

Translating Science, Mobilizing Change

An Introduction to Framing

Sponsored by the Association for the Advancement of Sustainability in Higher Education (AASHE) and the New Jersey Higher Education Partnership for Sustainability (NJHEPS)

Presented in partnership with the National Network of Ocean and Climate Change Interpretation (NNOCCI)

July 29, 2020

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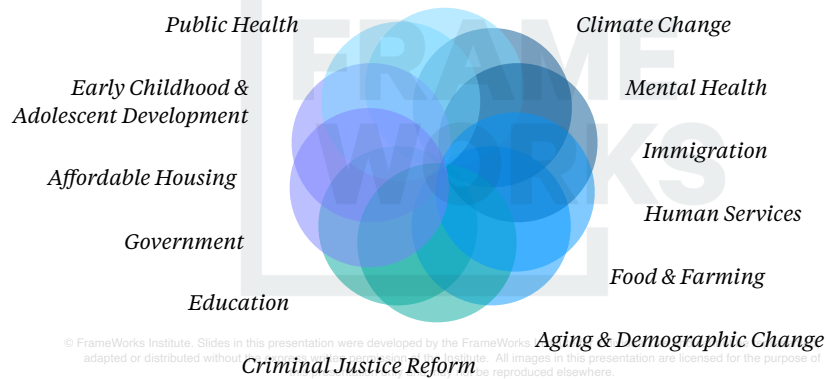
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FrameWorks is on a mission...

to advance the mission driven sector's capacity
to translate relevant expertise and enhance public
discourse on social issues.

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A Few of Our Issue Areas



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Agenda

- Introduction to framing
- What does it take to reframe an issue?
 - ✓ What we're up against
 - ✓ What we can do about it
- *Let's talk about Climate Change...*

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A Brief Introduction to Framing

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Framing Involves a Set of Choices



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Frames Affect How Messages are Received

Given the **risk of violence**, would you favor allowing a hate group to hold a political rally?



40% in Favor

Given the **importance of free speech**, would you favor allowing a hate group to hold a political rally?



85% in Favor

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Sniderman & Theriault, 2004



Frames Can Enhance Public Understanding



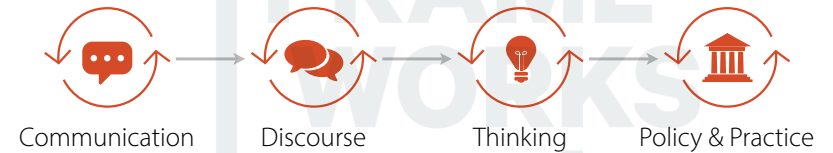
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Framing Can Unite a Field



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(Re)Framing Can Create Social Change

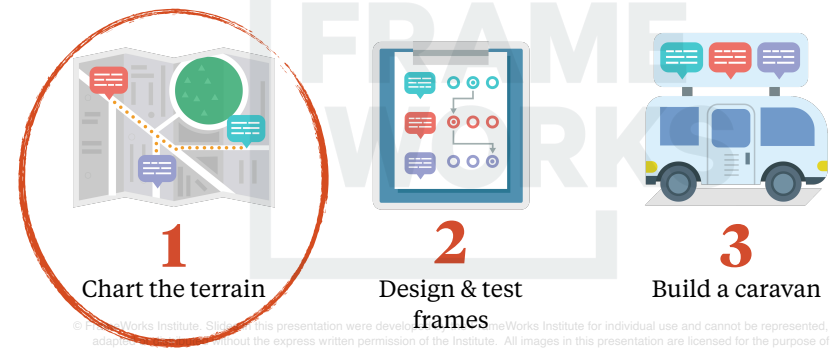


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What Does it Take to Reframe an Issue?

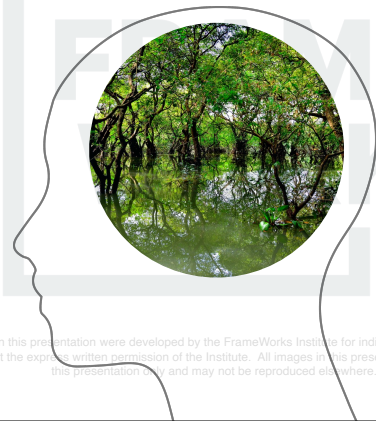
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The Reframing Process, in 3 Steps



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Experiences and Expectations



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Cultural Models

The Ecosystem of Public Thinking

- **Cognitive “short-cuts”:** taken-for-granted assumptions
- **Widely shared:** accessible across the culture
- **Durable:** remain largely constant over time
- **Multiple:** coexisting and even conflicting
- **Activated by association:** cued up by various stimuli

Cultural Models

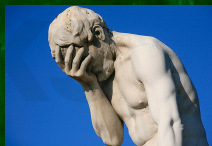
The Ecosystem of Public Thinking



Individualism

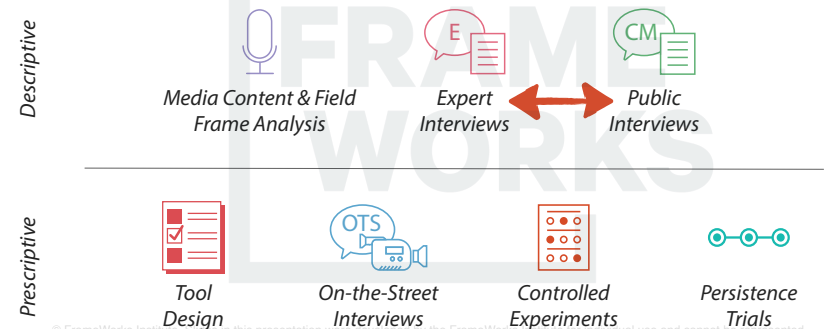


“Other”ism



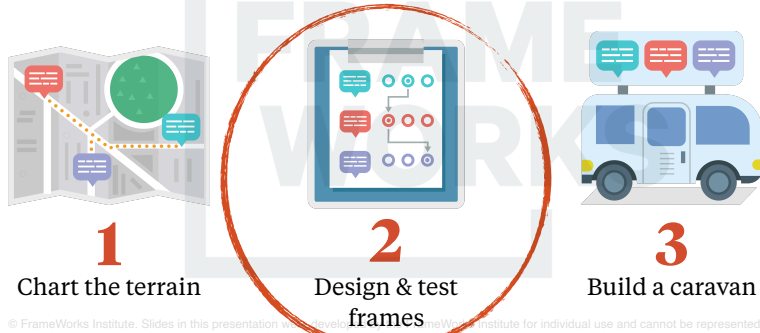
Fatalism

A Sampling of Our Research Methods



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The Reframing Process, in 3 Steps



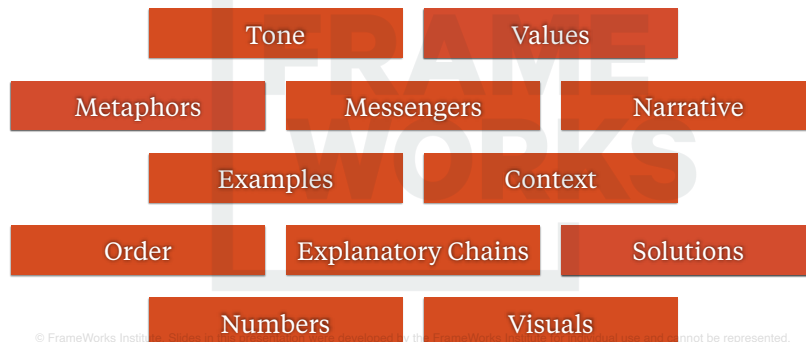
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Which Frame Works?



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Communications Tools

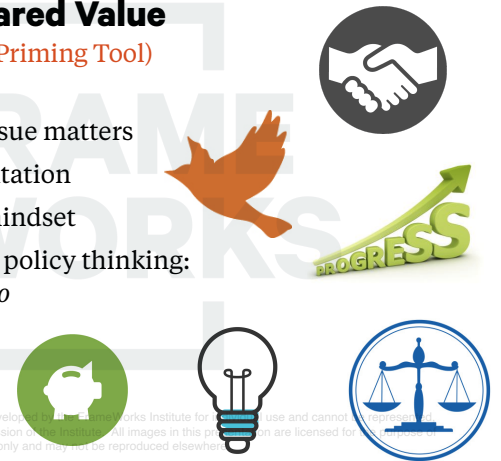


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Shared Value

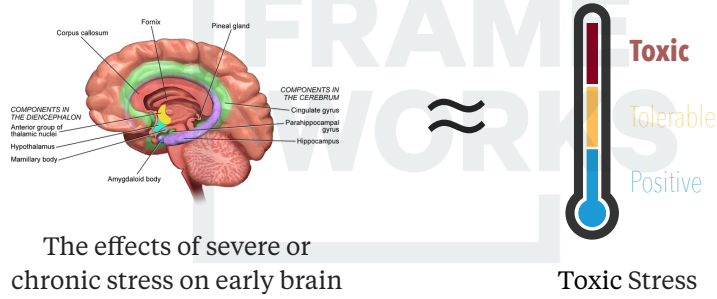
(A Priming Tool)

- Orients listeners to *why* an issue matters
- Establishes a collective orientation
- Inspires a “common good” mindset
- Taps emotions that facilitate policy thinking: *curiosity, concern, and can-do*



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Metaphor (A Translation Tool)



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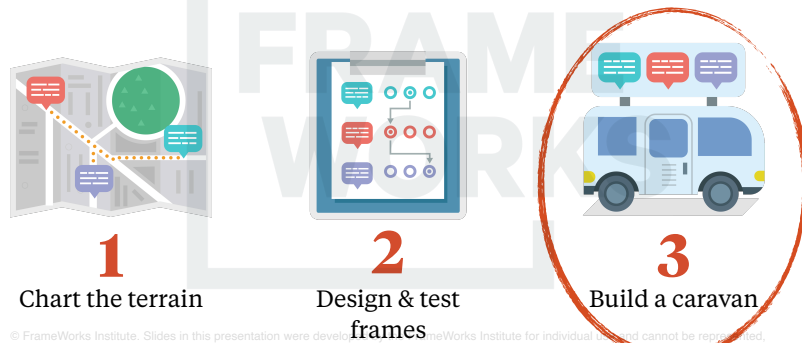
Strong Solutions (A Mobilizing Tool)



- ✓ **Concrete:** *specific*
- ✓ **Collective:** *systemic*
- ✓ **Causal:** *logical*
- ✓ **Conceivable:** *feasible*
- ✓ **Credible:** *disinterested*

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The Reframing Process, in 3 Steps



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Thank You!
Stay safe, and be well


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