

Campaign Strategy Newsletter 103 December 2017 – Two Tracks Issue

Hello and Happy Christmas and New Year

It's been ages since my last Newsletter, although I've published quite a lot of blogs. To get them automatically sent to you, please subscribe to my blogs as automatic email or reader updates at <http://threeworlds.campaignstrategy.org/> (links on right hand side of the page).

Please also follow me on twitter: @campaignstrat so I can follow back and see what interesting stuff you post.

Two Tracks

I'd be interested to know what you think of this idea: a ['Two Tracks' concept](#) as a way to look at issue development and campaign design.

[\[http://threeworlds.campaignstrategy.org/?p=1746\]](http://threeworlds.campaignstrategy.org/?p=1746)

It argues that Kahneman's 'System 1' (unconscious intuitive) and 'System 2' (conscious, analytical) thinking are not simply choices for individuals (often involving instant substitution of System 1 to avoid the mentally arduous System 2) but our societies have developed whole social domains (eg science, economics, 'disciplines') specialised around System 2: on Track Two

This leaves the 'mainstream' and the 'general public' to get on with 'normal life' on [Track One], very much relying on System 1, which means decision making based not on analysis but things like framing, heuristics and motivational values. The consequences for issue development, campaigns and any attempt to 'mainstream' a concern, are substantial. The post explores the many differences between Track One and Two, in more detail. [Why We Suddenly Have a Plastics Crisis](#), traces the history of 'the plastics issue' in Track One and Two terms, from its fleeting appearance on Track One in 1970 (Thor Heyerdahl), through its long immersion in the research world of Track Two, until with Charles Moore's 'discovered' microplastic pollution in the vast Pacific garbage patch in a Track One way, around 2000.

[\[http://threeworlds.campaignstrategy.org/?p=1764\]](http://threeworlds.campaignstrategy.org/?p=1764)

It shows that it was not a lack of knowledge of its hazards that kept plastic pollution from being recognized as a crisis but the effects of communications psychology, and the consequences of plastic being framed as 'normal', 'beneficial' and 'essential', even by scientists concerned to raise the alarm.

[#Brexit, \(Track One\) and The Will Of The People](#) looks at how these two separate tracks of communication have influenced the 'will of the people' as revealed by a long-running post-EU-referendum series of YouGov polls in the UK.

[\[http://threeworlds.campaignstrategy.org/?p=1819\]](http://threeworlds.campaignstrategy.org/?p=1819)

Let Them Eat Plastic?

An interesting thing about the rapidly breaking plastics issue is how it is being carried along by a combination of almost spontaneous 'activism' by scientists and public concern spreading through social media in tandem with media reports. It really hasn't come about as a result of NGO campaigning or anything like 'Organizing' to build a base. In many ways it's comparable to how 'old style' issues developed in tandem with mass media coverage in the late C20th.

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I'm often asked for 'case studies' of campaigns and issues and 'plastic' now provides fertile territory for both. If you are interested, you might like to also have a look at these blogs:

[Communications and Strategy Challenges Of The Plastics Issue](#) (they are huge)

[<http://threeworlds.campaignstrategy.org/?p=1847>]

[Do Some Good and Shop Before Black Friday](#) (about microplastic, clothes and washing machines)

[<http://threeworlds.campaignstrategy.org/?p=1680>]

and [A Beautiful if Evil Strategy](#), on the plastics industry strategy for avoiding controls on production: it frames plastic as litter and not 'pollution', and co-ops litter-picks, beach cleans and the goodwill they rely on.

And yes, we are of course all now eating plastic. Plastic needs to be phased out (see 'Challenges' post).

Index To Newsletters

If it is useful, there's now an index to a lot of my Newsletters (43 – 101) [here](#) and a link to an earlier document with extracts of 1-42.

[<http://threeworlds.campaignstrategy.org/?p=1674>]

[Brexit Values Story 2.1](#)

This blog has lots of data for those who like that sort of thing. It gives before and after referendum values survey data and unpicks the differences in motivation across values groups and political parties.

[<http://threeworlds.campaignstrategy.org/?p=1601>]

[What Could You Do With £36 billion ?](#) focuses on the costs and broken financial promises of Brexit.

[<http://threeworlds.campaignstrategy.org/?p=1580>]

If you wish you hadn't missed any of those, sign up for automatic notifications using the link [here](#). If you are glad you didn't ... then take no action!

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