Working with values and frames to accelerate positive change

Common Cause South Africa

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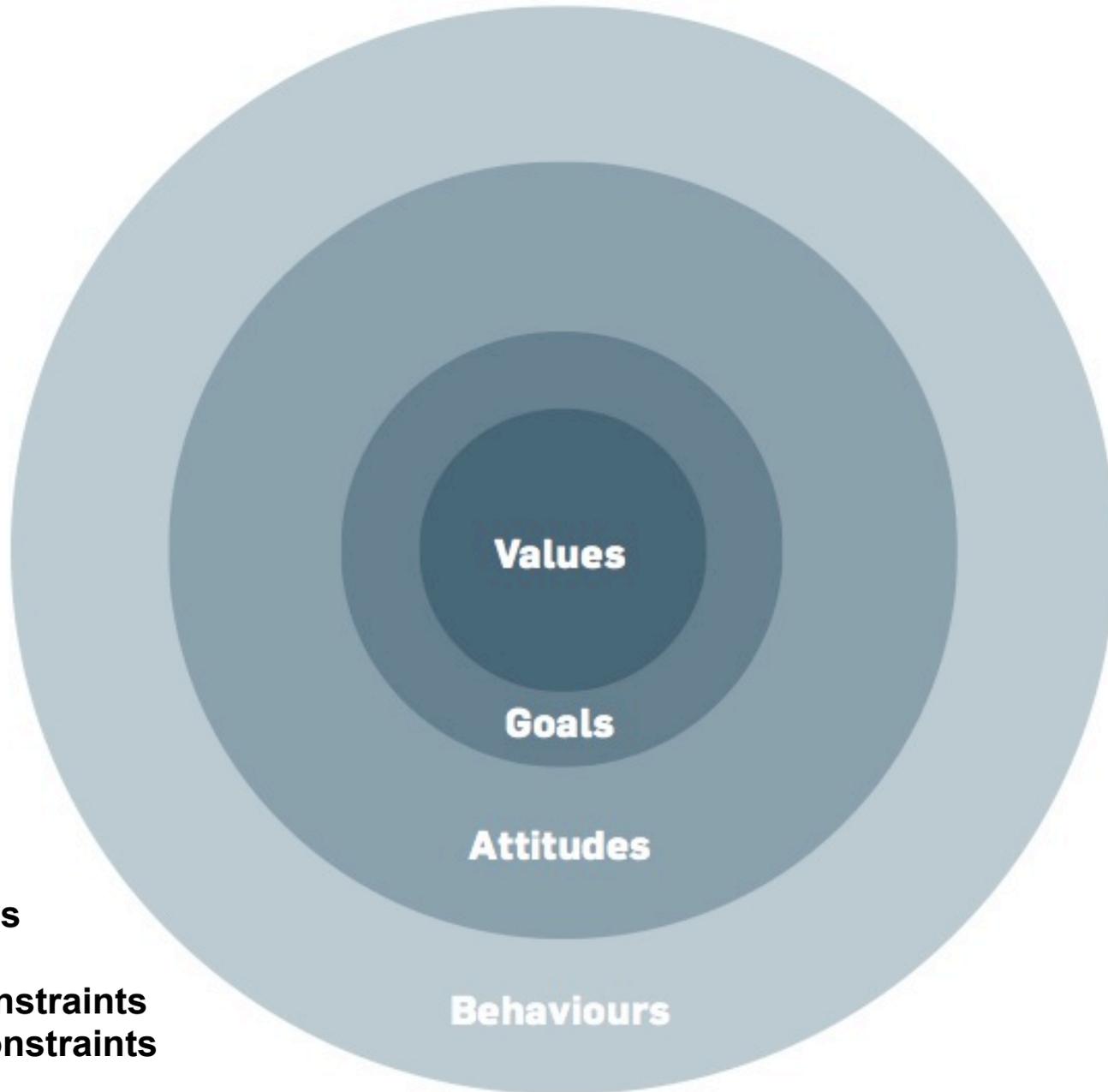
EDUCATION

DISABILITY RI
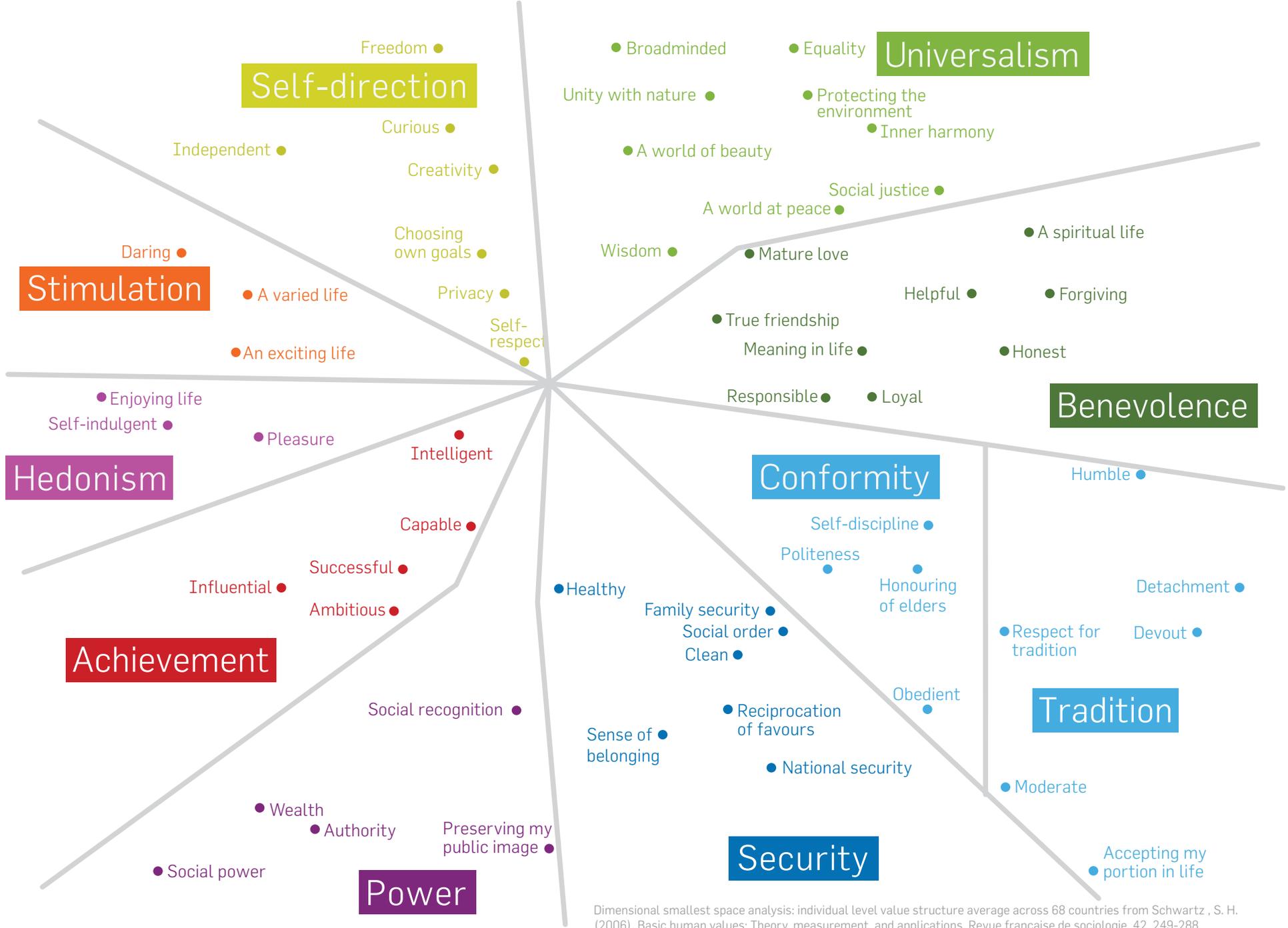
CIVIL LIBERTIES

HIV/AIDS

SOCIAL CAPITAL

IMMIGRATION

Values help answer this big question:

How do we widen, deepen & maintain public commitment to bigger-than-self issues?

Social norms
Habits
Physical constraints
Financial constraints
Age

…...

Self-direction
- Freedom
- Curious
- Independent
- Creativity
- Choosing own goals
- Privacy
- Self-respect

Universalism
- Broadminded
- Equality
- Unity with nature
- Protecting the environment
- Inner harmony
- A world of beauty
- Social justice
- A world at peace
- Wisdom

Stimulation
- Daring
- A varied life
- An exciting life

Benevolence
- A spiritual life
- Mature love
- Helpful
- Forgiving
- True friendship
- Meaning in life
- Honest
- Responsible
- Loyal
- Humble

Hedonism
- Enjoying life
- Self-indulgent
- Pleasure

Conformity
- Self-discipline
- Politeness
- Honouring of elders
- Obedient

Achievement
- Intelligent
- Capable
- Successful
- Influential
- Ambitious

Tradition
- Detachment
- Devout
- Respect for tradition
- Moderate
- Accepting my portion in life

Security
- Healthy
- Family security
- Social order
- Clean
- Reciprocation of favours
- Sense of belonging
- National security

Power
- Social recognition
- Wealth
- Authority
- Preserving my public image
- Social power

Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz , S. H. (2006). Basic human values: Theory, measurement, and applications. Revue française de sociologie, 42, 249-288.

INTRINSIC
VALUES THAT
ARE INHERENTLY
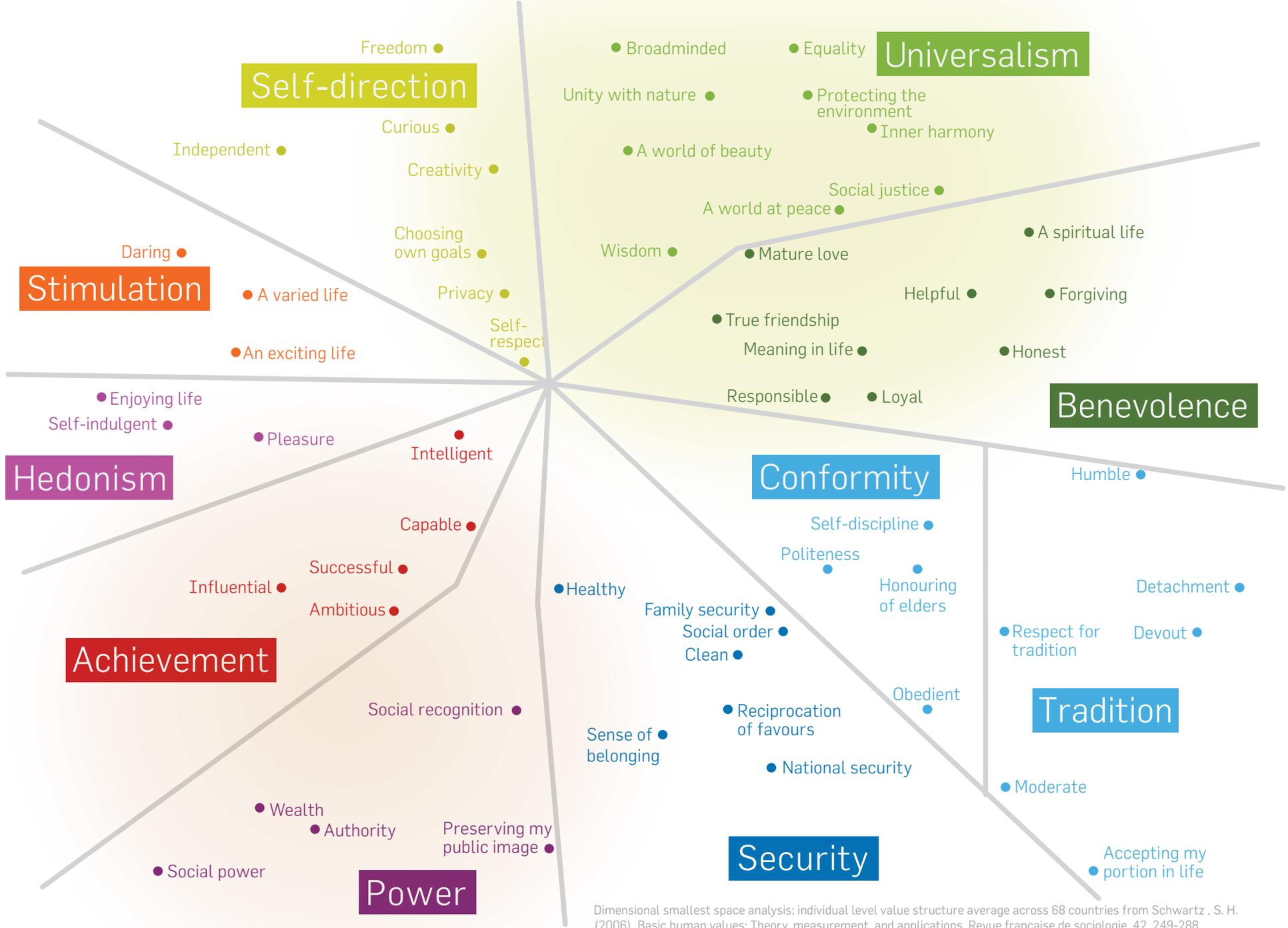REWARDING TO PURSUE

EXAMPLES
AFFILIATION TO FRIENDS & FAMILY
CONNECTION WITH NATURE
CONCERN FOR OTHERS
SELF-ACCEPTANCE
SOCIAL JUSTICE
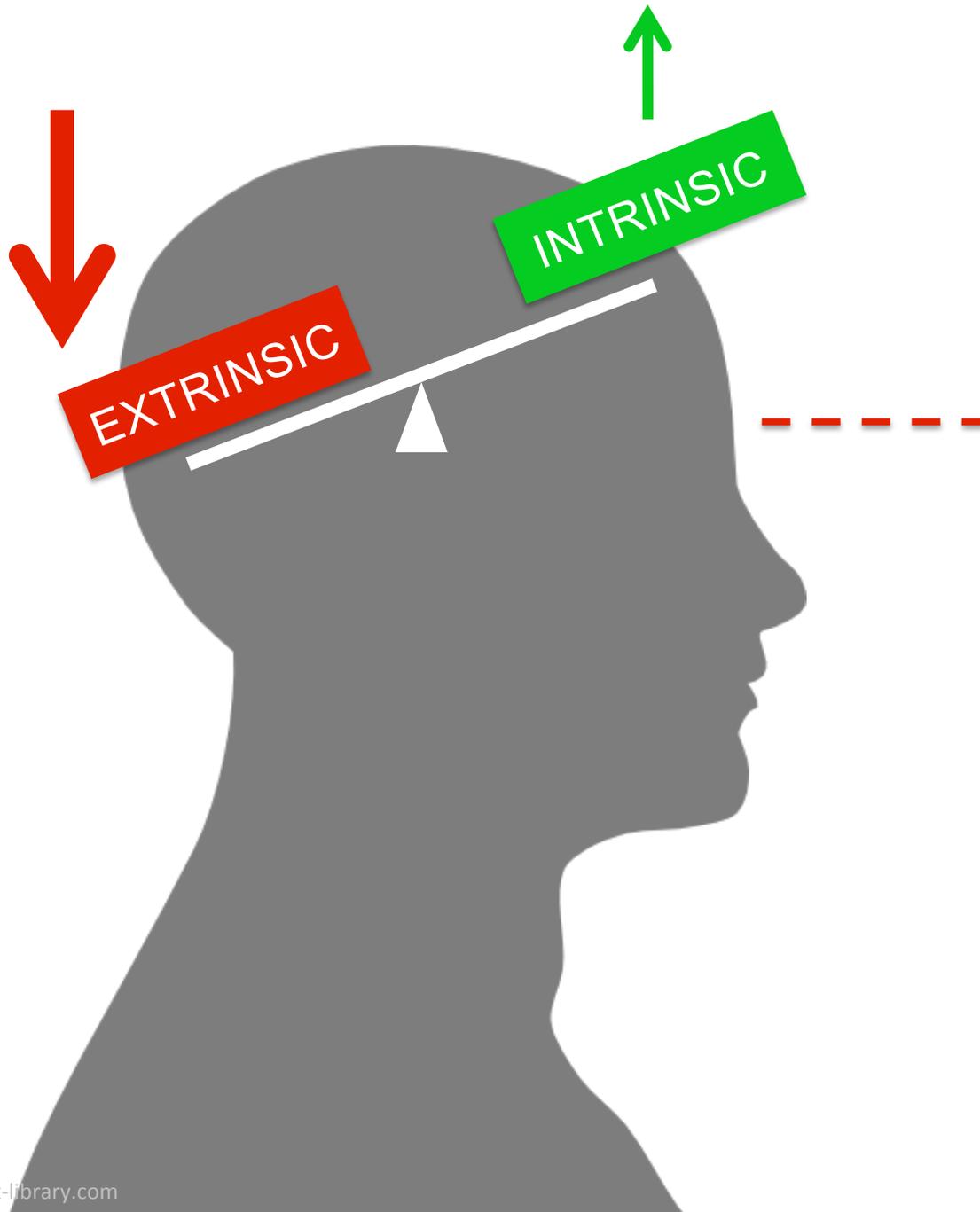CREATIVITY

EXTRINSIC
VALUES THAT ARE
CENTRED ON EXTERNAL
APPROVAL OR REWARDS

EXAMPLES
WEALTH
MATERIAL SUCCESS
CONCERN ABOUT IMAGE
SOCIAL STATUS
PRESTIGE
SOCIAL POWER
AUTHORITY

Freedom

Self-direction

Independent

Curious

Creativity

Broadminded   **Equality**

Universalism

Unity with nature   **Protecting the environment**

Inner harmony

A world of beauty

Social justice

A world at peace

A spiritual life

Stimulation

Daring

A varied life

Choosing own goals

Privacy

Self-respect

Wisdom   **Mature love**

Helpful   **Forgiving**

An exciting life

True friendship

Meaning in life   **Honest**

Enjoying life

Self-indulgent

Responsible   **Loyal**

Benevolence

Pleasure

Hedonism

Intelligent

Conformity

Humble

Capable

Successful

Self-discipline

Influential

Politeness

Ambitious

Honouring of elders

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Wealth

Authority

Preserving my public image

National security

Moderate

Social power

Power

Security

Accepting my portion in life

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EXTRINSIC

INTRINSIC

Luxury car
Business case
Success
Threat

EXTRINSIC

INTRINSIC

Collaborating
Sharing
Learning
Possibility
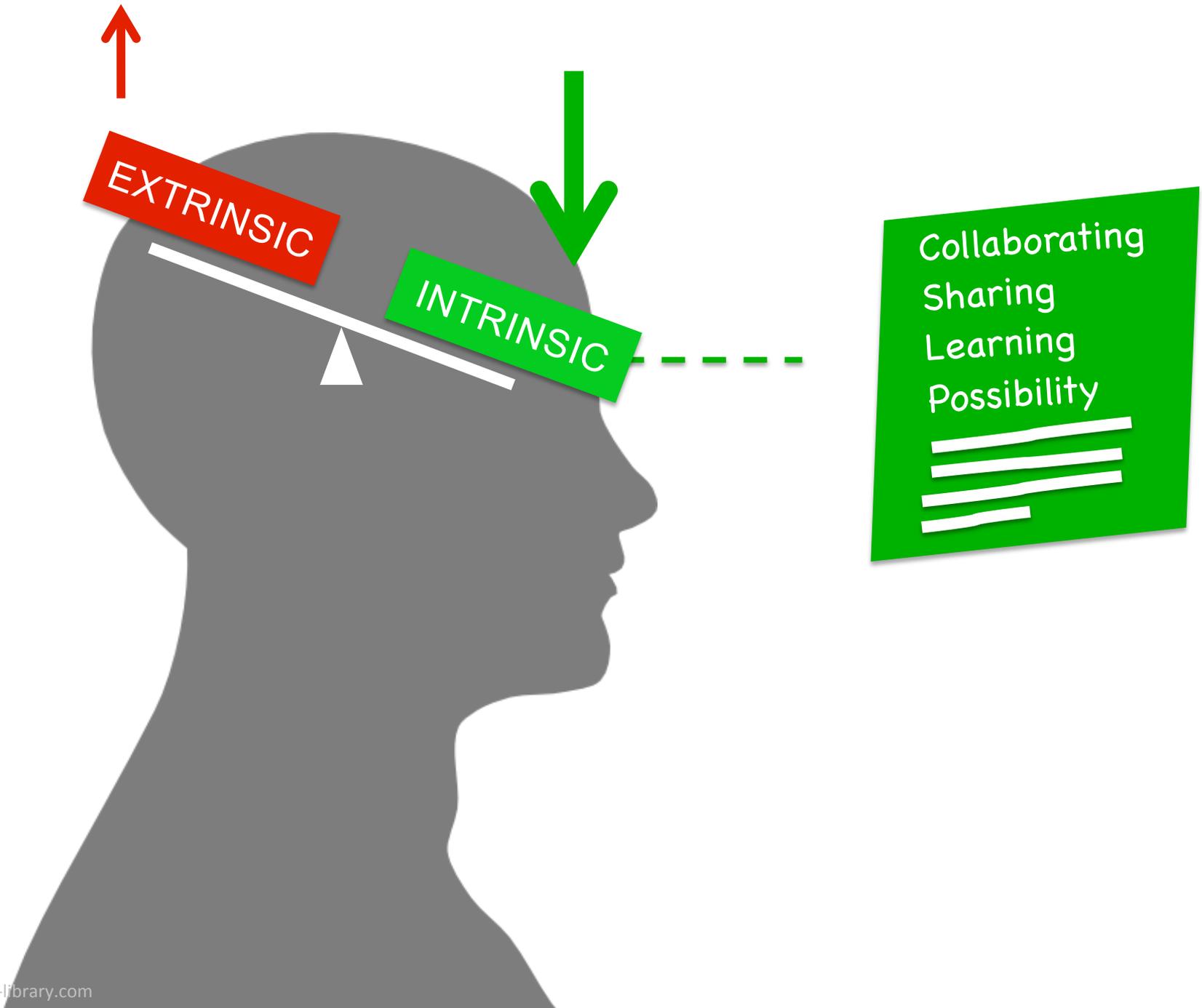
Activating intrinsic values leads to

Social

- Higher empathy
- Lower manipulative behaviour
- Lower racial and ethnic prejudice
- Greater cooperation (vs. competition)

Sheldon & Kasser (1995); McHoskey (1999); Ibid; Roets et al. (2006); Sheldon et al. (2000)

Personal well-being

- Higher life satisfaction and vitality
- More positive vs. negative emotions
- Lower depression and anxiety levels
- Lower smoking and alcohol use

Richins & Dawson (1992); Kasser & Ryan (1993, 1996); Sheldon & Kasser (1995); Ibid; Schor (2004); ; Kasser & Ryan (2001); Williams et. al. (2000)

Environmental

- Greater concern about effects of environmental damage on others (vs. self)
- More sustainable and cooperative behaviour
- Higher frequency of:
  – Donating and volunteering;
  – voting 'green';
  – cycling; recycling; reusing; conserving energy

Schultz et al. (2005); Sheldon and McGregor (2000); Sheldon & Kasser (1995); McHoskey (1999); Ibid; Roets et al. (2006); Sheldon et al. (2000)

STRENGTHEN INTRINSIC VALUES

WEAKEN EXTRINSIC VALUES
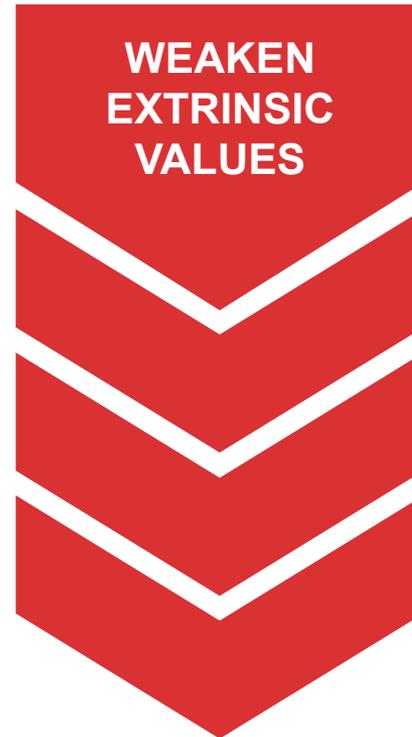
Use a dual strategy
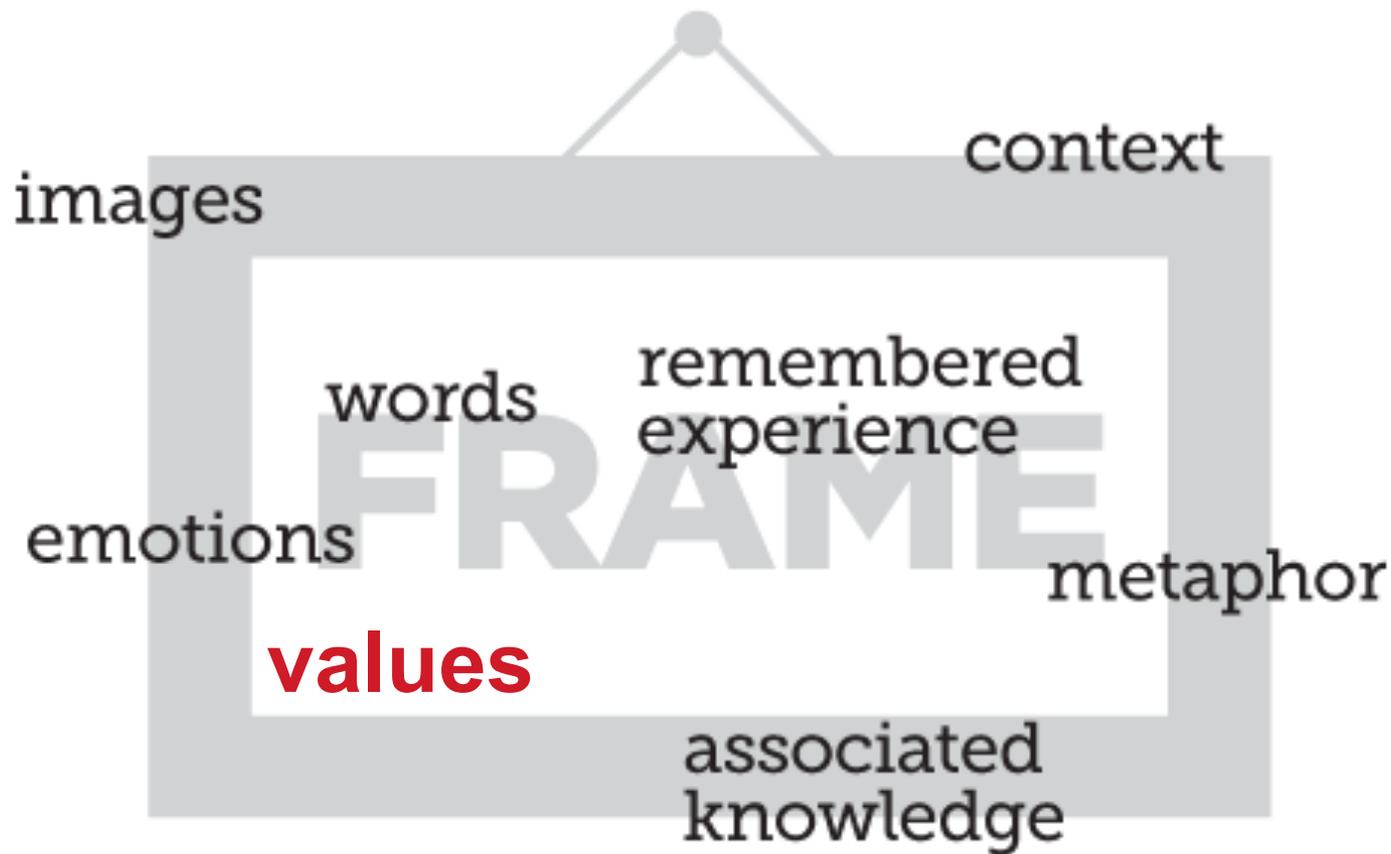
"Frames are the mental structures that allow human beings to understand reality – and sometimes to create what we take to be reality. ... they structure our ideas and concepts, they shape the way we reason ... For the most part, our use of frames is unconscious and automatic."

George Lakoff, professor of cognitive science at the University of California, Berkeley

Framing

Frames: a working definition

1. **Mental structures**. How we organise our ideas and experiences in memory: the Process.

2. **Communication tools**. The way we engage (and shape) these structures with our words and actions: the Transfer.

Some recommendations for building social resilience

Don't:

- Don't lead with bad news, threat and problems.
- Don't expect 'the facts' to shift behaviour.
- Try not frame arguments in financial and other extrinsic terms.

Do:

- Lead with shared values that unite us.
- Bring people into the frame – offer clear villains and heroes.
- Create something good (the vision), not merely reduce something bad.
- Carefully describe the problem in more detail.
- Encourage people to work together.
- Help people do the right thing (most people want to be good).

Working with values and frames

Unhelpful framing

If you want to strengthen societal resilience, what are the frames you want to avoid activating and reinforcing?

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Helpful framing

If you want to strengthen societal resilience, what are the frames do you want to activate or create and strengthen?

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Common Cause for Nature

A practical guide to values and frames in conservation

CIVIL LIBERTIES

PERCEPTIONS MATTER

The Common Cause UK Values Survey

SHARING IS CARING.

COMMON CAUSE RESEARCH

Communicating bigger-than-self problems to extrinsically-oriented audiences.

January 2012

valuesandframes.org

HIV/AIDS

Common Cause Communication

→

A Toolkit for Charities

COMMON CAUSE FOUNDATION

No Cause is an Island
How People are Influenced by Values Regardless of the Cause

theguardian

Forget 'the environment': we need new words to convey life's wonders
George Monbiot

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TRADE JUSTICE