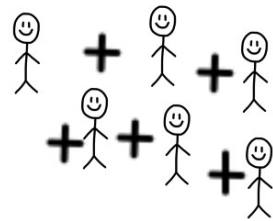


Conversation

How can we change social structures?

What makes society the way it is?

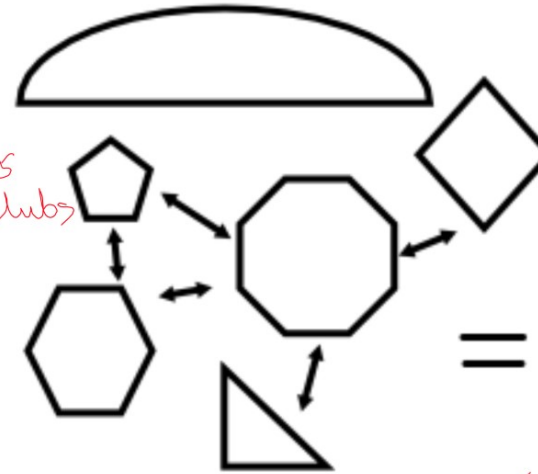


Individuals

= Society

- Features of a social structure
- Hierarchy
 - stability (evolves over time)
 - Rules
 - Interactions
 - Taboos
 - membership
 - characteristics
 - Functional purpose
 - Infrastructure
 - Inclusion/exclusion

Sports clubs
Football clubs
hobbies
cricket
cycling clubs
Bowling clubs



Social structures

= Society

church religion Mosque

neighbourhood
unwritten
rules

Family
social ties

class
work
norms and
values around
work

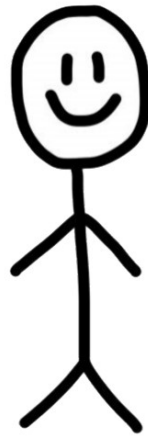
What about people?



Homo economicus

Economic man

- Autonomous
- Rational decisions
- Selfish



Homo sociologicus

Sociological man

- Plays the role they've been given by society



Homo sapiens

- Rational decisions - limited
- Information
- Cognitive biases
- Social norms and values
- Society is the context



Social actor

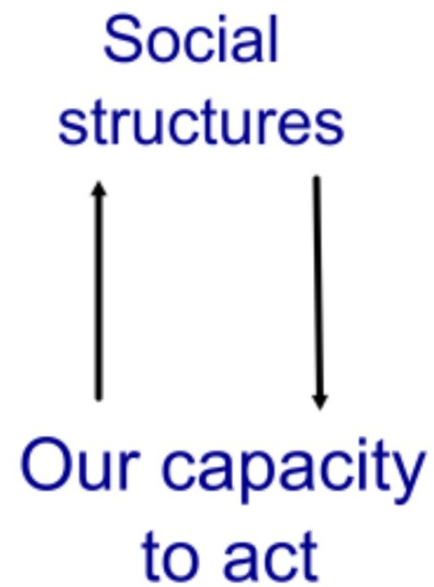
- Has the ability to act intentionally.
- But their desires, identity, values, actions have been shaped by society.
- Social structures depend on actors to reproduce them.

Doing the washing



How can we affect social structures?

Social structures and actions evolve together



Doing the wash.

Maintain structures
making sure you meet other people's expectations
eg clean outfit to go out
indoor hoodie
Clothes for different activities
Washing machine already in the house
- not a luxury anymore

Change structures
Don't wash as often as normal
Not getting a drier

Have ideas about what's normal
Private

Social structures



Our capacity to act

Water system
- grey water

Rules

- smell
- look clean
- different outfits

Housing - space for machine or drying

Technology

- driers
- laundrette
- machine

Learning from family

Habits

Routines - wash day

Marketing

- detergents

Oil industry

Manufacturing