

# How we can use CBS to help humanity

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# Disclosures

- Royalties from New Harbinger book sales
- Royalties from Praxis for online teaching and training
- Financial benefit from training and teaching DNA-v

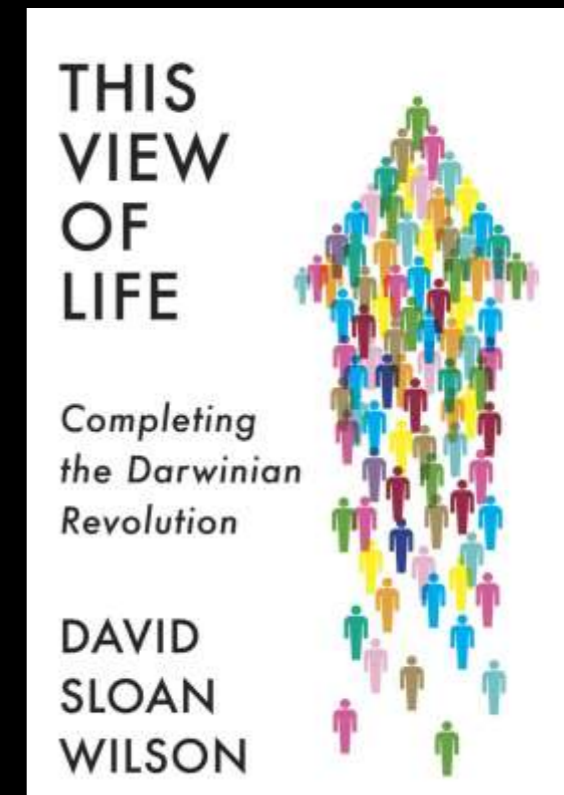


Prof Joseph Ciarrochi  
Institute of Positive Psychology and  
Education  
ACU Sydney

Our chance to change the world

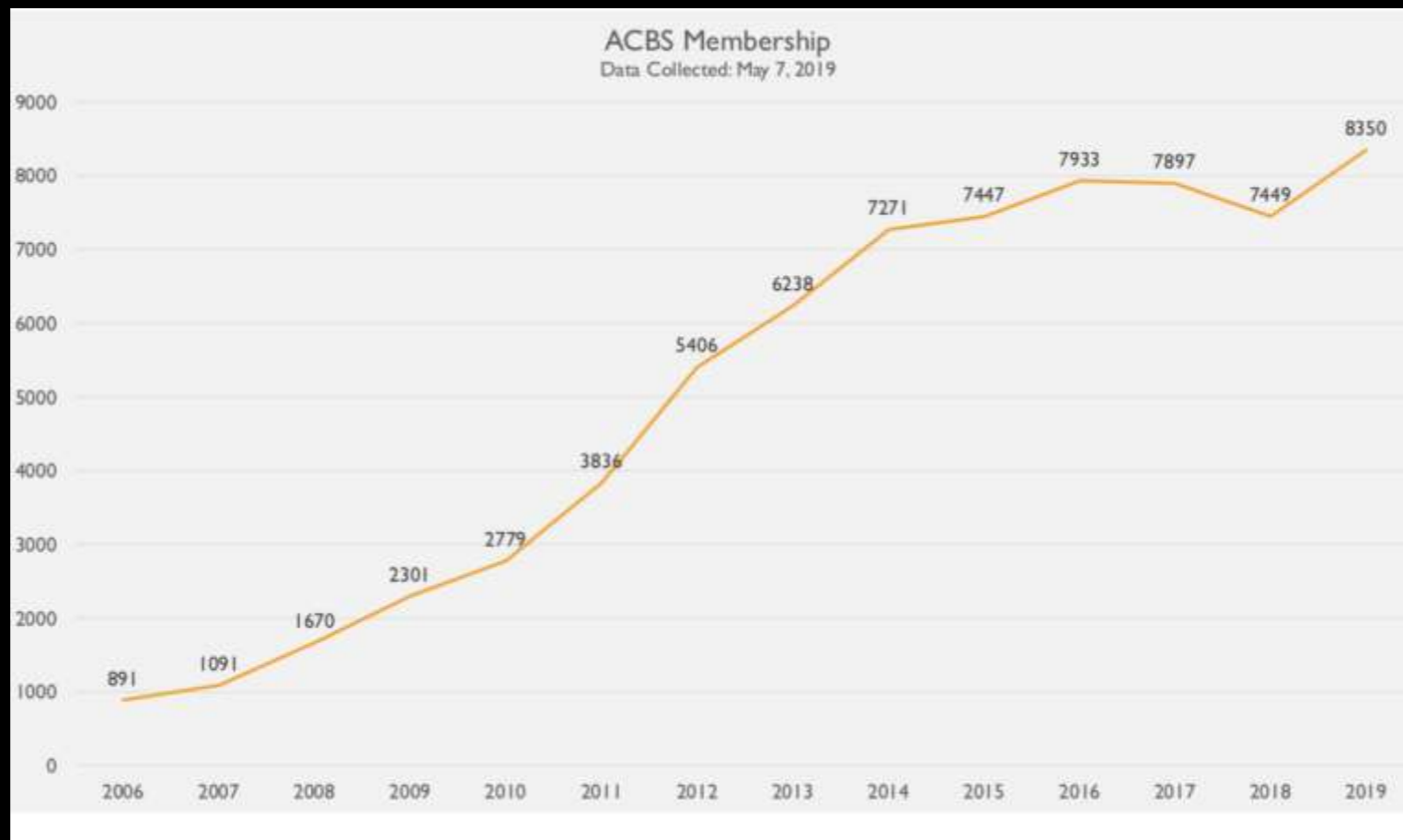
Individual ACBS members  
Chapters/Affiliates  
Special interest groups  
Committees  
Communities  
Cultures  
Countries

Our home - earth





# We are 8000



Individual





Individuals are important to our work

but

only working at this level is reductionist

# Adverse Childhood Experiences--ACES

- Physical abuse,
- Verbal abuse,
- Sexual abuse,
- Physical neglect,
- Emotional neglect.
- An alcoholic parent
- Abuse of one's mother
- Family member in jail,
- Mentally ill family member
- Loss of a parent through divorce, death or abandonment



individuals  
inside small groups





2012  
**KEVIN LIVINGSTON MEMORIAL AWARD**

Louise Lena Hayes

“the ACBS effect”

**From:** "acceptanceandcommitmenttherapy Moderator"

**Subject:** Welcome to  
acceptanceandcommitmenttherapy

**Date:** 14 May 2003 at 10:43:47 pm GMT+5:45

**To:** Louise Hayes

Hello,

Welcome to the acceptanceandcommitmenttherapy group  
at Yahoo! Groups



**From:** Steven Hayes

**Subject:** ACBS membership

**Date:** 14 March 2006 at 5:58:50 am GMT+5:45

**To:** Louise Hayes

I've noticed that although you are on the Listserve you are not yet an Association for Contextual Behavioral Science (ACBS) member.

**Can I talk you into joining?**

It really makes sense to join if you care about this work – and you do, otherwise you would not be on the list serve. ....

I hope you will consider it.

- S

Steven C. Hayes



I am *only* here because *you* were there



Only with others, can we reaching new heights

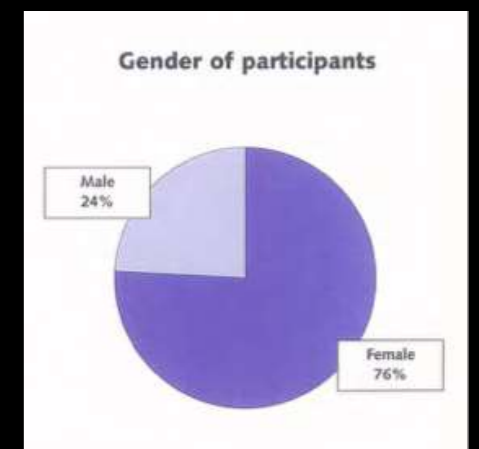
Small groups working  
for a higher level purpose  
do change the world

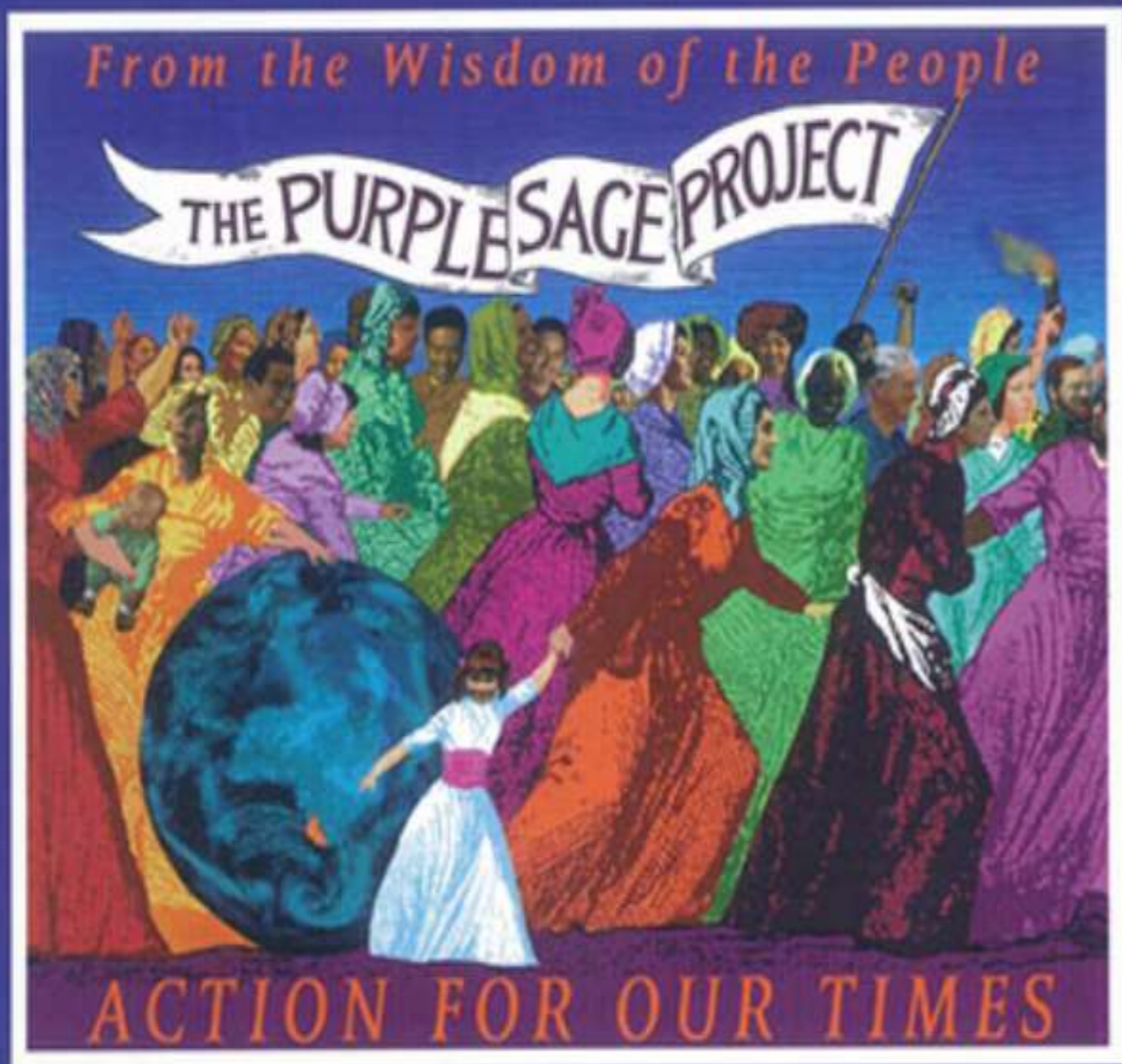
# A perfect storm

- In Victoria Australia in 1998, a newly elected majority government set an “economic rationalist agenda”
- Context of recession and collapse of financial institutions
  - jobs were lost, schools were closed, unions were abolished, state assets were sold, there were unprecedented cuts to health and education
- A perfect storm
  - an arrogant unchecked government, an ineffective opposition, and a compliant media

# Community took up the challenge

- A massive 'quiet' exercise in participatory democracy ensued
- Vowing independence of any political allegiance
- Grassroots groups deliberated on key issues actions they could take





THE  
PURPLE  
SAGE  
PROJECT



# The power of 1, 10, community, citizenry

- Over 2 years 6000 community leaders met in lounge rooms, kitchens, church halls, book clubs
- Each group leader invited 10 people
- They gathered the concerns of the people
- Set an action agenda



- They revitalised communities, restored trust, raised consciousness, educated adults, challenged elected officials

..and they stopped a  
freight train

- That government lost an 'unlosable'  
election

.....by a landslide

- Purple sage was considered a primary  
force in this change

A  
Association

C  
Contextual

B  
Behavioural

S  
Science

Alliance

Cybercultured

Badass

Scientists

Alliance

C

B

S



# Create a culture of empowerment and productivity



Strategic Lead - Jessica Borushok

Strategic Champion –Laura Silberstein-Tirch

<https://contextualscience.org/WeAreACBS>



a vulture culture





***If you're not part of a group that is committed to advancing a worthy cause, then you are unlikely to have the resolve and resources to advance the cause on your own."***

**David Sloan. Wilson,  
This View of Life**





- Multi-level Selection
  - ACBS must be seen as a multi group system comprising small groups
    - Always maintaining the whole group view and sharing a common cause

- 
- 1. We are ACBS and our mission is to care for our home**
  - 2. We share costs and benefits of membership**
  - 3. We share decision making**
  - 4. We monitor our behaviours**
  - 5. We sanction non-contributors**
  - 6. We fix problems fast**
  - 7. We build small group autonomy**
  - 8. We maintain multicentre governance**

***Elinor Ostrom***



*“If you’re not surrounded by nurturing others who know you by your actions, then it will be difficult for you to thrive as an individual.”*

**David Sloan. Wilson,  
This View of Life**



# Our desired future

A large flock of birds, likely starlings, is captured in flight against a sunset sky. The birds are arranged in a dense, V-shaped formation that tapers towards the bottom left. The sky transitions from a warm orange glow at the bottom to a pale blue at the top. The overall scene conveys a sense of movement, direction, and collective effort.

- **We have groups that are:**
- **Empowered**
- **Connected**
- **Diverse**
- **Coordinated**
- **Productive**
- **Guided by value**

A<sub>lliance</sub>

Cybercultured

B

S



# Enhance our digital presence

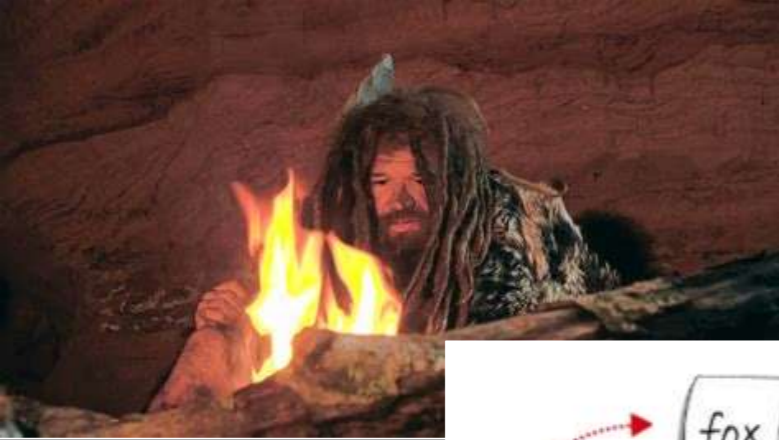


Strategic Lead – Eric Morris

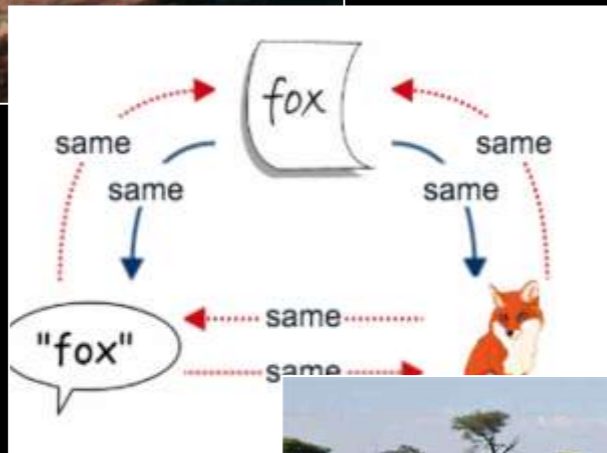
Strategic Champion –Tiffany Rochester

<https://contextualscience.org/WeAreACBS>





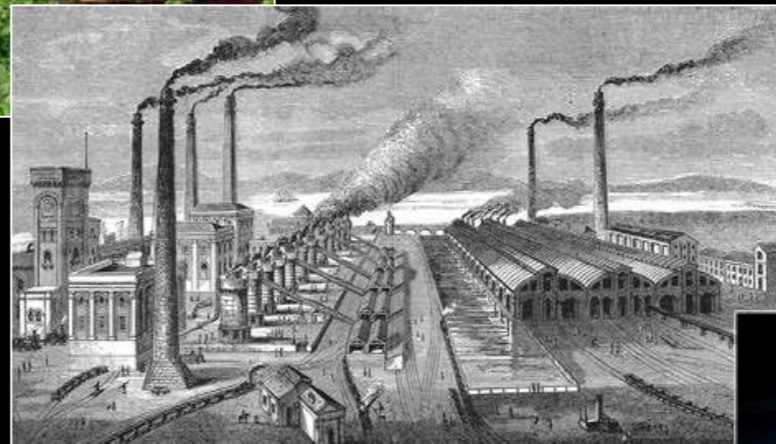
• **mastering fire**



• **emergence of speech**



• **agriculture**



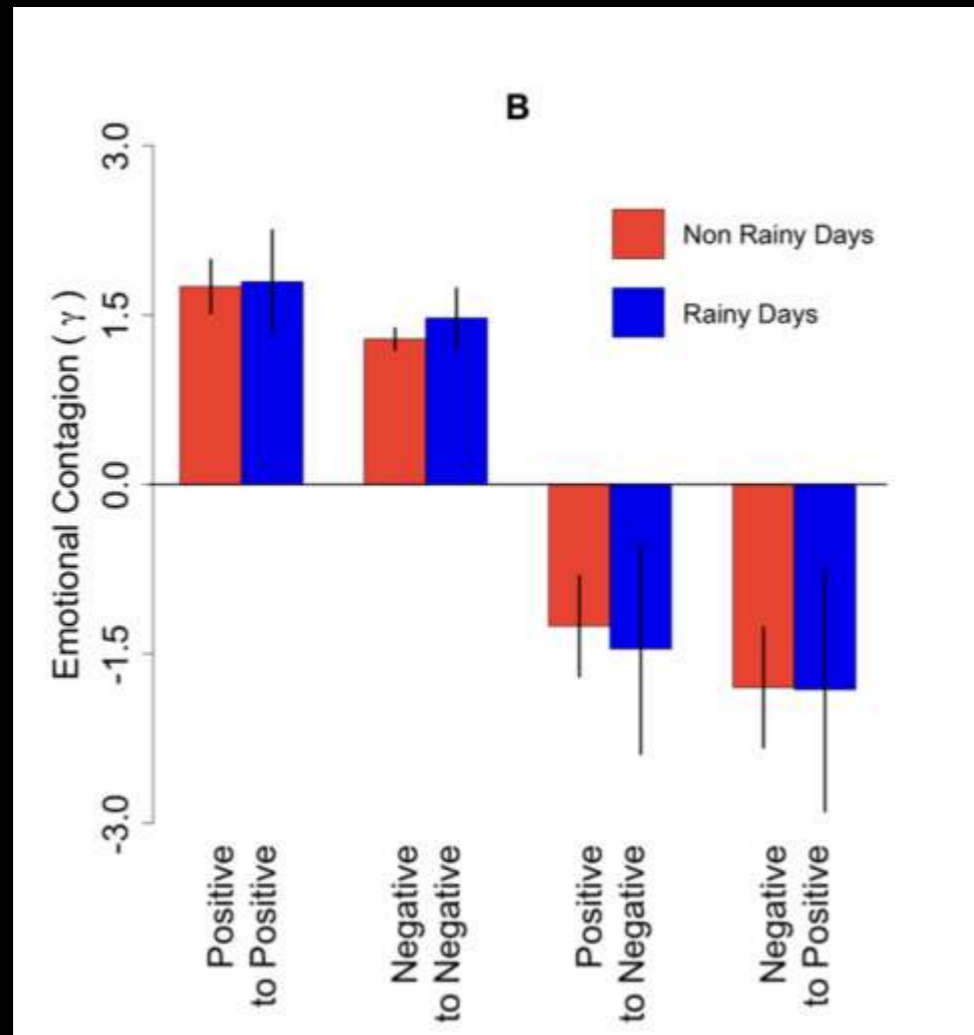
• **industrial revolution**



• **Digital  
revolution**

Takács-Sánta, A. The major transitions in the history of human transformation of the biosphere.  
*Hum. Ecol. Rev.* 2004, 11, 51-66.

# Emotions ripple through social networks to generate large-scale synchrony



1180 days on Facebook from January 2009 to March 2012

Social media posts have synchrony

- Positive post yields positive posts amongst one's friends
- Negative post yields more negative posts by friends.

Posts have an *inhibitory* effect on each other:

- Positive post decreases the number of friends' negative posts
- Negative post decreases the number of friends' positive posts

## Detecting Emotional Contagion in Massive Social Networks

Lorenzo Coviello<sup>1</sup>, Yunkyu Sohn<sup>2</sup>, Adam D. I. Kramer<sup>3</sup>, Cameron Marlow<sup>3</sup>, Massimo Franceschetti<sup>1</sup>, Nicholas A. Christakis<sup>4,5</sup>, James H. Fowler<sup>2,6\*</sup>



# Online emotional states are *indirectly* transferred to others

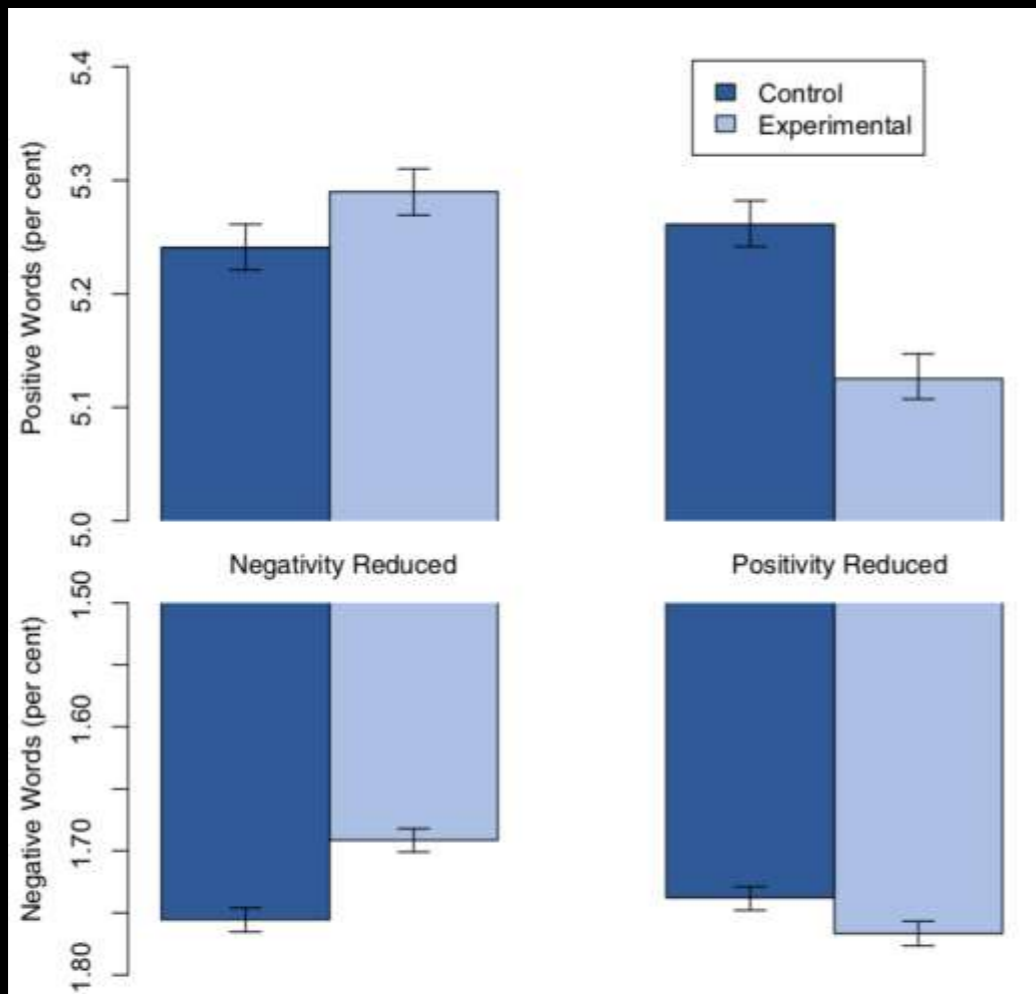


Fig. 1. Mean number of positive (Upper) and negative (Lower) emotion words (percent) generated people, by condition. Bars represent standard errors.

- (N = 689,003) experiment on Facebook
- Media feed was manipulated without users awareness
- Demonstrated that emotional states were transferred to others via emotional contagion,
- People to experience the same emotions without their awareness.

*“We provide experimental evidence that emotional contagion occurs without direct interaction” between people (exposure to a friend expressing an emotion is sufficient), and in the complete absence of nonverbal cues.”*

## Experimental evidence of massive-scale emotional contagion through social networks

Adam D. I. Kramer<sup>a,1</sup>, Jamie E. Guillory<sup>b,2</sup>, and Jeffrey T. Hancock<sup>b,3</sup>

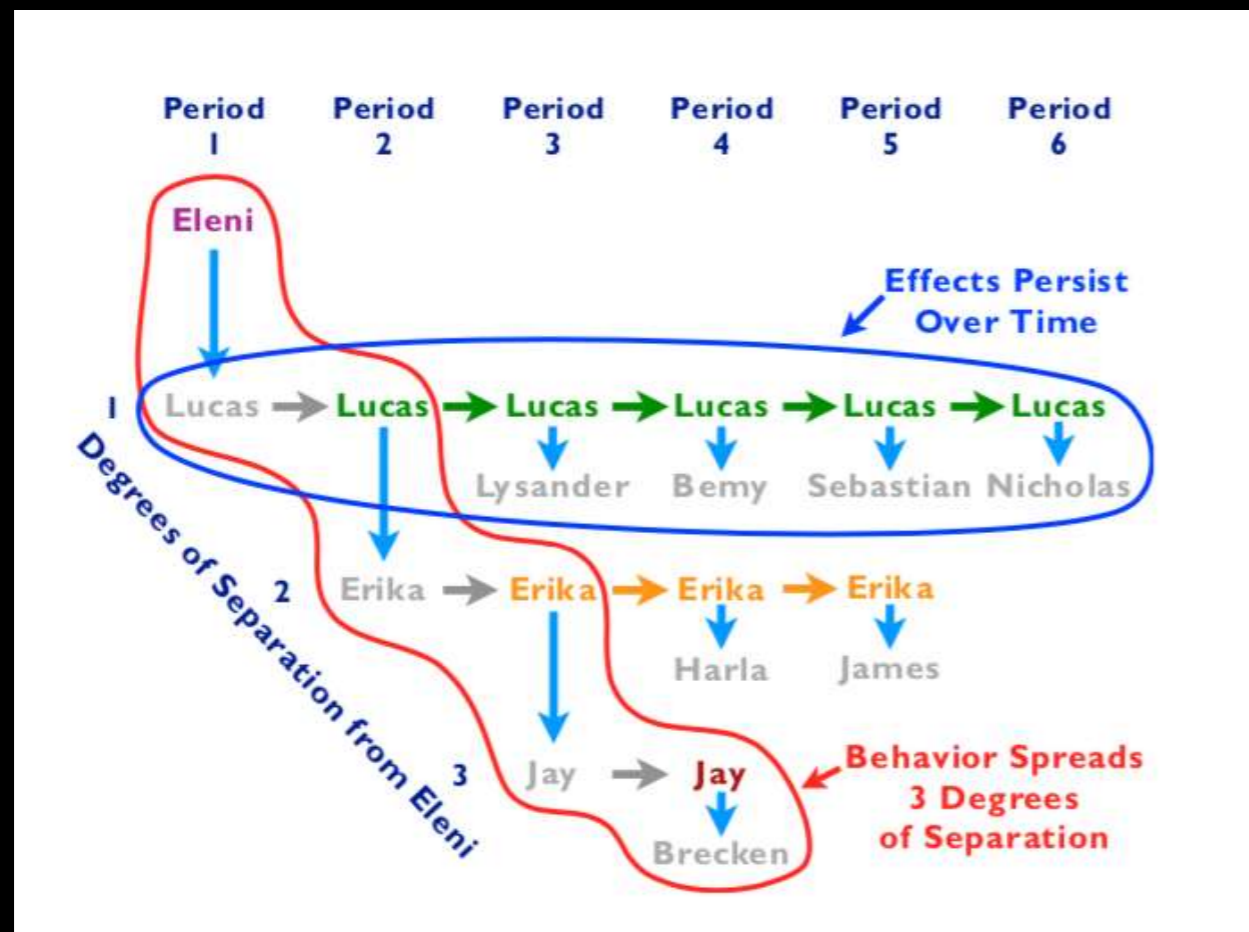
<sup>a</sup>Core Data Science Team, Facebook, Inc., Menlo Park, CA 94025; and Departments of <sup>1</sup>Communication and <sup>2</sup>Information Science, Cornell University, Ithaca, NY 14853

# Depth and pace of digital world at an unprecedented speed

## Risks:

- Unintended changes in social structures,
- Changes in human rights such as a loss of privacy
- Reproducing the same demographic and socioeconomic inequalities

# Cooperative behavior spreads to three degrees of separation



- Public goods game experiments. Subjects given money units (MUs) and must decide how much to keep and how much to contribute to a group project.

Experimentally demonstrated that cooperative behavior cascades in human social networks.

Each additional contribution tripled over the course of the experiment by other subjects who are directly or indirectly influenced to contribute more as a consequence.

## Cooperative behavior cascades in human social networks

James H. Fowler<sup>a,1</sup> and Nicholas A. Christakis<sup>b,c</sup>

# Specifying rules can make a group of people mean or kind to one another

**Red = exploitive/uncooperative**    **Blue = kind/cooperative**

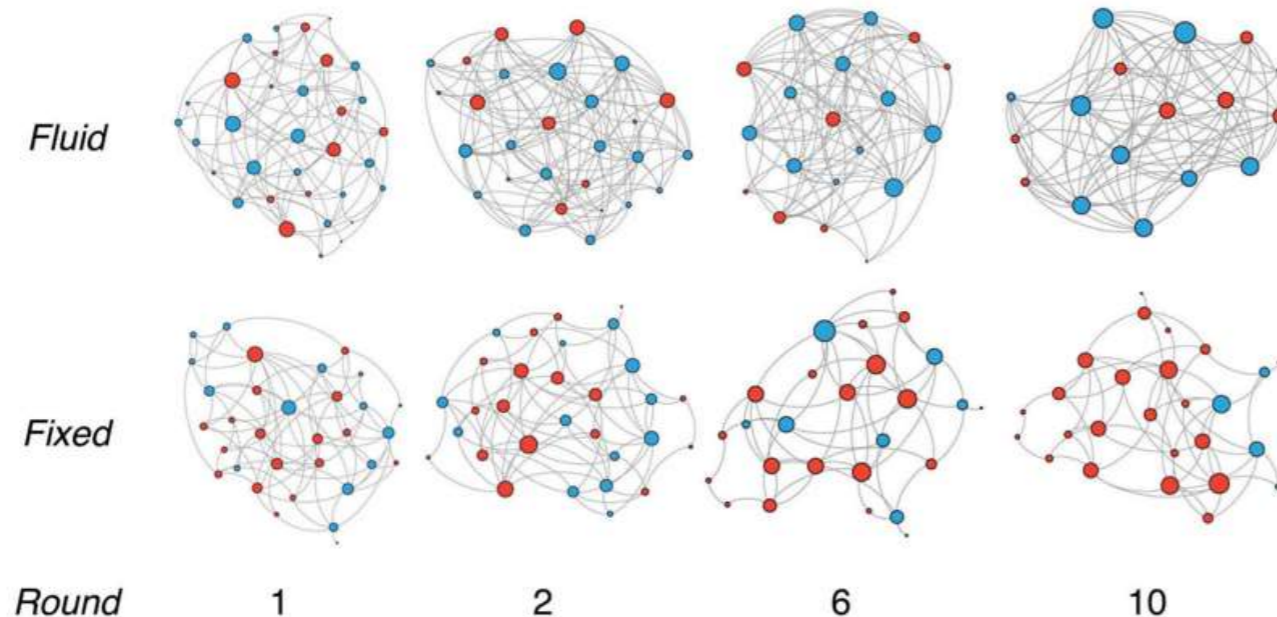
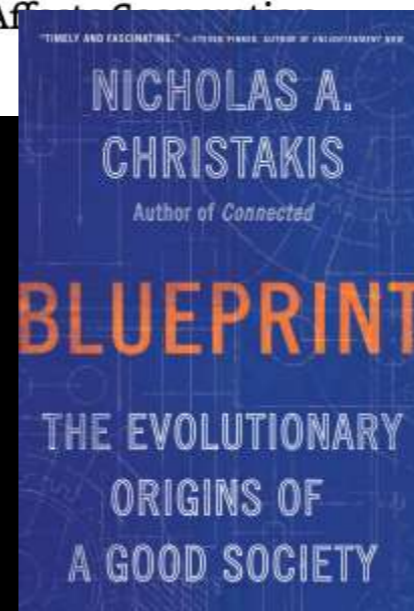


Plate 1: Manipulating the Rules of Social Interaction Affected Cooperation in Groups



**Experimental manipulation**

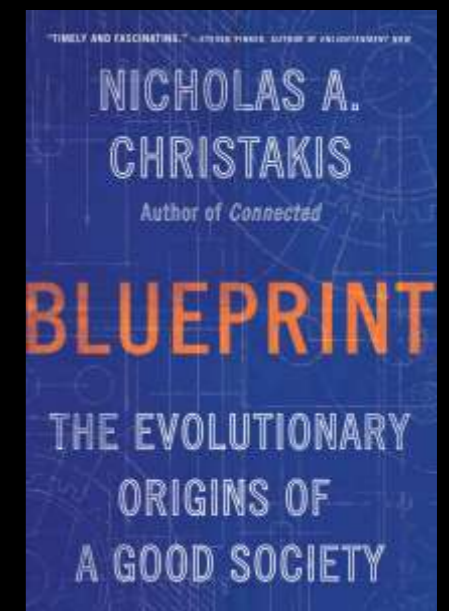
**Fluid – subjects can choose who to connect with and cooperation increases**

**Fixed – subjects are stuck with neighbours and cooperation declined**

**Fluidity and choice helped cooperation**

# Vulnerability increased cooperation

- A robot programmed to make some mistakes and—importantly—to vocally acknowledge them (for instance, saying, “Sorry, guys, I made the mistake this round. I know it may be hard to believe, but robots make mistakes too.”)
- The presence of this robot willing to admit error modified how the humans interacted among themselves, making them work better together.
- M. L. Traeger, S. S. Sebo, M. Jung, B. Scassellati, and N. A. Christakis, “Vulnerable Robots Positively Shape Human Conversational Dynamics in a Human-Robot Team”



Our digital behaviour  
and landscape is  
lagging



# Our desired future



- Online 'we' are a force for social connection and collaboration
- Our digital space becomes the place to be for professionals learning CBS
- You feel proud sending your colleagues there
- We have online capacity for public campaigns.

A<sub>lliance</sub>

C<sub>ybercultured</sub>

Badass

S







# Build a culture of competency to support effective dissemination



Strategic Lead – Robyn Walser



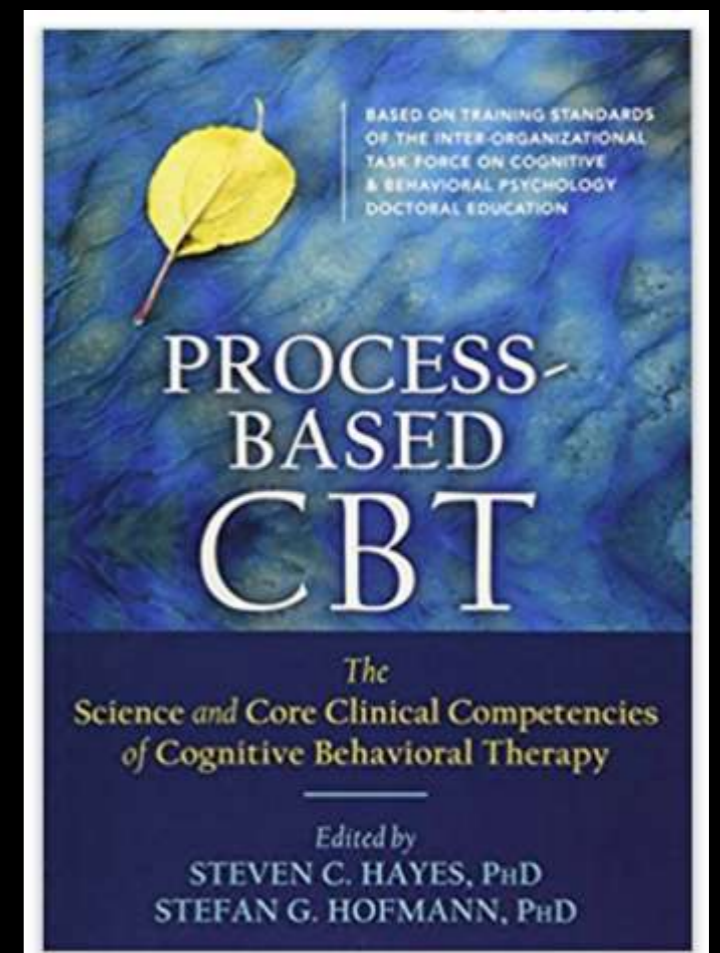
Strategic Champion –Nanni Presti

<https://contextualscience.org/WeAreACBS>

Over 300 RCTs

[https://contextualscience.org/state\\_of\\_the\\_act\\_evidence](https://contextualscience.org/state_of_the_act_evidence)

# Assumptions, theory, process and procedures



Research and application regarding competency measurement for therapists and trainers in CBS is less robust than other areas of CBS research, such as our outcome and process evidence base.



Key Topics 2022

- 1. Introduction to the course
- 2. The importance of evidence-informed practice
- 3. The role of self-assessment in professional development
- 4. The importance of continuous learning
- 5. The role of reflection in professional practice

Need evidence informed training & self-assessment methodologies

Certification is not the answer

Control will bring problems if not  
consistent with multi-level  
selection

A scientific community where members can access:-

- evidence informed guidelines
  - how to learn
  - how to apply, and
  - how to measure their skill development over time

A group of diverse people are seated around a table in a meeting room, engaged in a discussion. The room has a grey wall and a black speaker. The people are wearing various clothing, including a purple hijab, a checkered shirt, and a grey shirt. The text "Our desired future" is overlaid on the bottom of the image.

Our desired future



A<sub>lliance</sub>

C<sub>ybercultured</sub>

B<sub>adass</sub>

Scientists



# Centred by the science



Strategic Lead – Louise McHugh

Strategic Champion – Jonathan Bricker

<https://contextualscience.org/WeAreACBS>

Over 300 RCTs  
JCBS impact factor of  
1.89

[https://contextualscience.org/state\\_of\\_the\\_act\\_evidence](https://contextualscience.org/state_of_the_act_evidence)

Contextual Science could be the voice and  
the mechanism for supporting human  
potential across the life-span,

but this requires supporting new and existing  
scientists,  
and a robust community.

A close-up photograph of a person's face, seen through a magnifying glass. The person is looking at a small black and white bee on a bright yellow flower. The background is a soft-focus green field under a blue sky. The text "Desired future state" is overlaid in white on the upper part of the image.

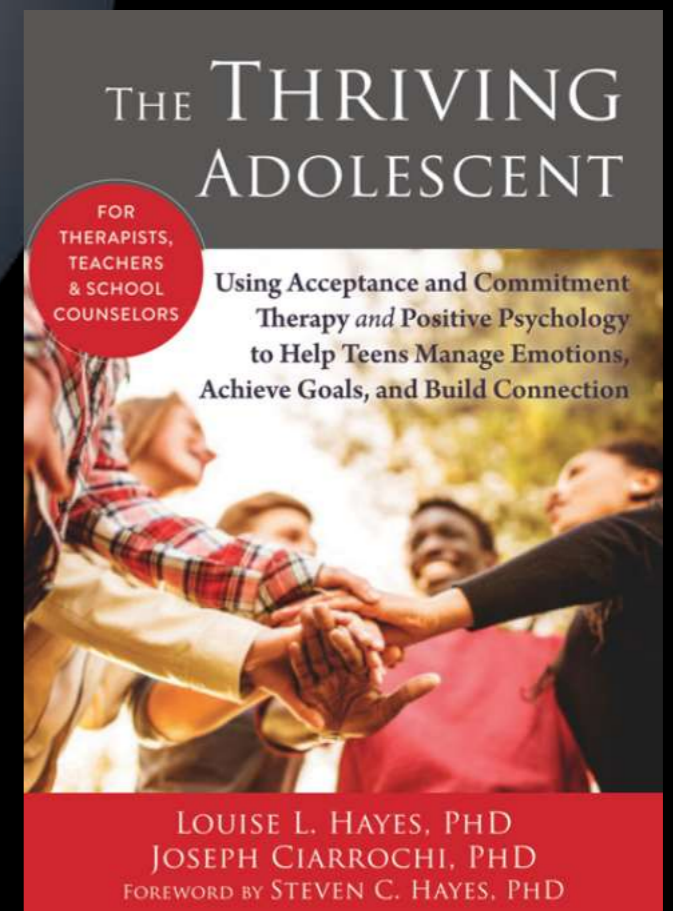
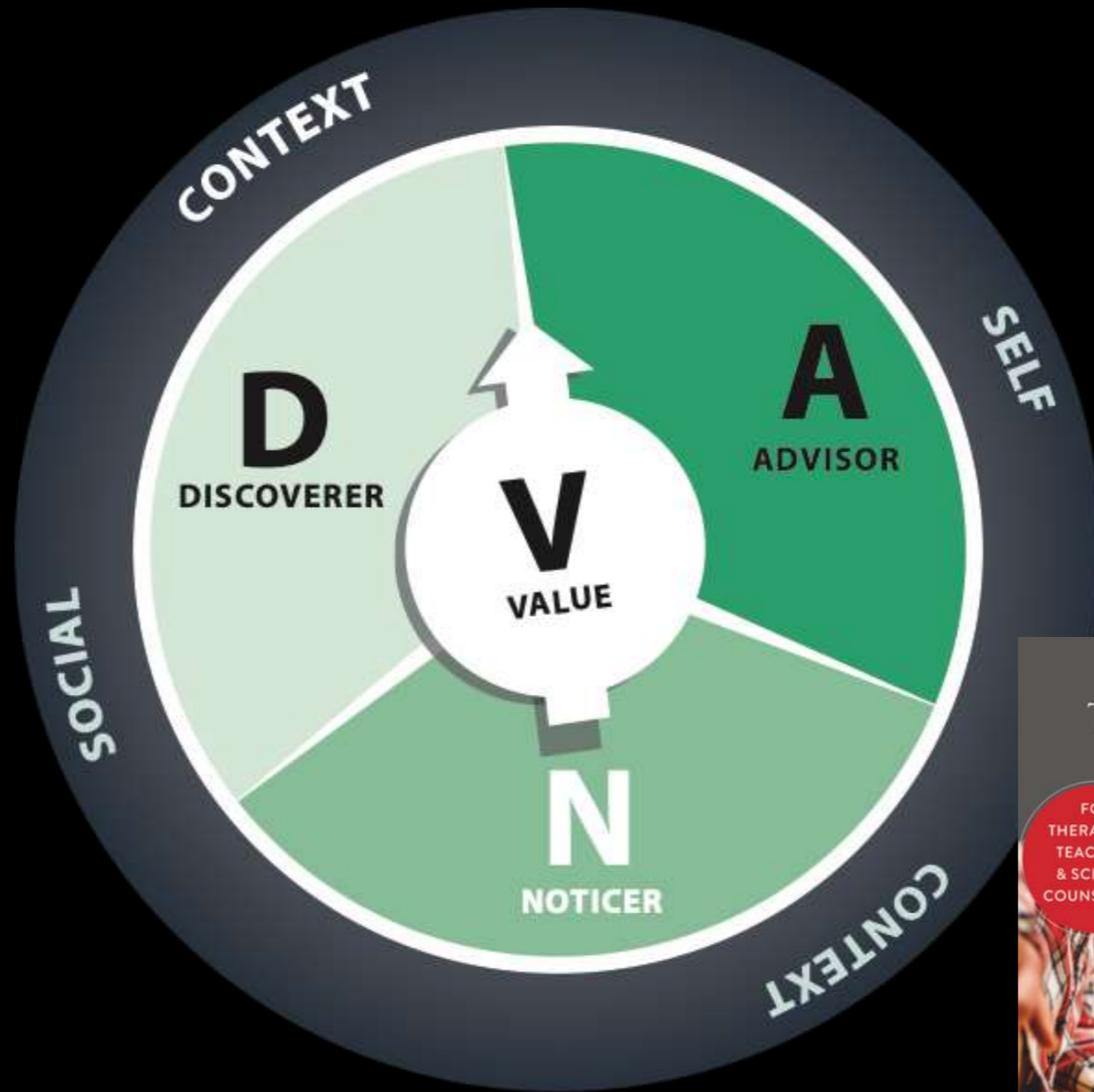
# Desired future state

Over the next 5 to 10 years, establish ACBS as a leader and home to a strong infrastructure for research that supports a robust worldwide research community.

New paradigms  
Innovation

Collaboration in small groups

Upscaling beyond the  
individual



What if an evolutionary  
view gave us a better  
model for growth?



Functional contextualism

**assumptions**



Evolution science - adaptation occurs at 6 levels

**theory**



Selection by consequences

Biological threat/safety

Attachment theory

Operant principles

Relational frame theory

**theory**



Therapy with empirical evidence

ACT 6 core processes

Behaviour management & parenting

Emotional coaching

Positive psych strategies

**evidence**

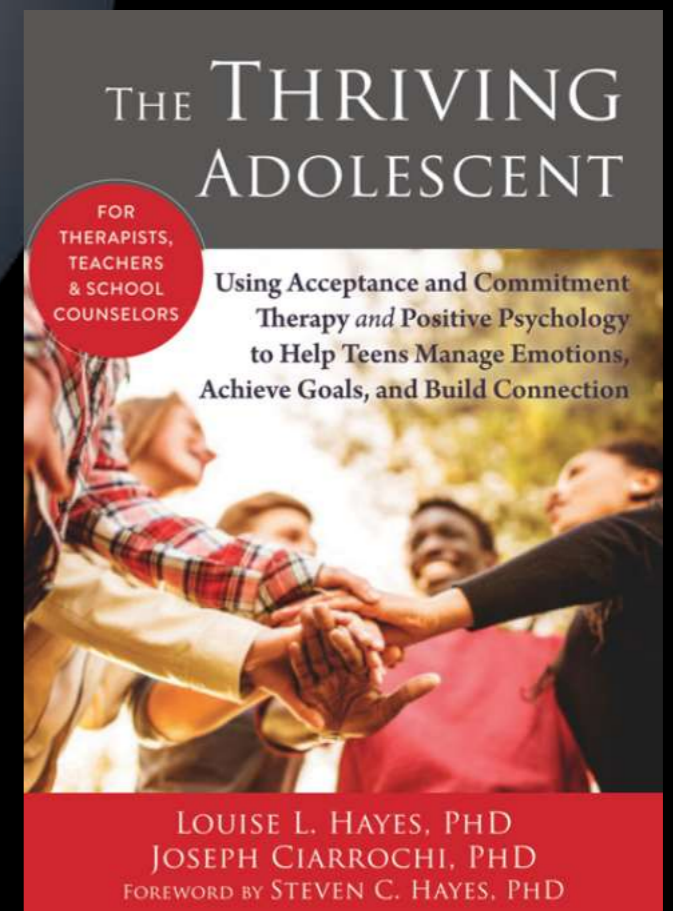
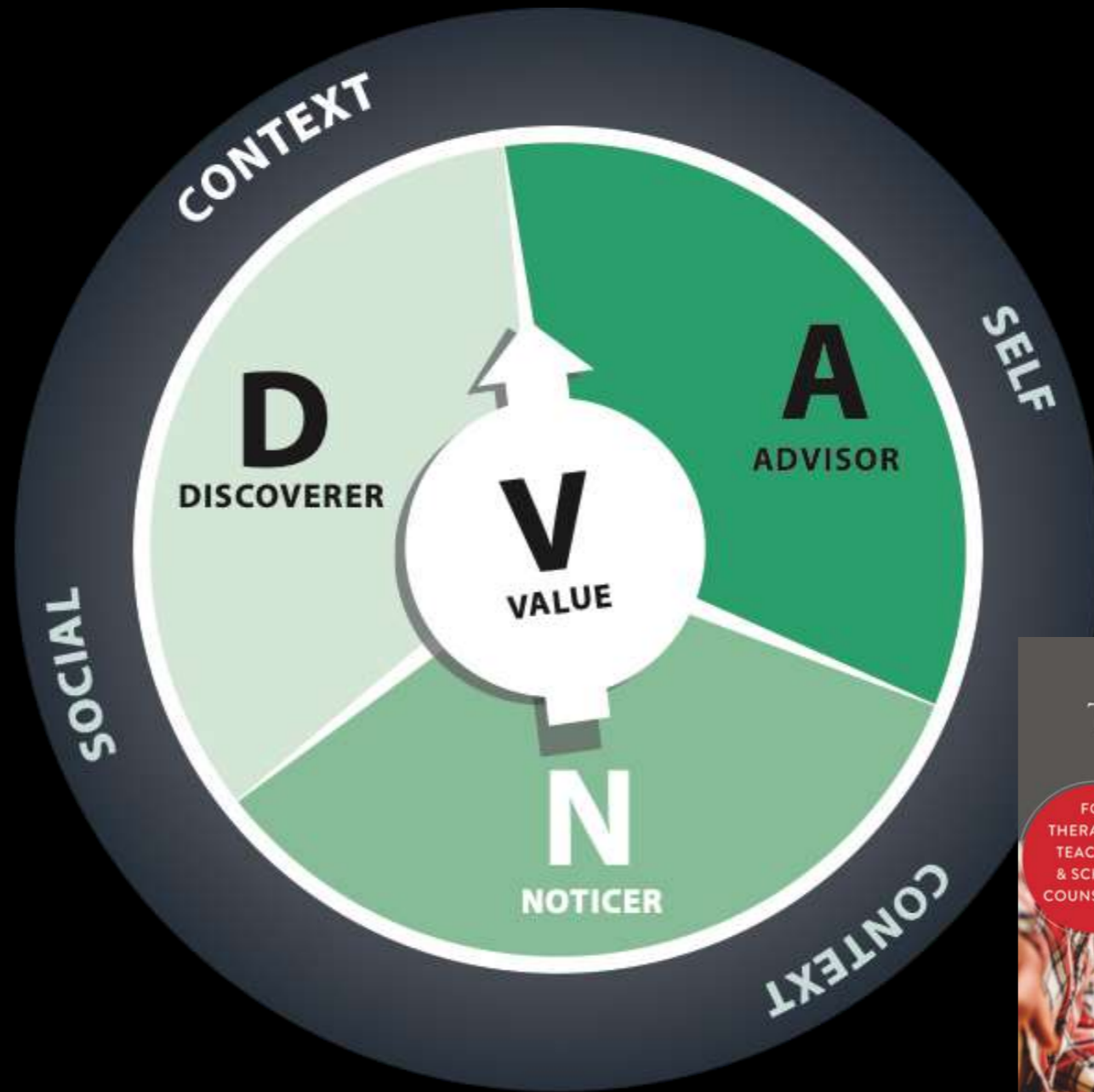


DNA-V for children and adolescents

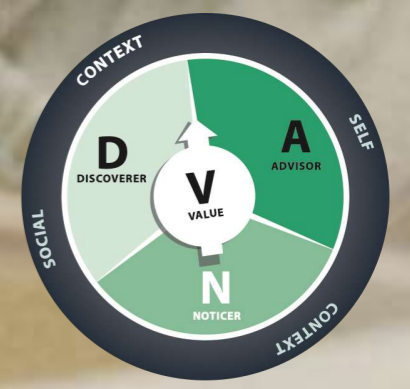
**process**

**procedure**





First, I am a noticer





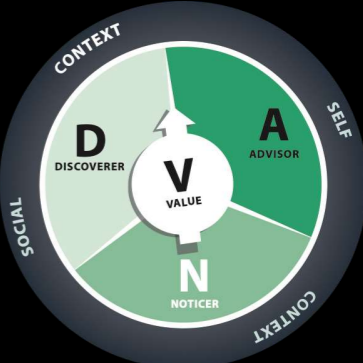
**I discover through  
trial and error**

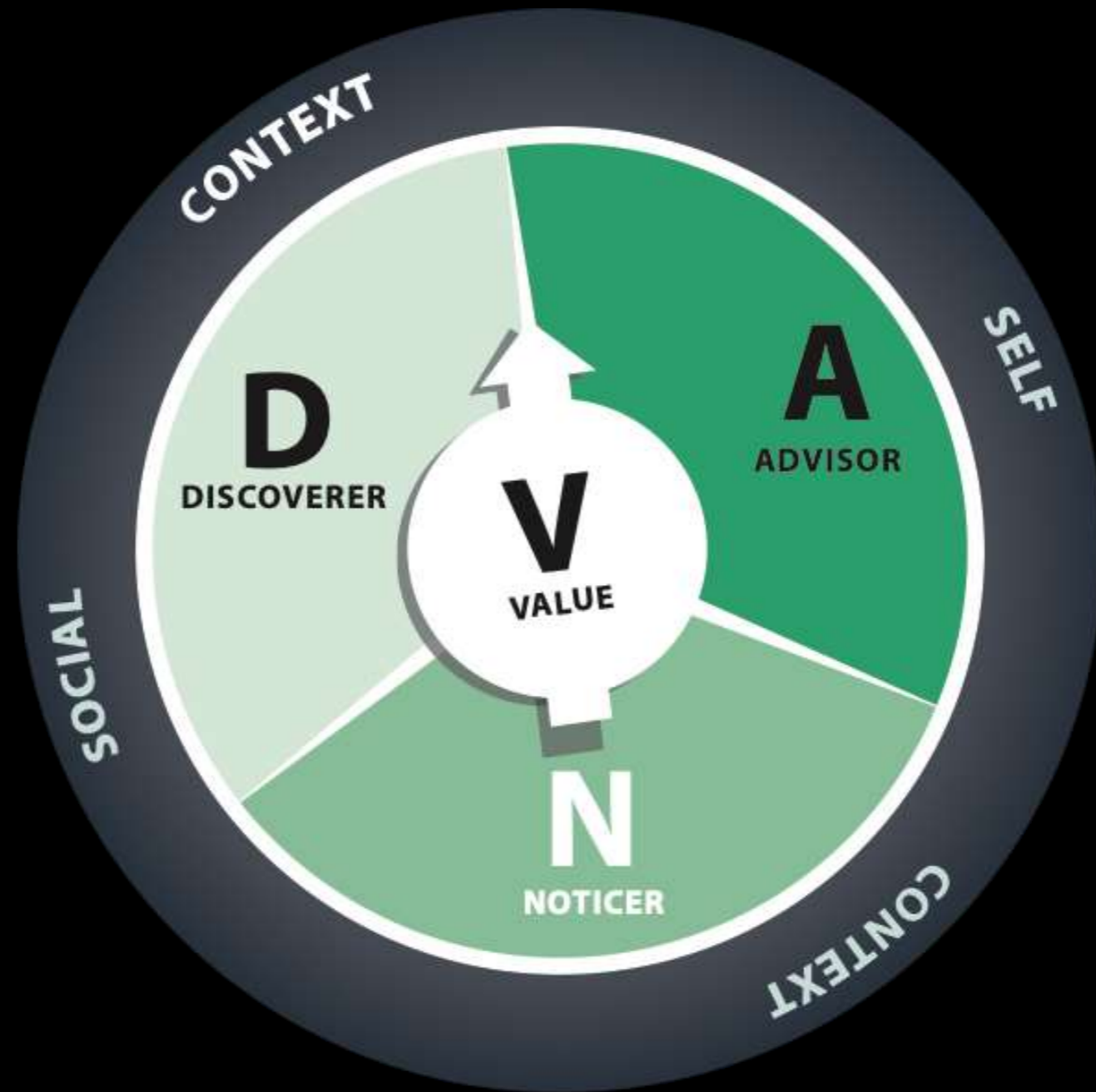




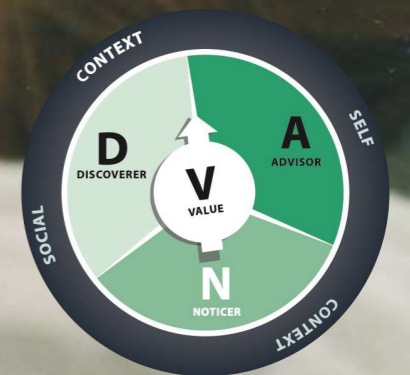
**Me -  
my way**

**I become my  
own advisor**





Your  
D, N, and A  
are shaped by  
group processes



# Group DNA-v for social groups – community, classroom (using Ostrom's CDP)

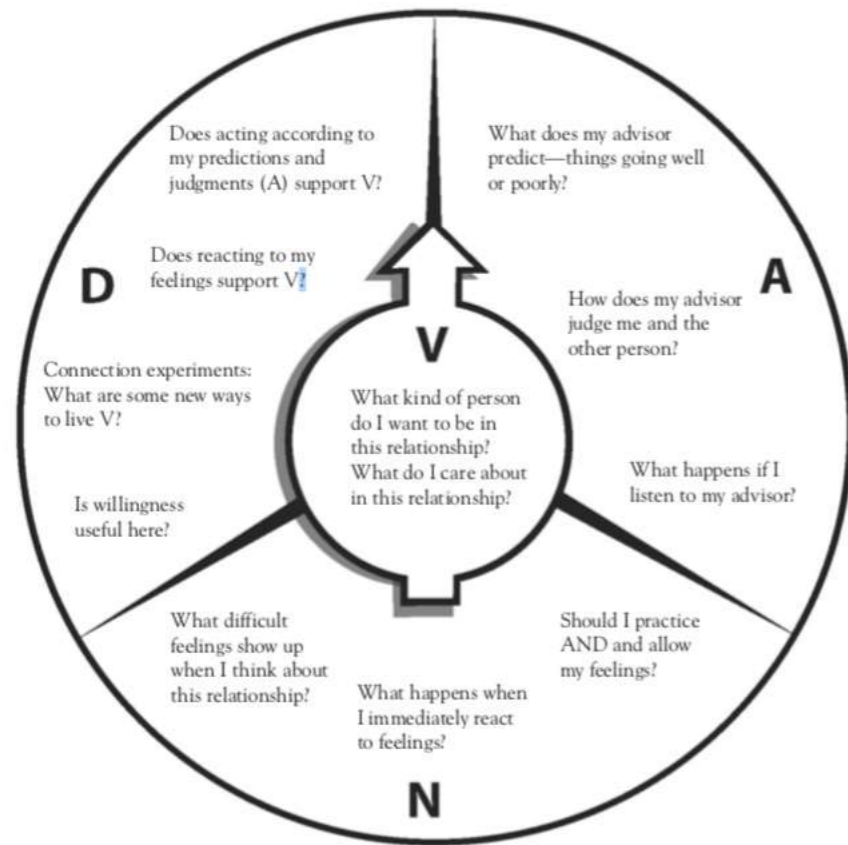


FIGURE 20. Example questions for building social connections.

## Our DNA-v for building relationships

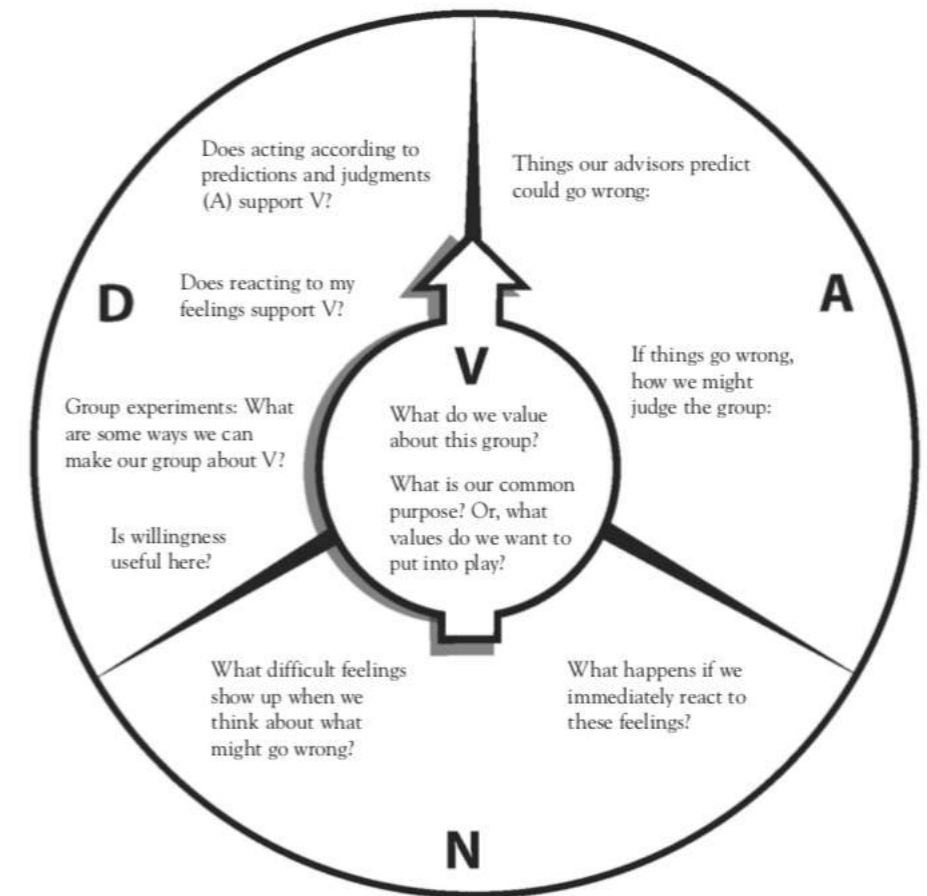


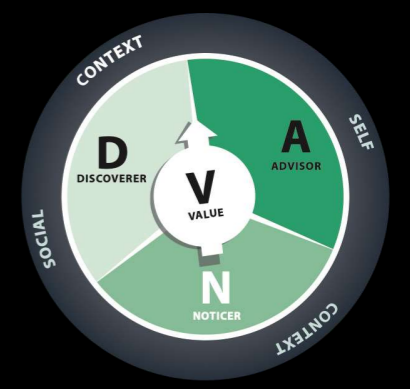
FIGURE 21. The DNA-V disk for groups.



My language 'self'  
shapes how I use  
my  
D, N, and A

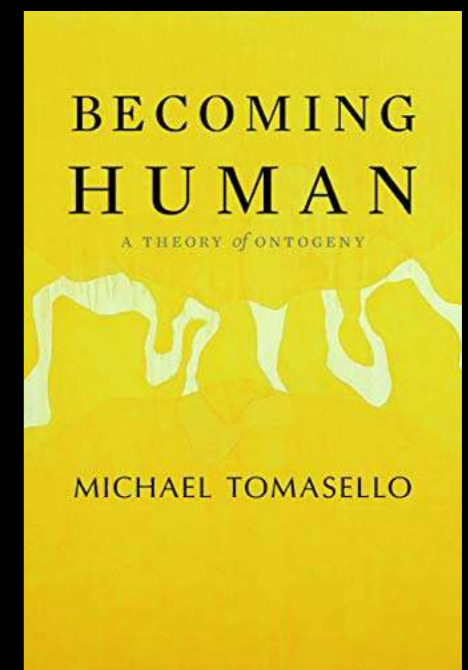
# Discoverer

- Process 4 - Help young people explore in order to develop skills and resources, and expand their context
- theory - evolutionary (adaptation and development), behavioural activation, functional analysis, positive psychology/growth/self determination
- includes - functional assessment, contingency management, shaping, goal setting and activation



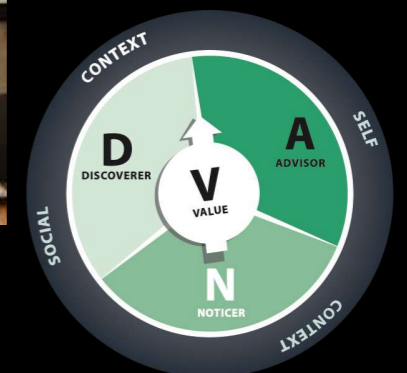
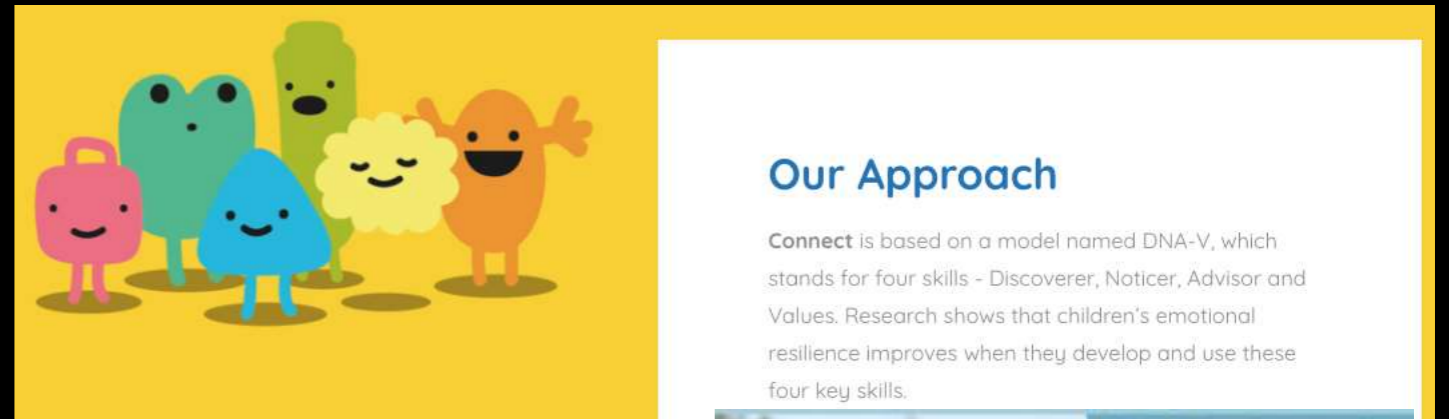
*"by far the most frequent source of new traits is changes in the timing and manner in which already existing genes are expressed and transact with the environment."*

M. Tomasello. 2019



# DNA-v has led to small groups empowered to innovate

- Open source development
- Research growth
- Curriculum development
- Gamification/Apps
- Treatments trials in child and adolescent mental health services, for care leavers





Alliance



Cybercultured



Badass



Scientists





***“Greta Thunberg effect”***



***“Greta Thunberg effect”***

# “ACBS effect”



Small groups working for a common purpose





empowered by our community



enhancing our digital capacity

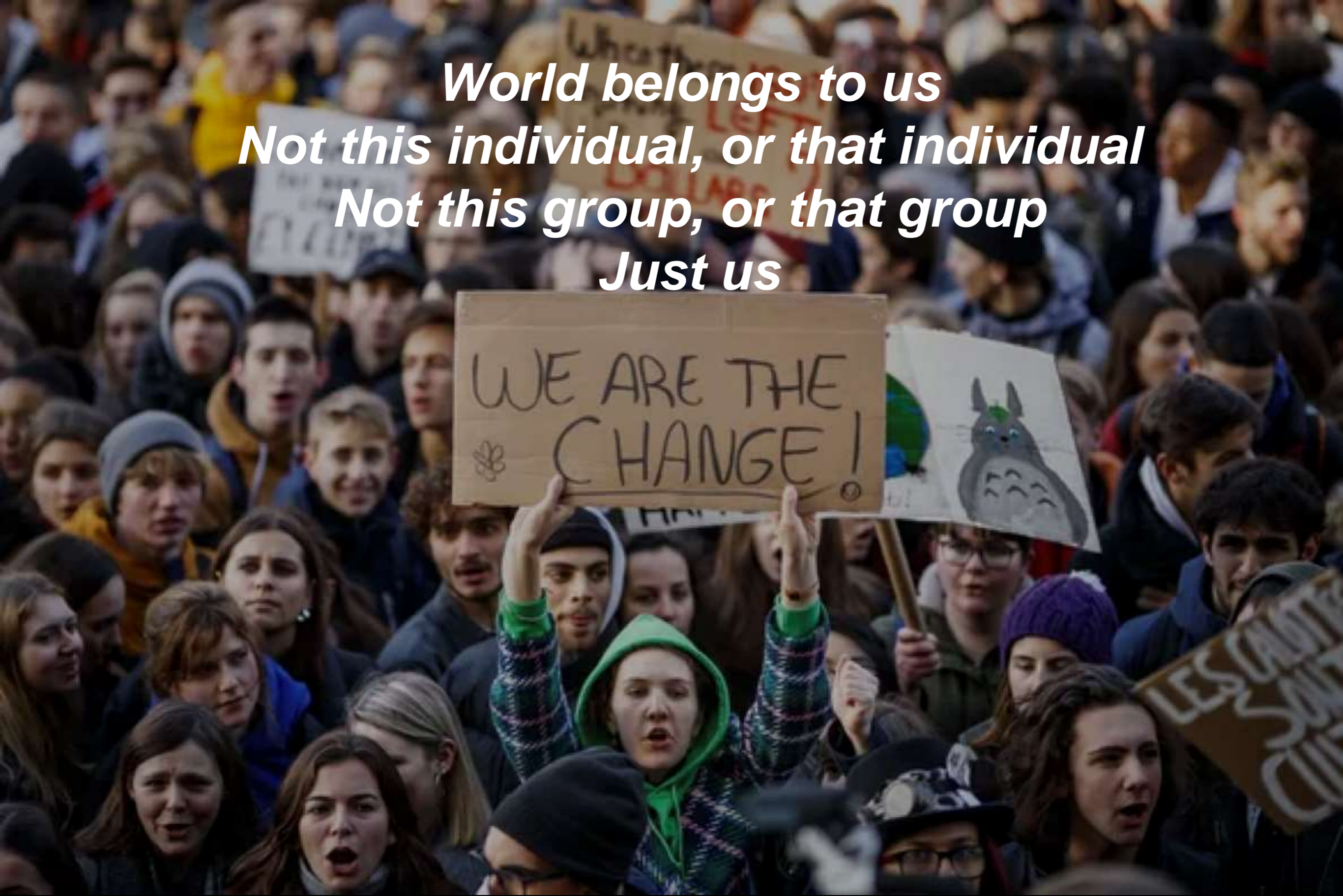


extending our competency



centred by the science

*World belongs to us  
Not this individual, or that individual  
Not this group, or that group  
Just us*



**“The ACBS effect” <https://contextualscience.org/WeAreACBS>**



close with a story  
DNA\_v and the photo of me giving  
a plenary

tell of our acbs  
HX  
members  
research  
training

alliance

dsw and group level

link to empowerment of community - we  
call to be part of us no matter what your

dnav