

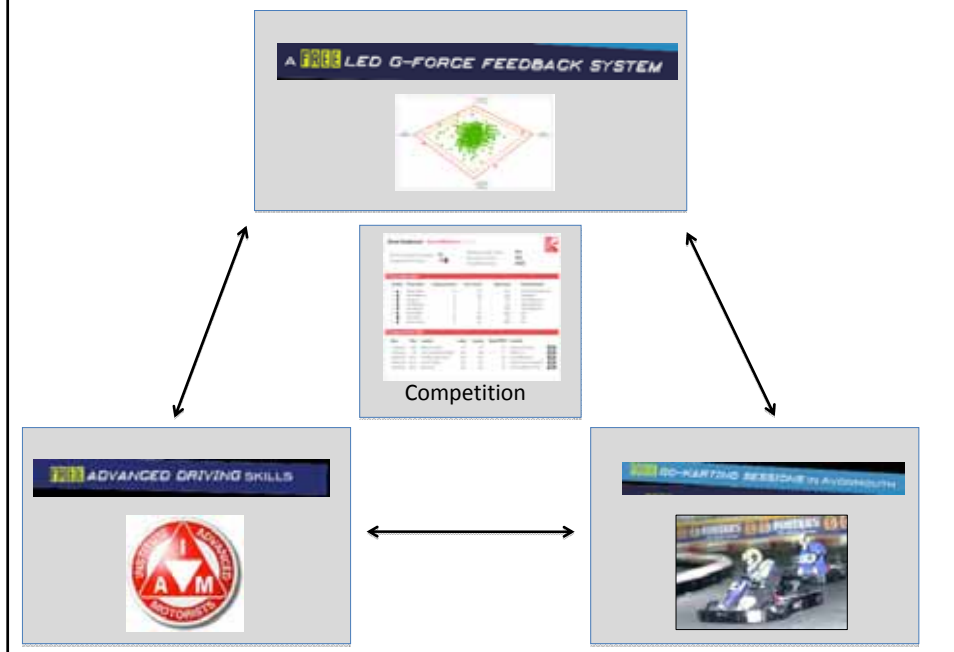
Boy Racers and Bourdieu: Field Capital Theory and its Implications for Social Marketers.

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Pilot Overview 1





Field Capital Theory

- Recognises humans as social creatures, competing for social, cultural and economic capital in distinct field.
- The 'Field' in this case is Driving.
- The research uncovered many examples of competitive behaviour both groups.
- Social Marketing interventions can capitalise of the competitive tendencies of the target audience.
- People compete using anecdotes as well as tangible forms of competition.

Co-creation

- Every part of the intervention has involved members of the local community
- Four 'Team Leaders' assisted with the pilot design and provided feedback on pilot components
- Examples include promotional materials, the IVDR parameters, IAM mini-course content and karting location/timings.
- Has helped to build trust, improved feelings of engagement and encouraged word of mouth promotion

Bonding/Bridging Social Capital

- Bonding social capital pertains to *intra-community* ties which provide the foundation for bringing individuals together.
- Can result in positive and negative behavioural outcomes.
- Can lead to deeply entrenched behaviours.
- Closely related to lifestyle, taste and values.
- Bridging social capital pertains to *inter-community* ties which provide access to new information and resources.

Implications

- Competitive tendencies can be directed toward positive outcomes.
- Co-creation leads to improved trust, commitment and engagement.
- Exposing people to new ideas and ways of behaviour reduces the barriers of behaviour of behaviour change.