

A hand is shown from the right side of the frame, with the index finger pointing towards a row of four books. The books are standing upright on a dark surface. The background is a solid, muted blue-grey color. The text is overlaid on the right side of the image, partially overlapping the hand and the books.

Systemdenken vergroot jouw impact

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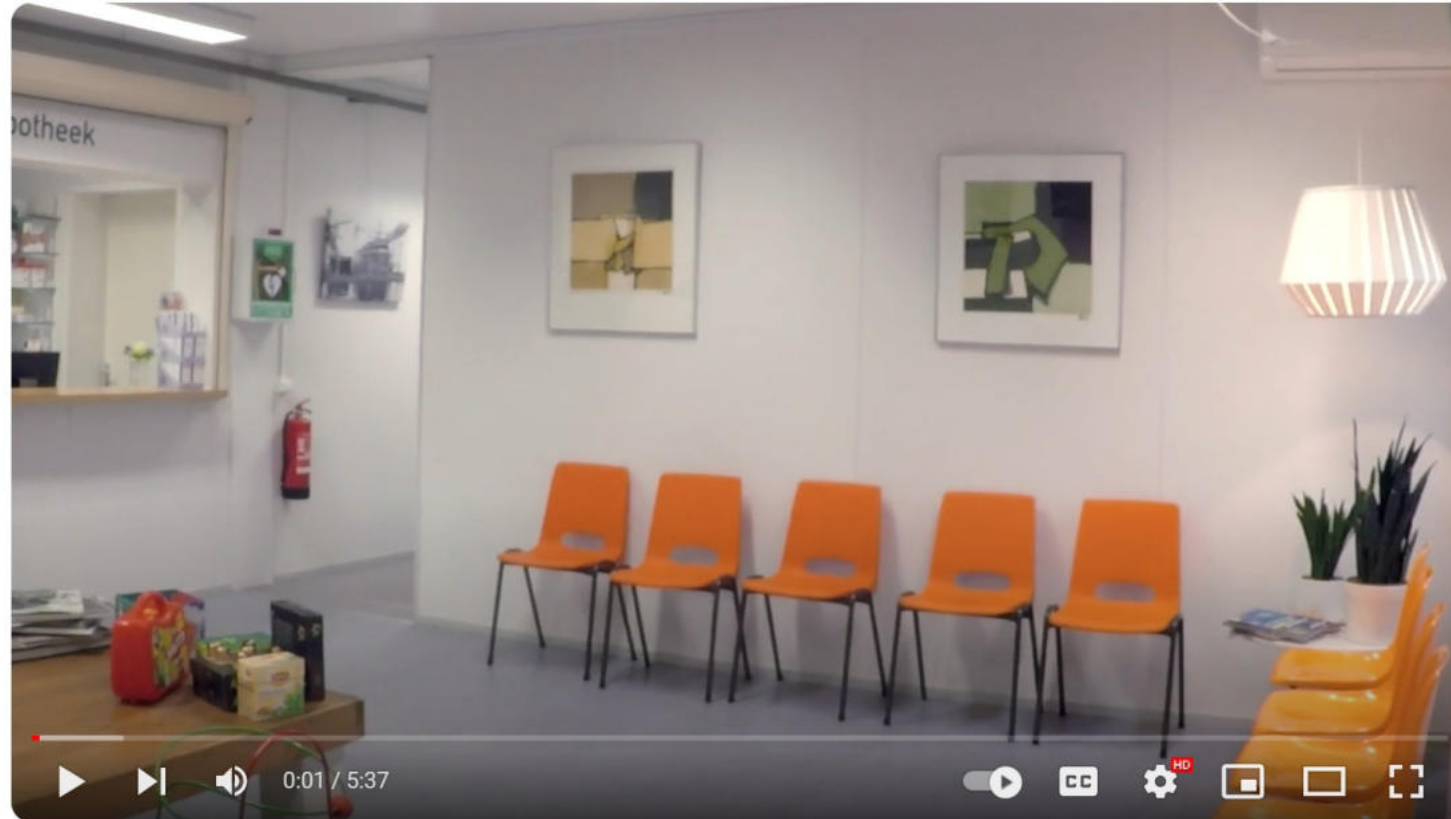
Hardnekkige, niet-duurzame sociale normen



De macht der gewoonte...



Kuddegedrag..



MINDF*CK experiment wachtkamer.



Victor Mids
10.5K subscribers

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<https://www.youtube.com/watch?v=5lH2jd679Qk>

Te moeilijk...

- Belemmerende wetgeving, te hoge kosten, etc...



Toch veranderen sociale normen...

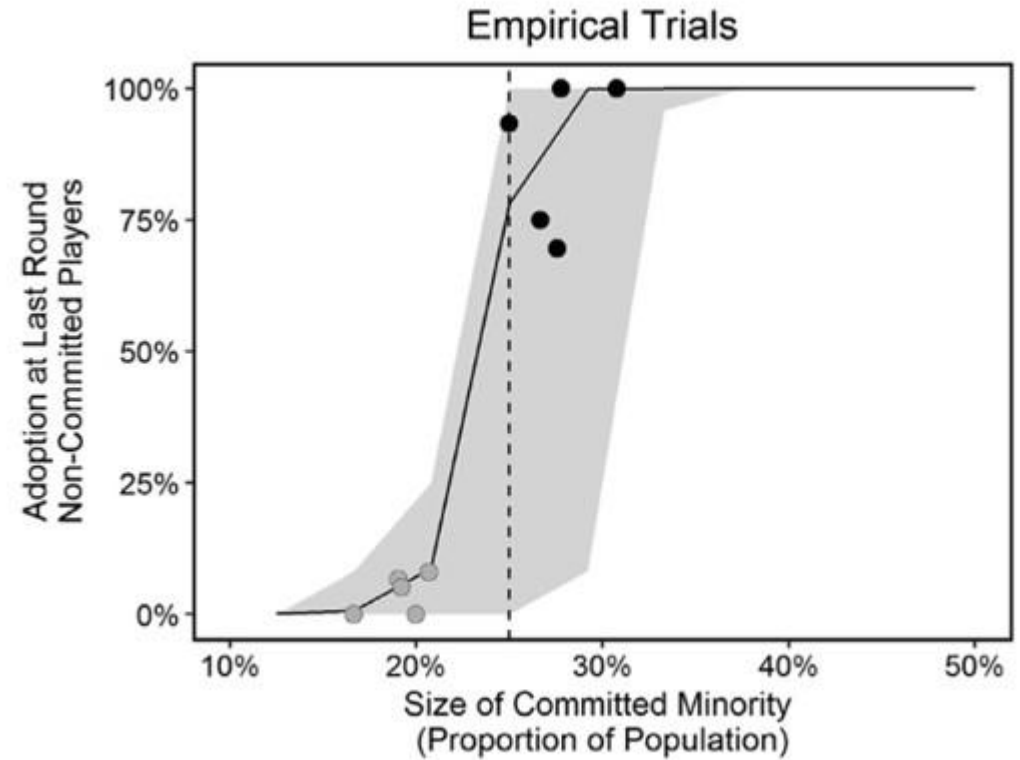


▲ Sinterklaas wordt dit jaar bij de landelijke intocht vergezeld door alleen maar roetveegpieten. Dat meldt de NTR, die verantwoordelijk is voor de tv-registratie. © ANP

**Alleen roetveegpieten bij
landelijke intocht Sinterklaas in
Apeldoorn**

Zella, Bolderdijk et al (working
paper)

En soms heel snel...



(Centola et al, 2018; Mlakar, Bolderdijk et al, 2024)

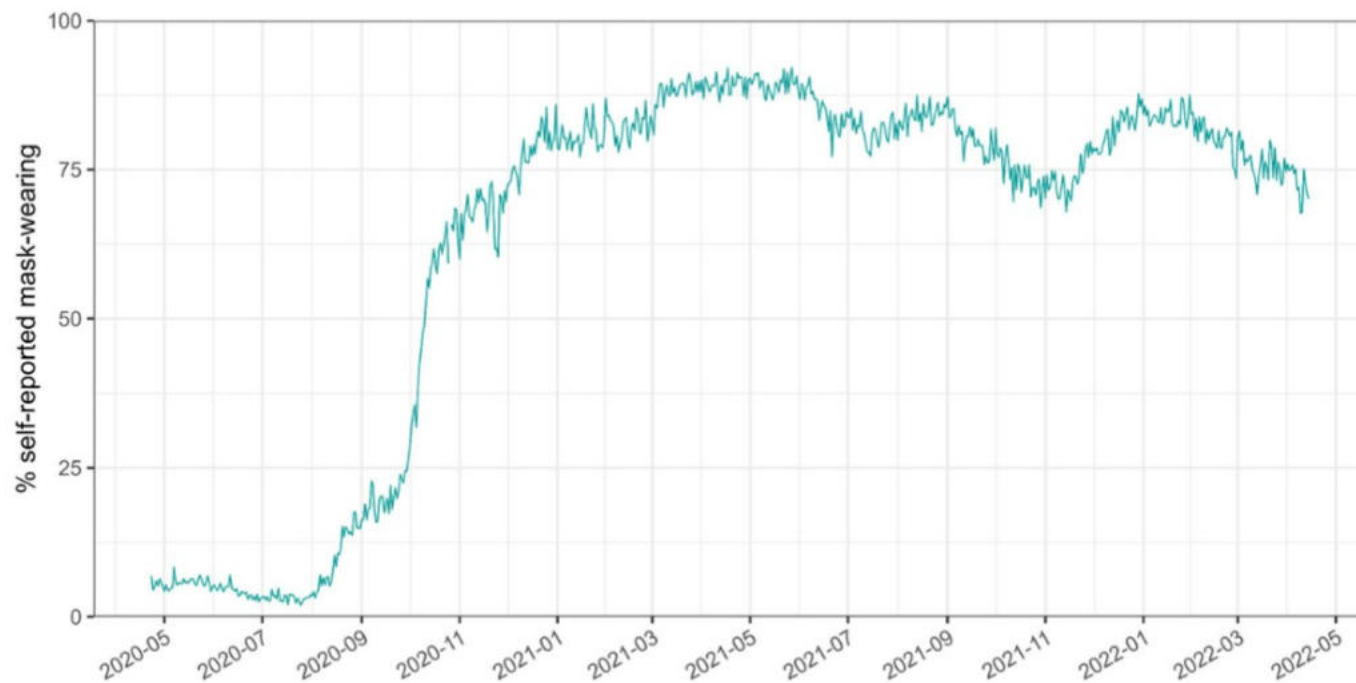
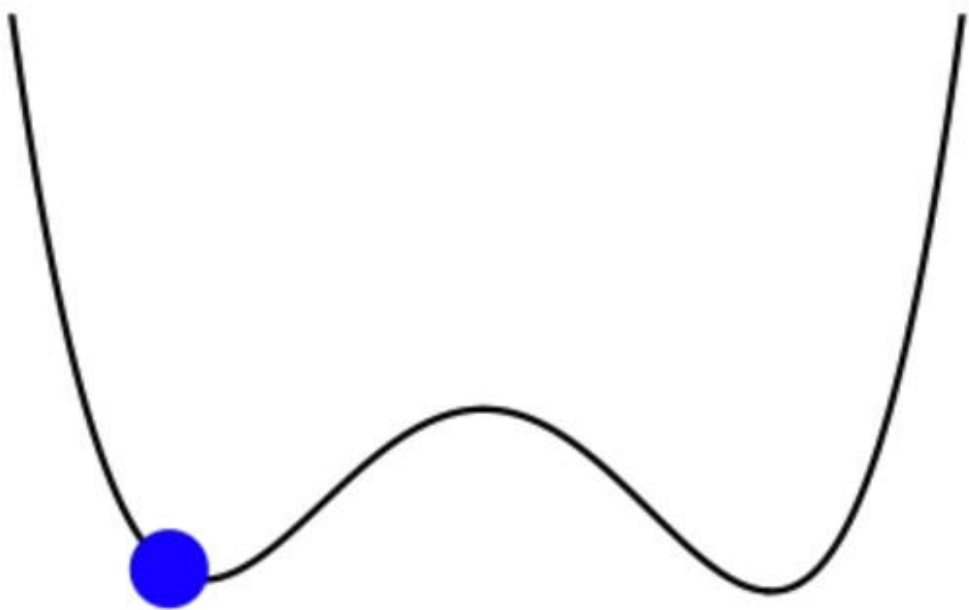


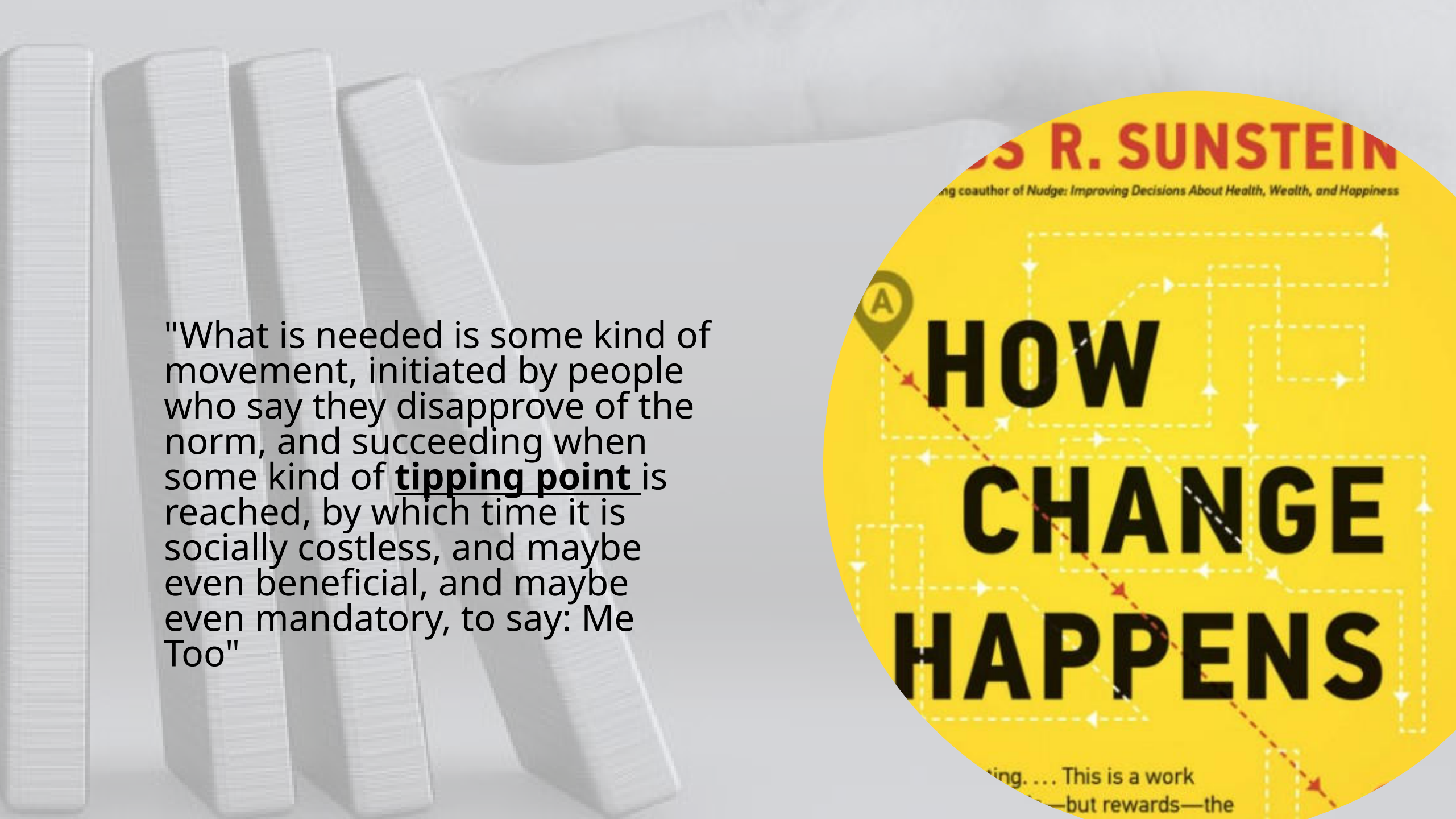
Figure 1. Non-linear social change regarding mask wearing in Finland during the COVID-19 pandemic. In particular, the rapid shift from baseline values to greater uptakes, followed by oscillations, would not be described by linear or even piecewise linear regression. (Data source: Fan et al., 2020).



(Heino et al, 2023, Yang et al, 2022)



A small, handwritten signature in black ink, consisting of a vertical line with some scribbles at the bottom.

A hand is shown tipping a domino, which is part of a larger set of dominoes. The background is a light gray surface.

"What is needed is some kind of movement, initiated by people who say they disapprove of the norm, and succeeding when some kind of **tipping point** is reached, by which time it is socially costless, and maybe even beneficial, and maybe even mandatory, to say: Me Too"



Waarom zien we (nog) geen kantelpunt?

Vooroplopen is niet makkelijk



...maar kan anderen helpen...



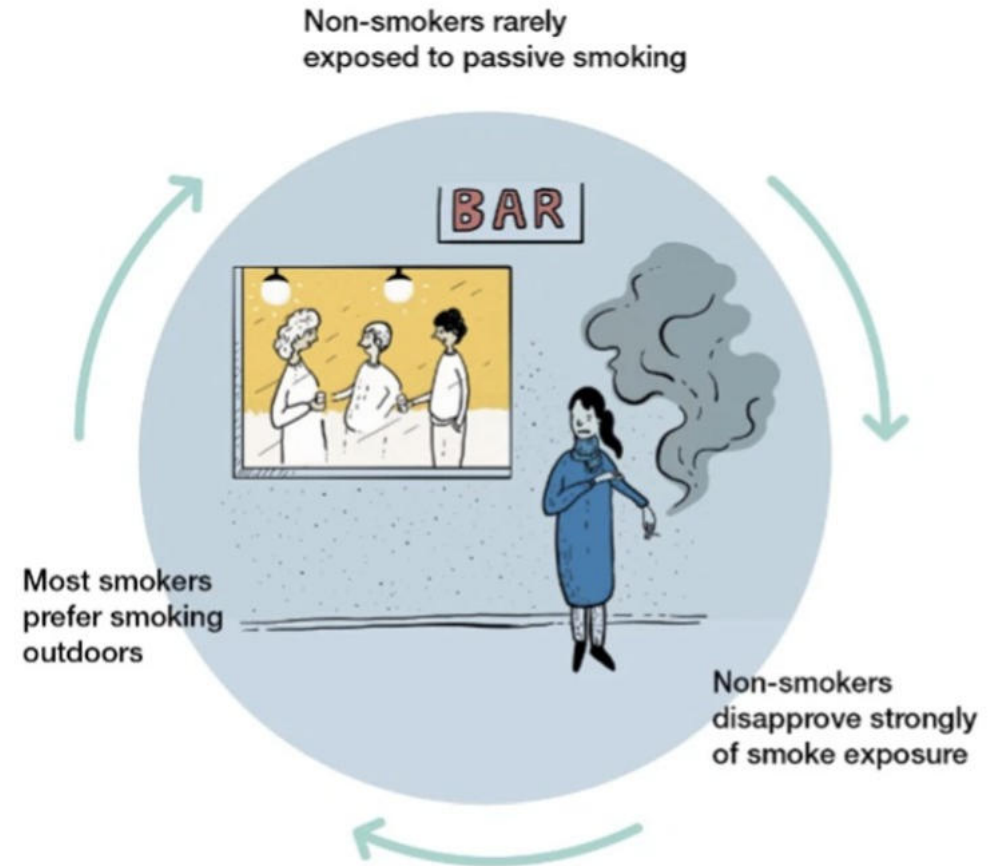
(Bolderdijk & Cornelissen, 2023)

...en draagvlak voor ondersteunend beleid creëren.



...wat op zijn beurt weer sociale normen kan verschuiven...

Rookverbod: waar mag niet gerookt worden?



DUS....

- Systeemperspectief: jouw individuele keuzes hebben impact op het bredere systeem...
 - Wacht niet op top-down change
 - Laat zien dat het *wel* kan
 - Spreek je uit: doing good louder

