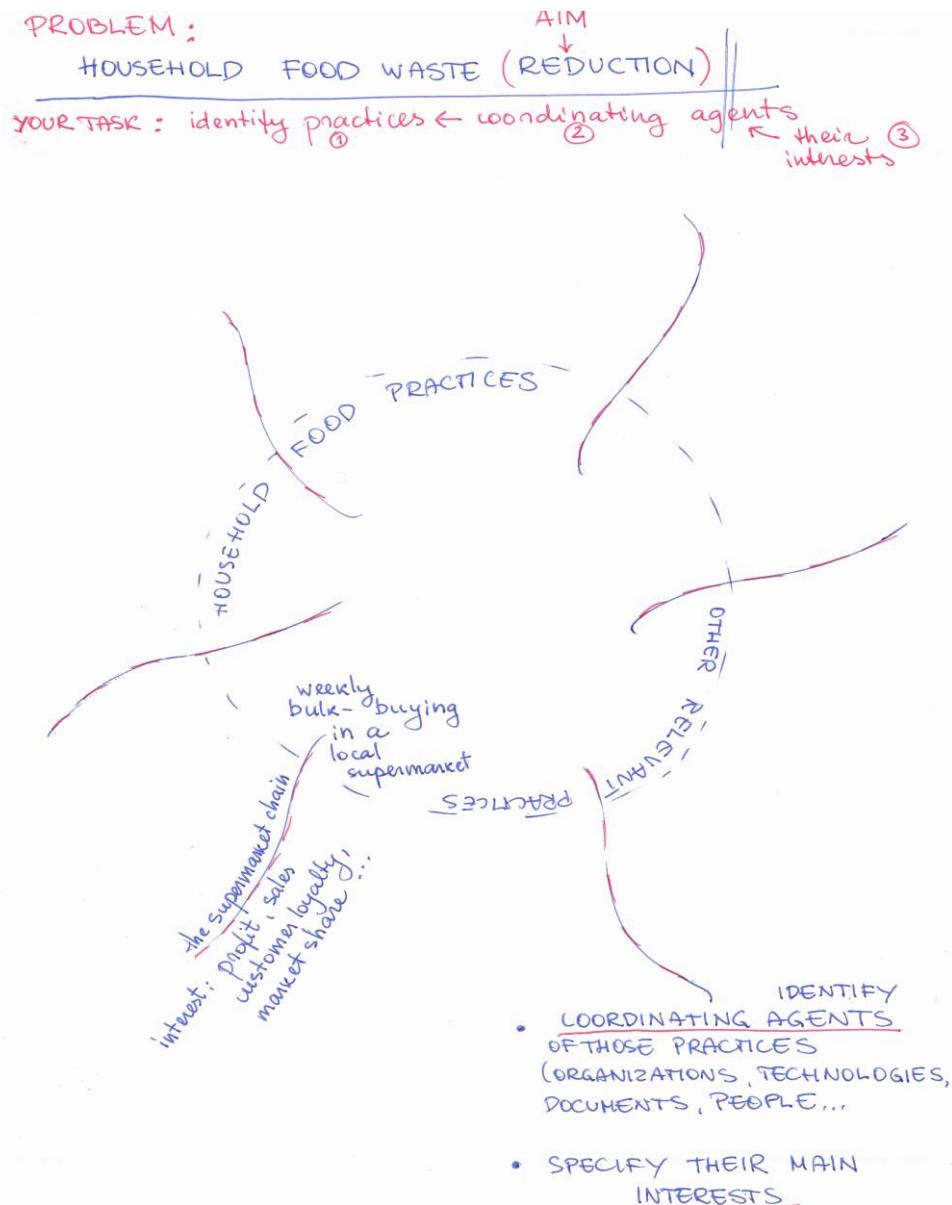
# Step 4 – key actor analysis

- Analysis of key actors beyond the traditional target group/stakeholder approach
- Building a coalition...



# Let's do some creative work

- Sample problem – **household food waste**
- Small groups of 2-3 with your closest neighbours;
- 1 sheet per group – scribble directly on the sheet
- Task – identify:
  - food waste related household practices
  - coordinating agents
  - the latter's main interests
- **15 min**
- I'll do a brief general summary at the end
- Paste your creations on the walls for a tea break exhibition



World Social Science Report 2013, Moser et al. (2013, 48, cited in Leck et al 2015)

- ‘a new kind of social science, one that is **bold** enough to reframe and reinterpret global environmental change as a fundamentally social process; **better** at infusing social science insights into real-world problem solving; **bigger** in terms of having more social scientists to work on addressing head on the challenges of the Anthropocene era; and, **different** in the sense of reflecting upon and changing its own ways of thinking and doing science’.

# What next – more issues to think of

- What exactly and how should social scientists in different European contexts do in relation to instigate professional practice change of policy makers and programme deliverers?
  - Co-creation workshops – whose initiative? Whose funding?
  - Knowledge brokerage – who is best placed to do that?  
Communicative skills of researchers?
  - Building interdisciplinary longer-term coalitions/partnerships between researchers and between researchers and stakeholders – boundary spanning, “translation” skills?
  - Integration into teaching and student internships, applied/practical projects – flexibility of curricula? Funding?

Thank you!  
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