Framing for Social Change

Marisa Gerstein Pineau, PhD
Director of Research Application
FrameWorks Institute

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framing =
choices in how we present information

how people think/feel/act
“Chinese virus”  \rightarrow  fear of other racism

“Mothers choosing to leave the workforce in record numbers”  \rightarrow  contextual blindness

“Protect the most vulnerable”  \rightarrow  othering stigma

individual responsibility

gender stereotypes
Cultural Mindsets

How we make meaning

- Default
- Widely shared
- Durable
- Multiple
3 dominant mindsets

- Individualism
- Fatalism
- Us vs. Them
emerging “systems” mindsets
mindsets, narratives, and stories
Narratives
Patterns of meaning that cut across and tie together specific stories. Narratives are common patterns that both emerge from a set of stories and provide templates for specific stories.

Stories
Tales about particular events and people. Stories both give rise to and draw from narratives.
Narratives

Stories
<table>
<thead>
<tr>
<th>Dominant Narrative</th>
<th>Counter-Narrative</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Justice Narrative</strong>&lt;br&gt;Our system fairly weighs the evidence. When people are executed, we are executing guilty people.</td>
<td><strong>The Innocence Narrative</strong>&lt;br&gt;Innocent people are being executed for crimes they didn’t commit due to flaws in the justice system (especially systemic racism).</td>
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<tr>
<td><strong>The Takers Narrative</strong>&lt;br&gt;Immigrants come and take jobs and social benefits from hard-working American citizens.</td>
<td><strong>The Country of Immigrants Narrative</strong>&lt;br&gt;New immigrants are coming here for the same reasons “our” families and ancestors did - to find opportunity.</td>
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<tr>
<td><strong>The Meritocracy Narrative</strong>&lt;br&gt;When people succeed, it is the result of their own talents and hard work.</td>
<td><strong>The 99% Narrative</strong>&lt;br&gt;Our country is designed to work for the 1%. We - the 99% - can come together to change it.</td>
</tr>
</tbody>
</table>
Emerging Narratives from 2022

- Democracy Under Threat (elections)
- Individual Rights (abortion)

What are the implications of these narratives?
Thank you!

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