Prosocial herding: What are the implications for social marketing?
The Intersection of Prosocial Behaviour and Herding

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WE NEED MORE DISSenting OPINIONS.

ABSolutely, Sir

WE AGREE 100%
“Everyone is doing what everyone else is doing”
Banerjee (1992, p. 798)
Conceptualisation

Herding

Herding Models

Transmission-based herding approaches

Non-Mentalising
  - Emotional Contagion

Mentalising
  - Social Influence
  - Conformity
  - Rational Models

Pattern-based herding approaches
  - Social Network Theory
[..] “intrinsically motivated voluntary behaviour to benefit another”
(Eisenberg et al. 2007, p. 647)

Mentalising: People’s ability to **read** others
Conceptualisation

The Intersection

Transmission-based herding approaches

Non-Mentalising
- Automatic, intuitive and subconscious ‘decision’-making (Distal)
- Unplanned, informal PB

Mentalising
- Social Influence & Conformity (Proximal)
- More rational decision-making
- Planned, formal PB

Pattern-based herding approaches

Micro level

Meso level

Macro level

➢ Social Network Theory
➢ Agent-based models
Conceptualisation

Mentalising & Planning

Mentalising (Proximal)

Degree of mentalising

Non-Mentalising (Distal)

Unplanned, Informal PB

Planned, Formal PB

Degree of planning

Social Influence & Conformity

Social Contagion

Emotional Contagion

Rational Models

Mentalising (Distal)
Impact on Self & Planning/Mentalising

Degree of planning/mentalising

Unplanned, non-mentalising
- Jumping into a river to rescue a drowning person
- Provide help in a car accident
- Give money to a homeless person
- Lend a pencil

Planned, mentalising
- Donate bone marrow
- Donate a kidney
- Donate blood
- Donate money to charity
- Clean up the beach
- Donate bone marrow
- Donate a kidney

Impact on Self

Low
- Lend a pencil

High
- Jumping into a river to rescue a drowning person
- Provide help in a car accident
- Give money to a homeless person
- Donate blood
- Donate money to charity
- Clean up the beach
What types of prosocial behaviours are more susceptible to herding?

How might different prosocial causes impact on herding?

What do social marketers need to understand about transmission-based and pattern-based herding?
Thank you for your attention!