

Engineering a Better Culture



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What is culture?



What is the Behavioral Concept of Culture?

Common behaviors
shared by a group!!!

He didn't
have to yell...

Behaviors
sustained using
rules.



Challenges of cultural practices



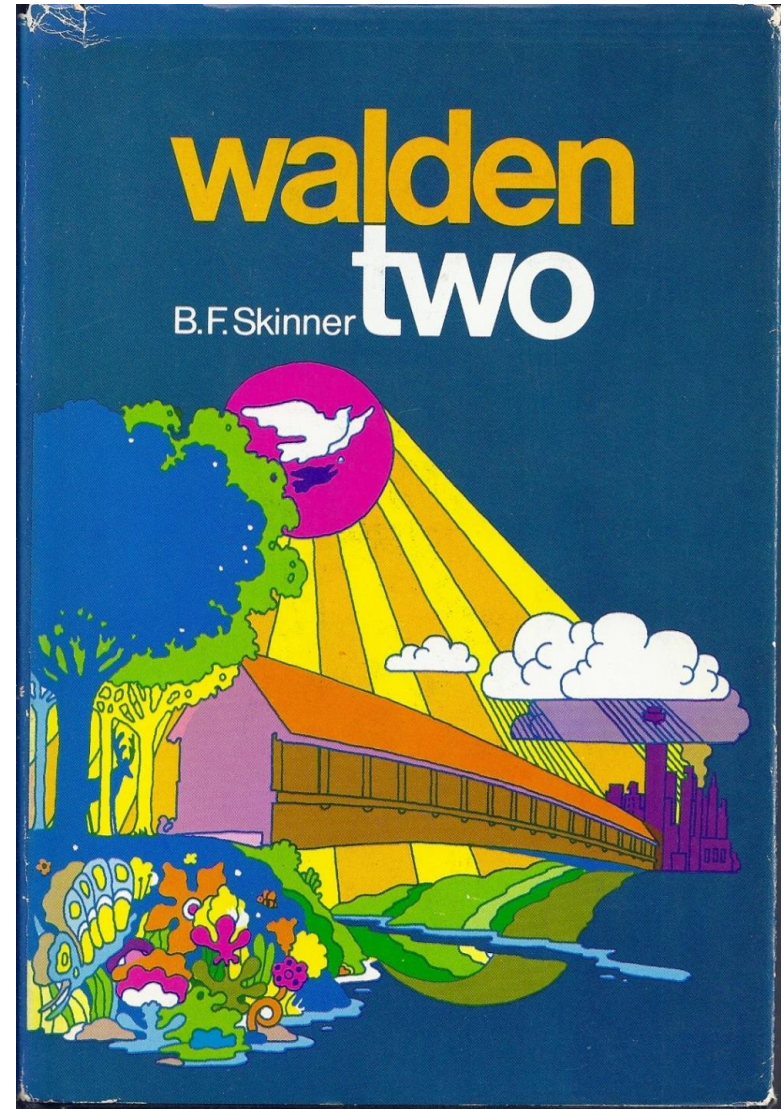
B.F. Skinner's Walden Two

It's all in Walden Two; that's the world of the future.

- Skinner (1968)

Themes:

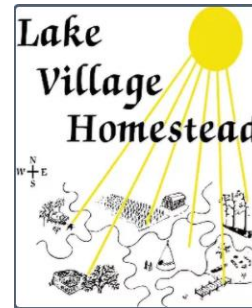
- **Education**
- **Child Rearing**
- **Economics/Labor**
- **Environment**
- **Art**
- **Government**
- **Morality/Religion**



Intentional Communities



Sunflower House;
Kansas



Lake Village; Michigan

ASD

**Association for Social
Design;** California, New
Mexico, Maryland



Twin Oaks; Virginia



Los Horcones;
Hermosillo, Mexico

Why Study Intentional Communities?

- Size/Population
- Lifestyle and Values
- Minimizes variation of huge, open system
- Still complex enough to be realistic



How Can We Study Intentional Communities?

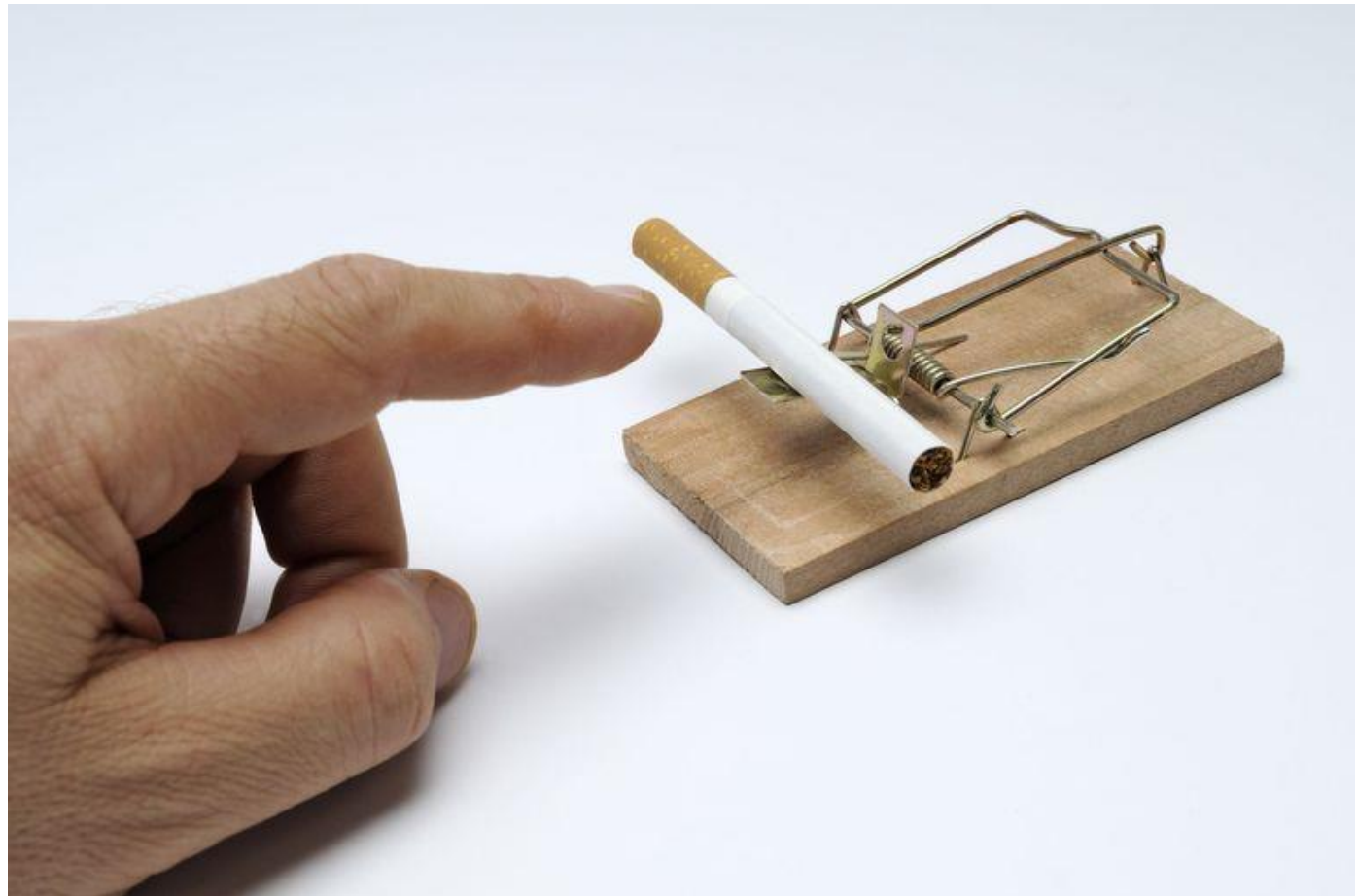


Performance Management Approach to Smoking Cessation

ABC analysis

Possible solutions

- Antecedents
- Consequences



Systems Approach to Smoking

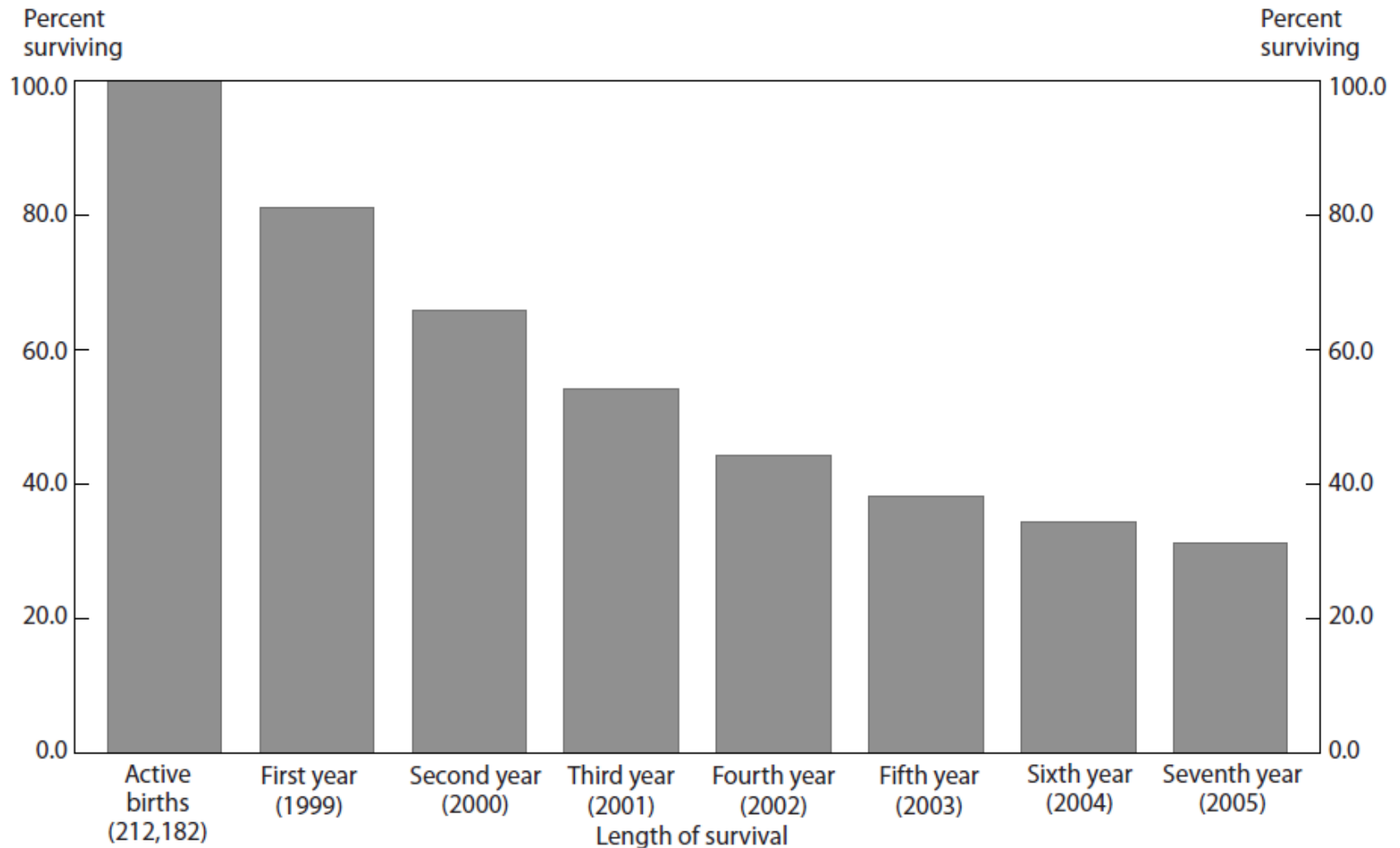


How Have Communities Remained Afloat?

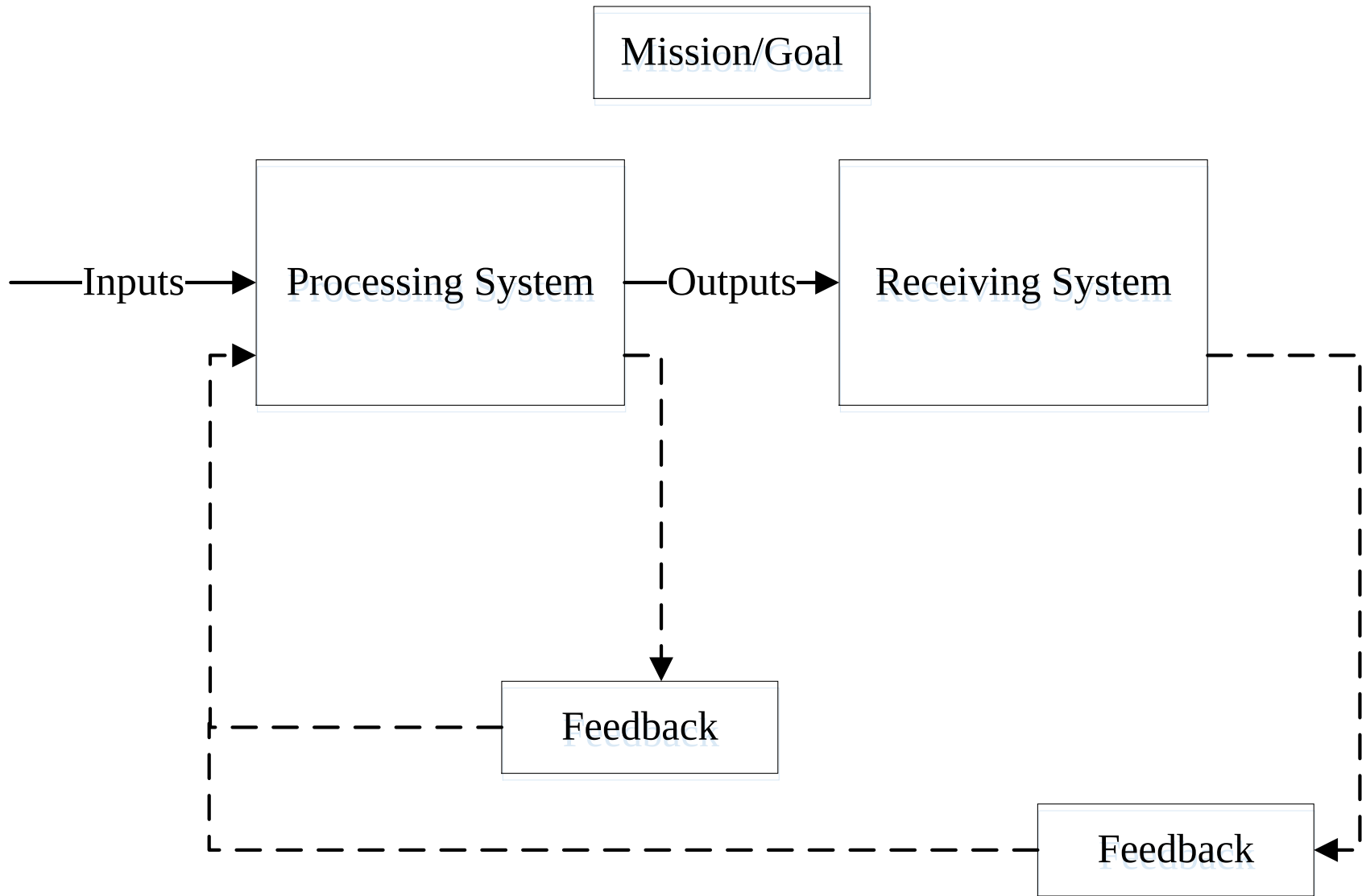


The Struggle to Survive

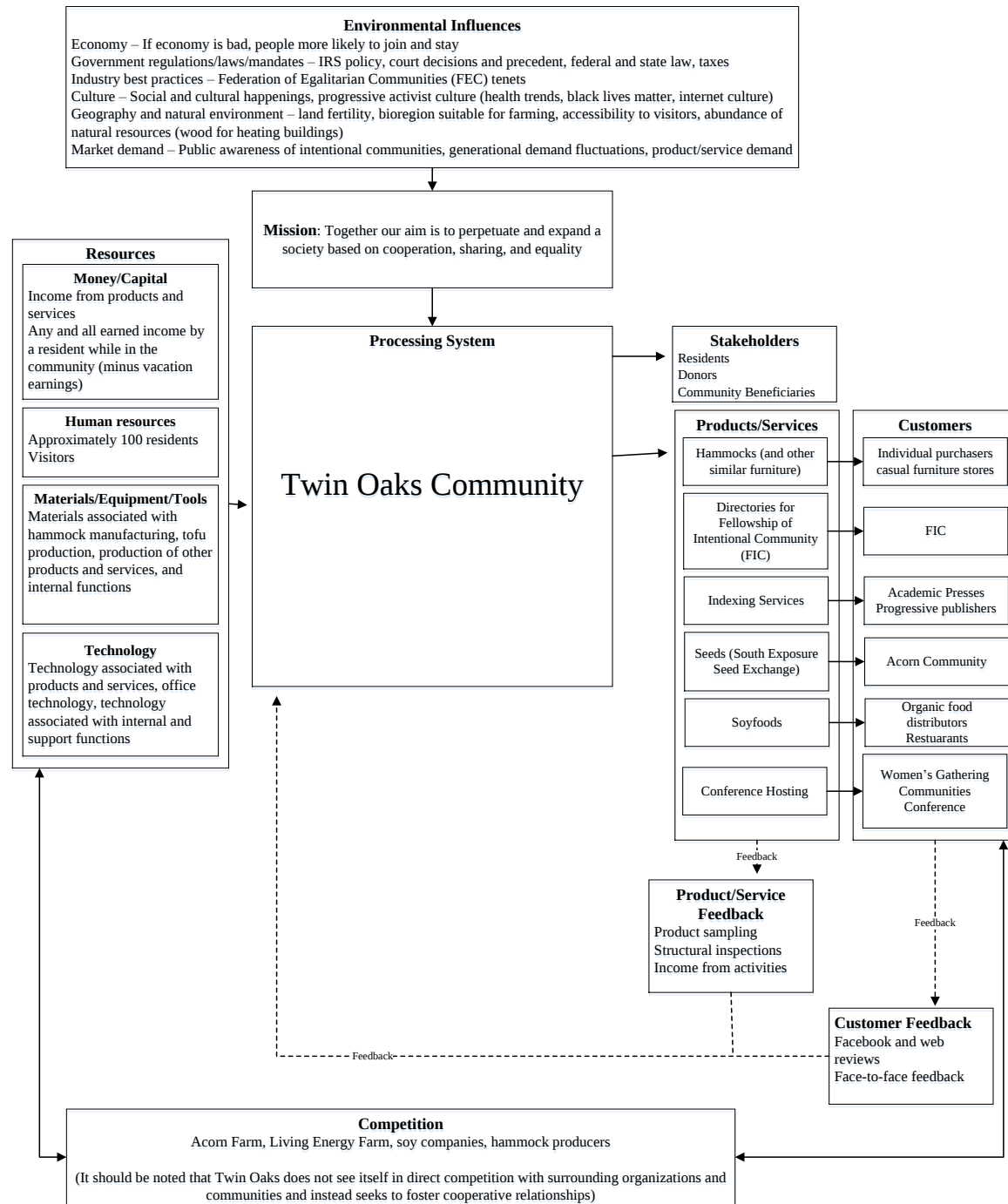
Chart 1. Survival of new establishments from second quarter of 1998



Total Performance System (TPS)



TPS



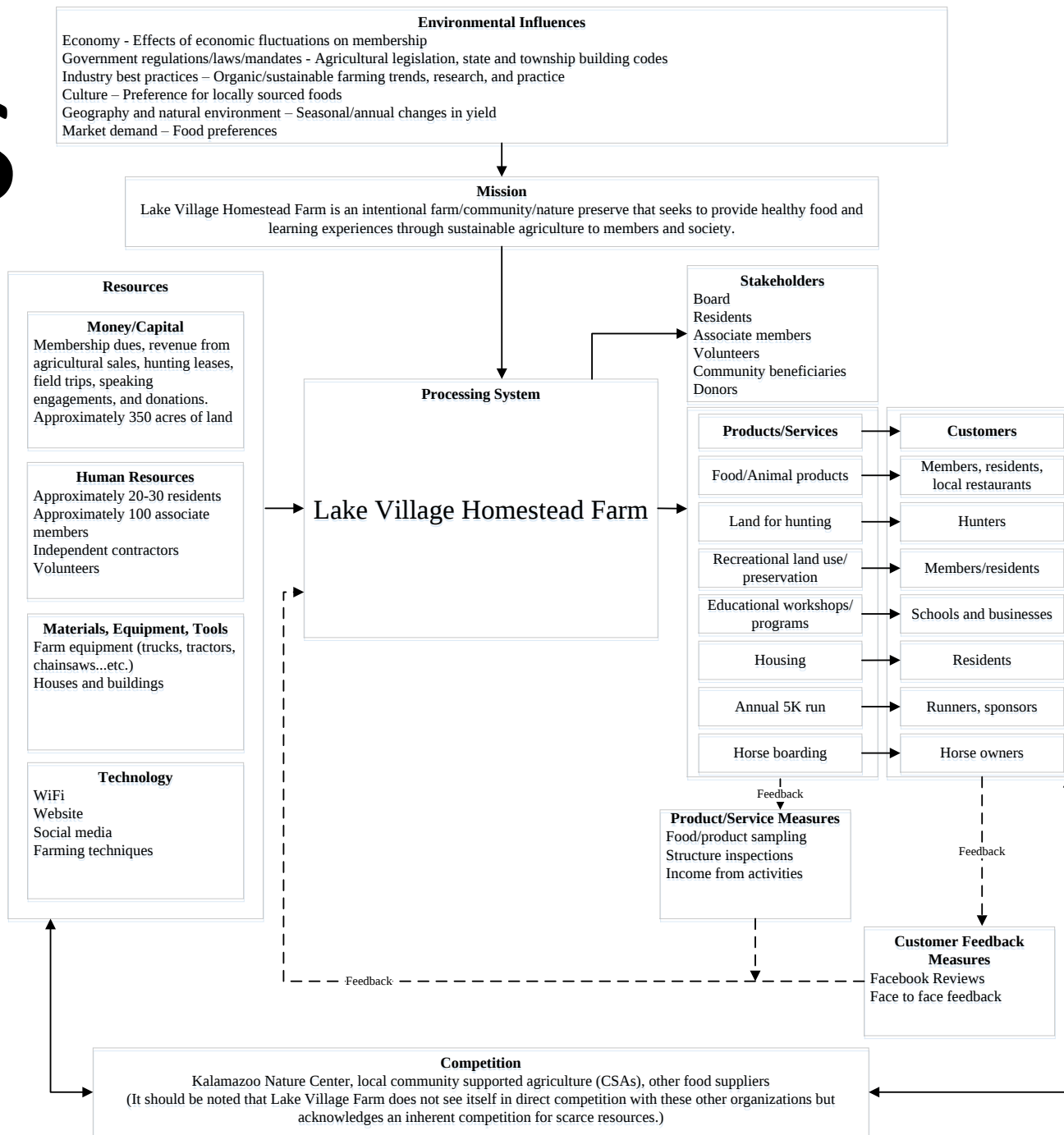
Twin Oaks Products/Services



Twin Oaks Products/Services



TPS



Lake Village Products/Services



Lake Village Products/Services



How Have They Produced
Cultural Change?



Twin Oaks Accomplishments

Income sharing

- Housing
- Health
- Food
- Education
- Childcare



Twin Oaks Accomplishments

Labor-credit system



Lake Village Accomplishments



Lake Village Accomplishments



Directions for Future Research

Satisfaction

Knowledge, skill, and ability changes

Organizational policies and procedures

Long term-social outcomes

Evaluation use and dissemination

“I mean you've got to experiment, and experiment with your own life! Not just sit back in an ivory tower somewhere—as if your life weren't all mixed up in it.” – Walden Two



Thank you!

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