

WORKSHOP

The positive deviance method and social change by Arvind Singhal

In collaboration between the CEREFIGE ASP DD&C
and the ICN UNESCO Chair



Arvind Singhal is endowed professor for communication at the University of Texas at El Paso.

He is an outstanding researcher with major contributions to the Diffusion of Innovation, to Positive Deviance or to Entertainment Education.

His focus is on action research and implementation. He can count on experience of numerous projects throughout the world, often in a North-South dialogue.

March 15, 2024

**ICN Business School,
Nancy, Station A
room 109 - 1st floor
9.30 am - 5:00 pm**

Program

- Introduction in the Positive Deviance method, background and philosophy
- Case examples of PD projects
- Learning on how to apply the method through discussing individual (action) research of the participants
- Linking the method with individual research
- Discussing on how the method can be connected to other approaches such as artistic intervention, design thinking, playful modeling.