**breakout sessions 3**

**Wednesday 17 May afternoon > 3.00pm-4.00pm**

**Session title:** Zizekian Psychoanalysis: a New Benchmark for Promoting Well-being

3.40pm – 3.55pm

> **Conference track:** Promoting global health and well-being

**Paper type:** Academic

**Presenter:** Dr Fatma Mekki > Université de Carthage / IAE Lille

**Paper no. 111**
• **Social marketing** is the application of marketing principles and techniques to foster social change (Lefebvre, 2013, p. 93).

• **Lefebvre (2013)** notes the need to explore automatic influences on behavioral choices, justified by Zaltman research (Zaltman 2000).

• 95% of thinking happens in our unconscious.

• A novel form of **human genetic engineering** demonstrates the presence of unconscious by citing the example of driving behavior (Lipton 2015): If you drive a car long enough, you do not have to think about it; the unconscious knows how to do.
Despite the increasing importance to psychoanalysis, there is a lack of research that explores Zizekian psychoanalysis (Cluley and Desmond, 2014).

This lack is associated to the ambiguity of psychoanalytic concepts (Reyes, Dholakia, and Bonoff 2014).
To explore Zizekian psychoanalytic Benchmark for promoting safe behavior
An integrated benchmark criteria grounded from recent researches in social marketing (Andreasen, 2002; Lefebvre, 2011; French and Russell, 2015; Suggs and Wettstein, 2016).

<table>
<thead>
<tr>
<th>Benchmark</th>
<th>What to look for?</th>
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<tbody>
<tr>
<td>Behavioral change</td>
<td>tapping into reducing accidents.</td>
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<tr>
<td>The priority group</td>
<td>a decision to identify a priority group for developing a marketing mix for it.</td>
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<tr>
<td>Theory</td>
<td>exploring Zizekian psychoanalysis</td>
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<td>Exchange</td>
<td>creating exchanges with target audiences by comparing the perceived/actual costs versus perceived/actual benefits.</td>
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<td>Marketing Mix</td>
<td>identifying the Ps of traditional marketing mix.</td>
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<td>Competition</td>
<td>understanding what competes for the attention of the audience faced by the desired behavior.</td>
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<tr>
<td>Implementation And Evaluation</td>
<td>helping organisms to execute the proposal social marketing interventions and evaluate it.</td>
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Zizekian psychoanalysis can be a benchmark which offers new ways to solve social challenges in a Transformative Social Marketing:

- «a theory and practice that confronts individuals with the most basic dimension of human existence» (Zizek, 2007),

- to propose solutions to social problems (Wood 2012):

  ✓ The unconscious co-exists with conscious in human behavior (Zizek 2007, 2008);

  ▪ «While we expect to consider unconscious at a great depth, it appears on the surface, so we do not notice it.»
### The Real-Symbolic-Imaginary Triad

(Zizek 2007, p.8; Zizek 2008, p.13, Zizek 2010)

<table>
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<tr>
<th>Characteristic</th>
<th>Interconnexion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real</td>
<td>the inexorable abstract logic</td>
</tr>
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</table>
| Symbolic       | a complex presuppositions with a deep divide between :
|                | - Rules and meanings which should be master blindly and spontaneously. For example, the Father's orders should be respected.  
|                | - Rules and meanings that must not be seen to keep up the proper appearances. For example, the others' driving behavior represents a sign of these presuppositions. |
| Imaginary      | the self-experience |

**Authentic Act**

*a true activity that emerges from the human being and not from objects.*
• Introduction

• Purpose

• Zizekian Psychoanalysis

• Psychoanalytic Maps?

• Implications
• The methodological references ignore the psychoanalytic approach to collect and analyze qualitative data

(Creswell 2007; Denzin and Lincoln 2011; Miles and Huberman 2013).

• Most research methods are biased toward reason as if decisions were the result of conscious processes (Zaltman 1997, p. 427).

• The psychoanalytic map is a new tool extrapolated from cognitive maps to analyze qualitative data.

• Mapping takes into account the complexity of the behavior, it is a problem solving tool

Our definition of the psychoanalytic map is:
«the representation of discourse about driving behavior that follows from the process of mapping. It is a network of nodes and arrows as links, where they can describe causality, controversy, inclusion, and association. Psychoanalytic maps are derived through psychoanalytic interviews to focus on problem solving and uncover solution options».

The psychoanalytic map’s analysis is based on the centrality score, using a Software of mapping. This score identifies the most important concept which affects the behavior unconsciously.
Psychoanalytic interviews

The construction’s map

Comparative analysis

- The score of relative importance
- The analysis of Symbolic and imaginary signs:
  - Father-Mother (Authoritarian-Permissive-Uninvolved)
  - The car (Pleasure-Care-Refuge)

Links coding

- Causality
- Association
- Inclusion
- Temporal
- Opposition
- Action

Comparison:

Father A- Father A

9 situations
A taxonomy

Introduction  Purpose  Zizekian Psychoanalysis  Psychoanalytic Maps ?  Implications

new road

- The driver is more concentrated (P-C-R)
  - Imaginary sign: A pleasing new experience in the car (some younger drivers in P)

- Symbolic sign: Others' sign is more important rather than parents' sign
  - Imaginary sign: the experience of driving a car is pleasing and powerful
  - The Group «Pleasure» (P) is oriented to disobey traffic rules

repeated road

- Symbolic sign: «The traffic rules exist to be respected»
  - Imaginary sign: «Driving should be done carefully»
  - The Group «Care» (C) is oriented to obey traffic rules

Temporal process

- Imaginary sign: a car is a refuge and a security
  - The Group «Refuge» (R) is oriented to obey traffic rules
The fundamental implications of psychoanalytic map as a problem solving tool are:

- to identify group priorities based on the psychoanalytic elements and not apparent factors (like gender or age or involvement in accidents).

- to specify the place of the message: regarding the automatic aspect of driving behavior, the message should be in the car itself, using Vehicular Ad-Hoc Network (VANet):

- The driver co-constructs and personalizes the signal alert which engages himself to obey it.

- This personalized sound should be returned to zero-point (a standard sound) after a period of time (according to mileage), to avoid the habitual aspect.
This research is expensive in time and efforts:

- The Zizekian psychoanalysis is so difficult that we overcome it by our motivation and perseverance.
- The methodological tool is also proposed after many attempts and challenges.

Future researches can join psychoanalysis and neuroscience for more understanding of human behavior.
CONCLUSION

• This research is an attempt to propose new ways for understanding the complexity of driving behavior using psychoanalytic maps.

• This understanding is necessary to propose the adequate social communication.

Research is a trip!

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MANY THANKS !
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Psychoanalytic Mapping - Social Marketing

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