Values & Frames

DOCHAS
2nd June 2011

1. The problem

2. Values

3. Frames

4. Implications

1. The problem

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4. Implications

The problem (in the UK?)

- Losing public debate on global social justice
  - Multiple, longitudinal measures
  - "uninterested and uninformed"

- Public stuck in 1985 "Live Aid legacy" frame for poverty
  - Powerful giver/grateful receiver
  - Nothing's really changed since Live Aid

The problem (in the UK?)

- NGOs in "protest business" mode
  - Supporters not members, at arms length
  - Heavy focus on high volume, low-value, 'shallow' support
  - Deeply conflicted practice frames & values

- The cost of recruiting and retaining financial supporters is increasing annually. The pool of supporters is static or shrinking

Conditions for transformational change not present

1. The problem

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Values

Are the guiding principles of life

Transcend specific actions and situations

Influence our attitudes and behaviours

Serve as standards or criteria

Are abstract and rarely conscious

Schwartz, 1992 +

57 values.

Social power / Authority / Wealth / Preserving my public image / Social recognition / Successful / Capable /

Ambitious / Influential / Intelligent / Pleasure / Enjoying life / Self-indulgent / Daring / A varied life / An exciting life

/ Curious / Creativity / Freedom / Choosing own goals / Independent / Self-respect / Protecting the environment /

Unity with nature / A world of beauty / Broadminded / Social justice / Wisdom / Equality / A world at peace / Inner
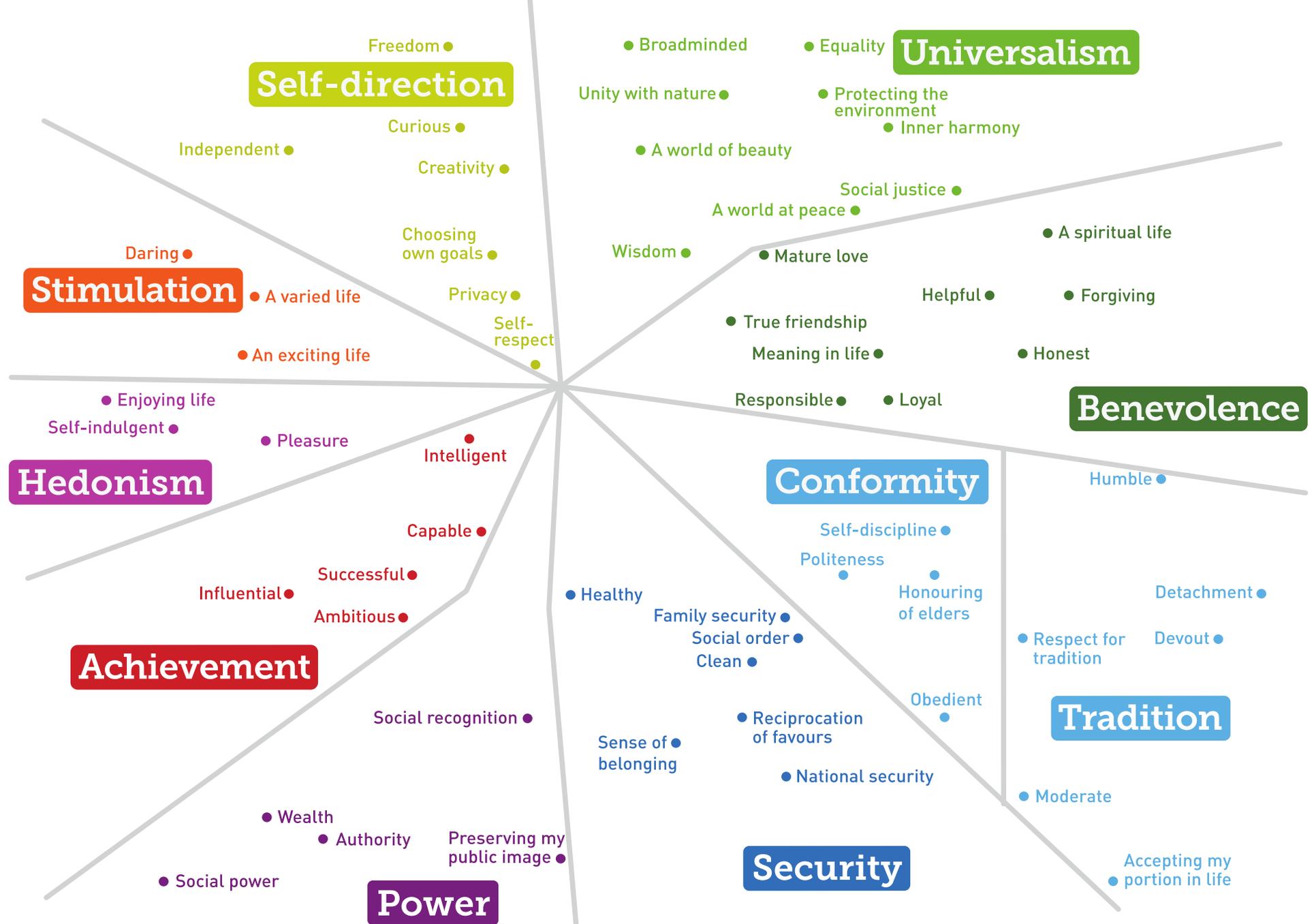
harmony / Helpful / Honest / Forgiving / Loyal / Responsible / A spiritual life / True friendship / Mature love /

Meaning in life / Accepting my portion in life / Devout / Humble / Respect for tradition / Moderate / Detachment /
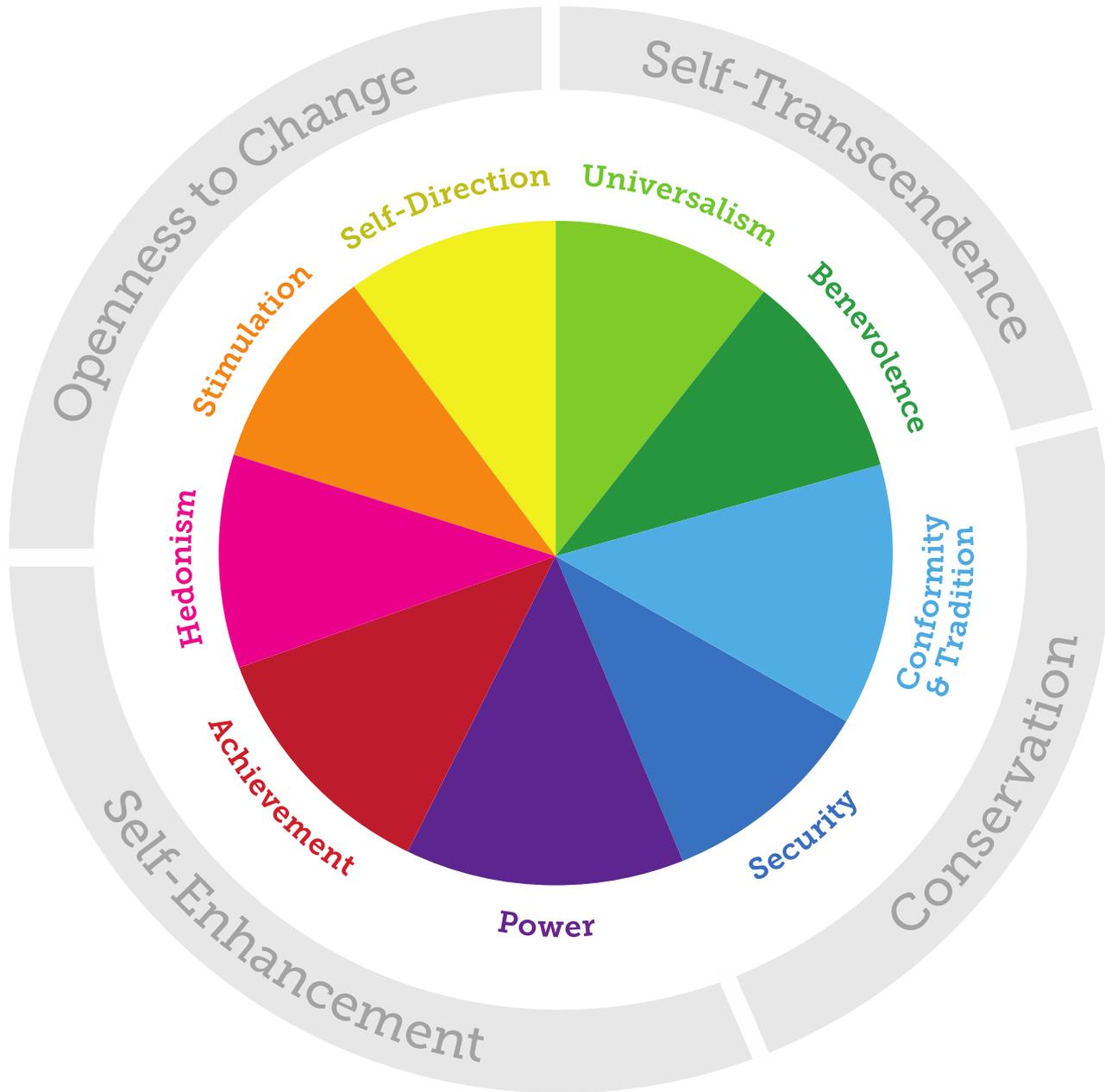
Obedient / Honouring of parents and elders / Politeness / Self-discipline / Clean / National security/ Reciprocation

of favours / Social order / Family security / Sense of belonging / Healthy

Freedom ●
● Broadminded
● Equality
Unity with nature ●
● Protecting the environment
Curious ●
● Inner harmony
Independent ●
● A world of beauty
Creativity ●
Social justice ●
A world at peace ●
● A spiritual life
Choosing own goals ●
Wisdom ●
● Mature love
Daring ●
● A varied life
Privacy ●
Helpful ●
● Forgiving
Self-respect
●
● True friendship
An exciting life ●
Meaning in life ●
● Honest
Enjoying life ●
Responsible ●
● Loyal
Self-indulgent ●
● Pleasure
Intelligent
●
Humble ●
Capable ●
Self-discipline ●
Successful ●
Politeness
●
Influential ●
● Healthy
Honouring of elders
Detachment ●
Ambitious ●
Family security ●
Social order ●
● Respect for tradition
Devout ●
Clean ●
Obedient
●
Social recognition ●
● Reciprocation of favours
Sense of ● belonging
● National security
Wealth ●
● Moderate
Authority ●
Preserving my public image ●
Social power ●
Accepting my
● portion in life

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

Hedonism
- Enjoying life
- Self-indulgent
- Pleasure
- Intelligent

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

Achievement
- Capable
- Successful
- Influential
- Ambitious

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

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

1 Seesaw

Activating one set of values suppresses values, attitudes and behaviours in conflict with those values.
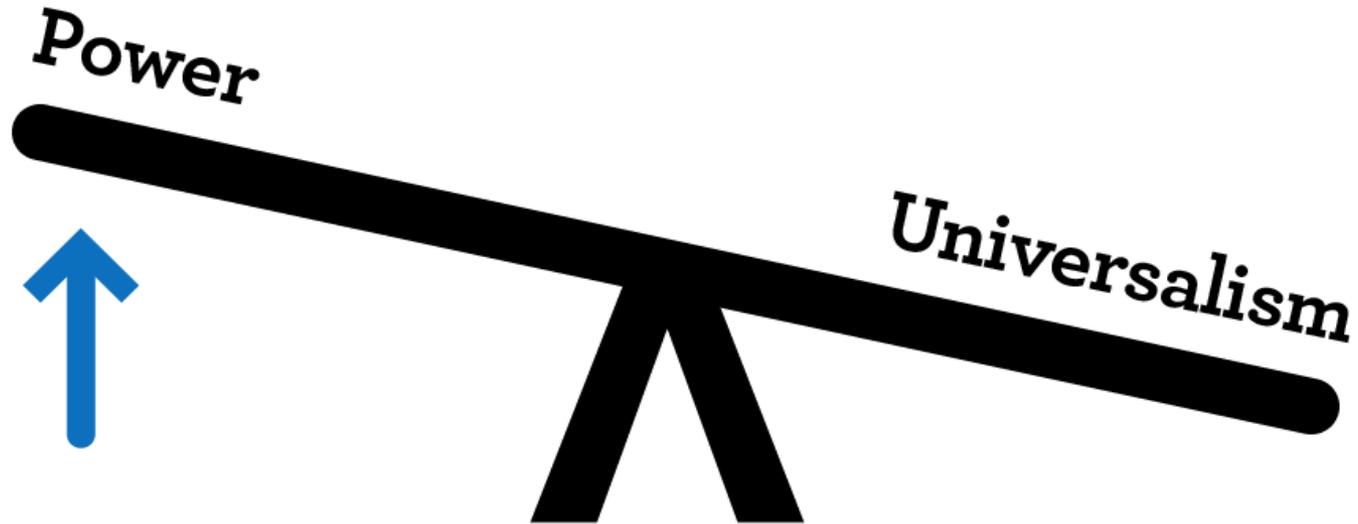
Volunteering

Maio et al. (2009)
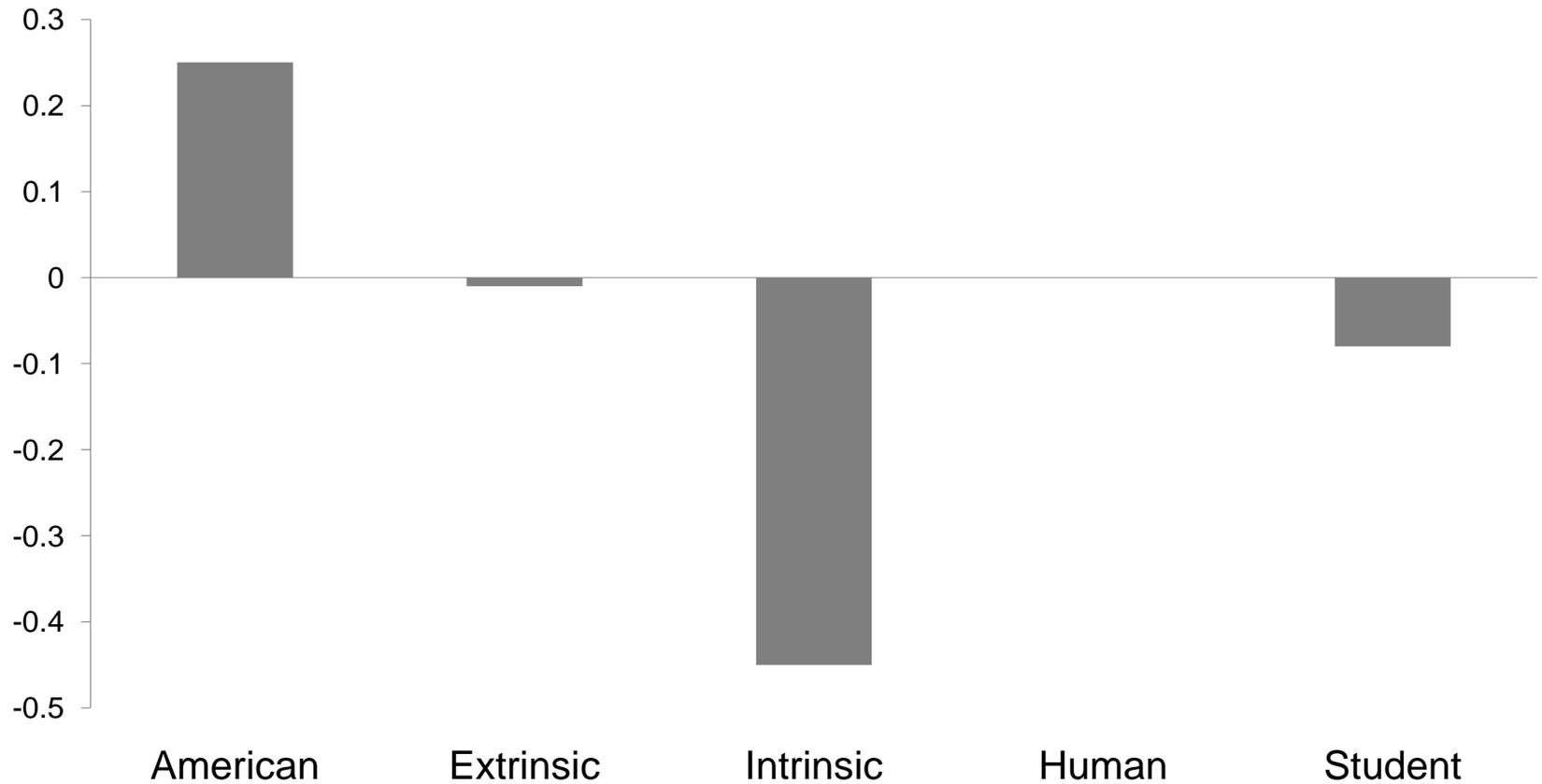
Time volunteered
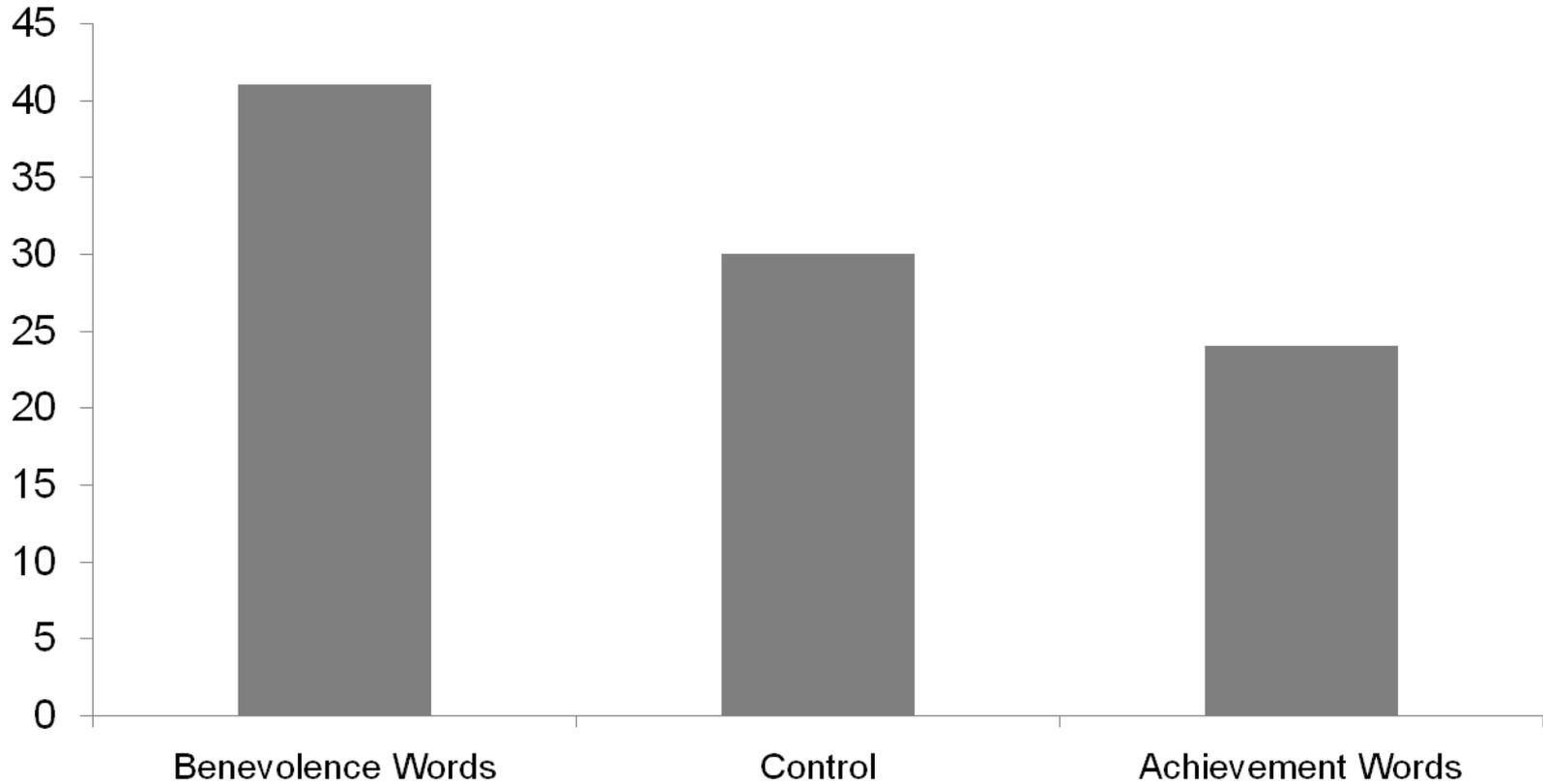
2 Spill over

Activating one set of values supports and encourages values, attitudes and behaviours compatible with those values.

Ecological Footprint
Sheldon, Nichols & Kasser (2010)

Recommended footprints

Values

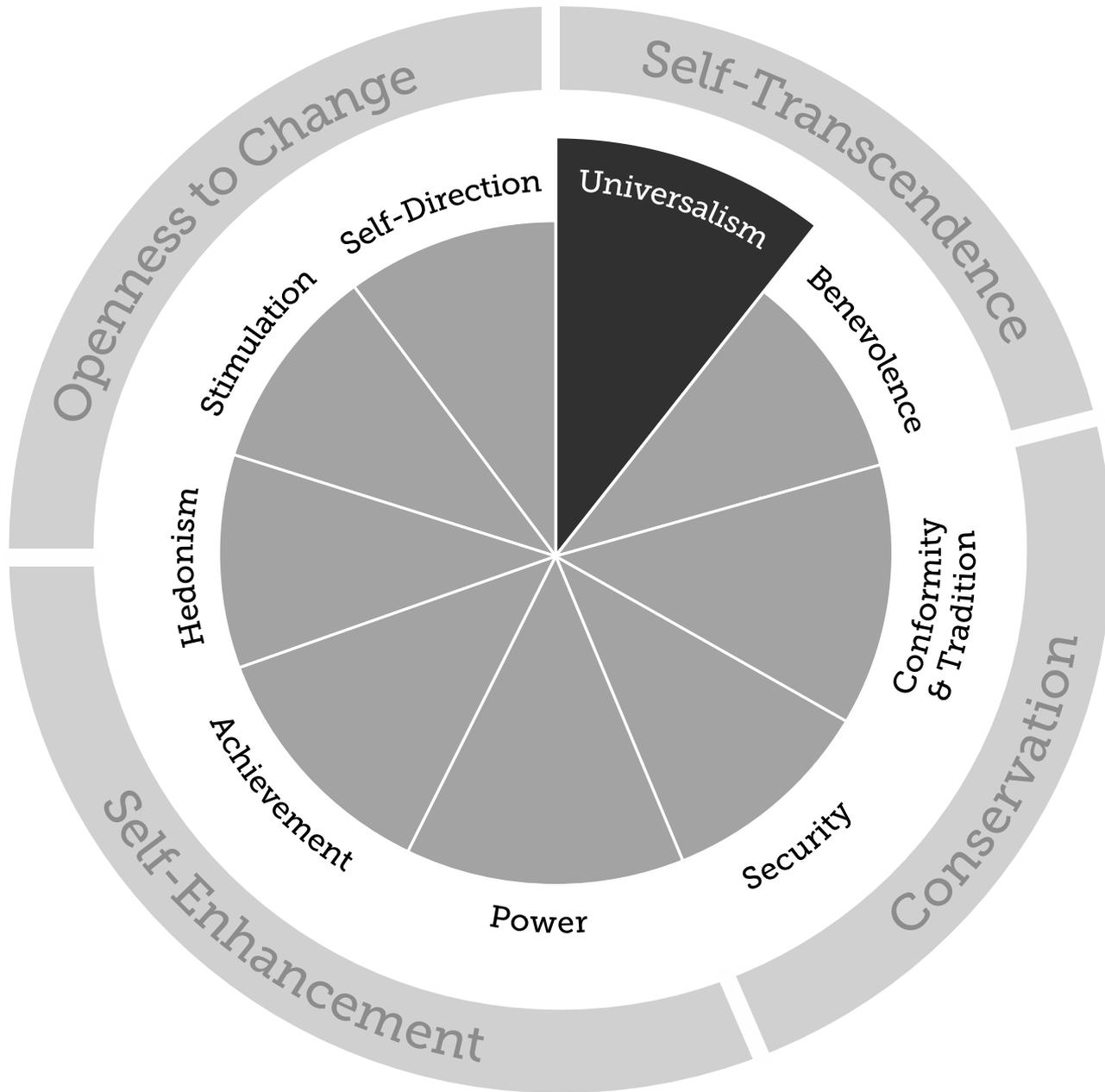Are the guiding principles of life

Transcend specific actions and situations

Influence our attitudes and behaviours

Serve as standards or criteria

Are abstract and rarely conscious

Are dynamically related to each other

Repeated engagement strengthens values

Openness to Change

Self-Transcendence

Conservation

Self-Enhancement

Self-Direction

Universalism

Stimulation

Benevolence

Hedonism

Conformity & Tradition

Achievement

Security

Power
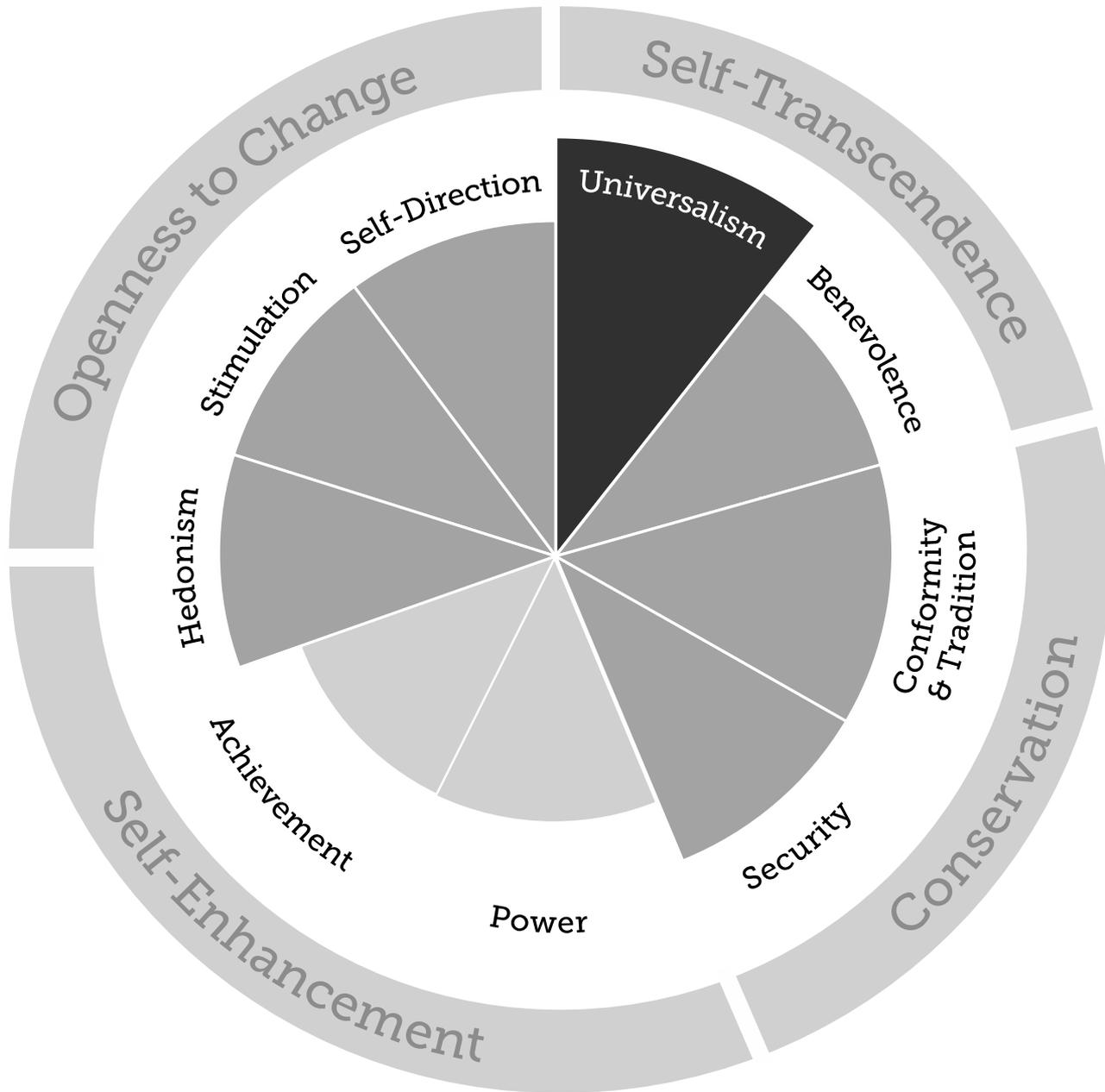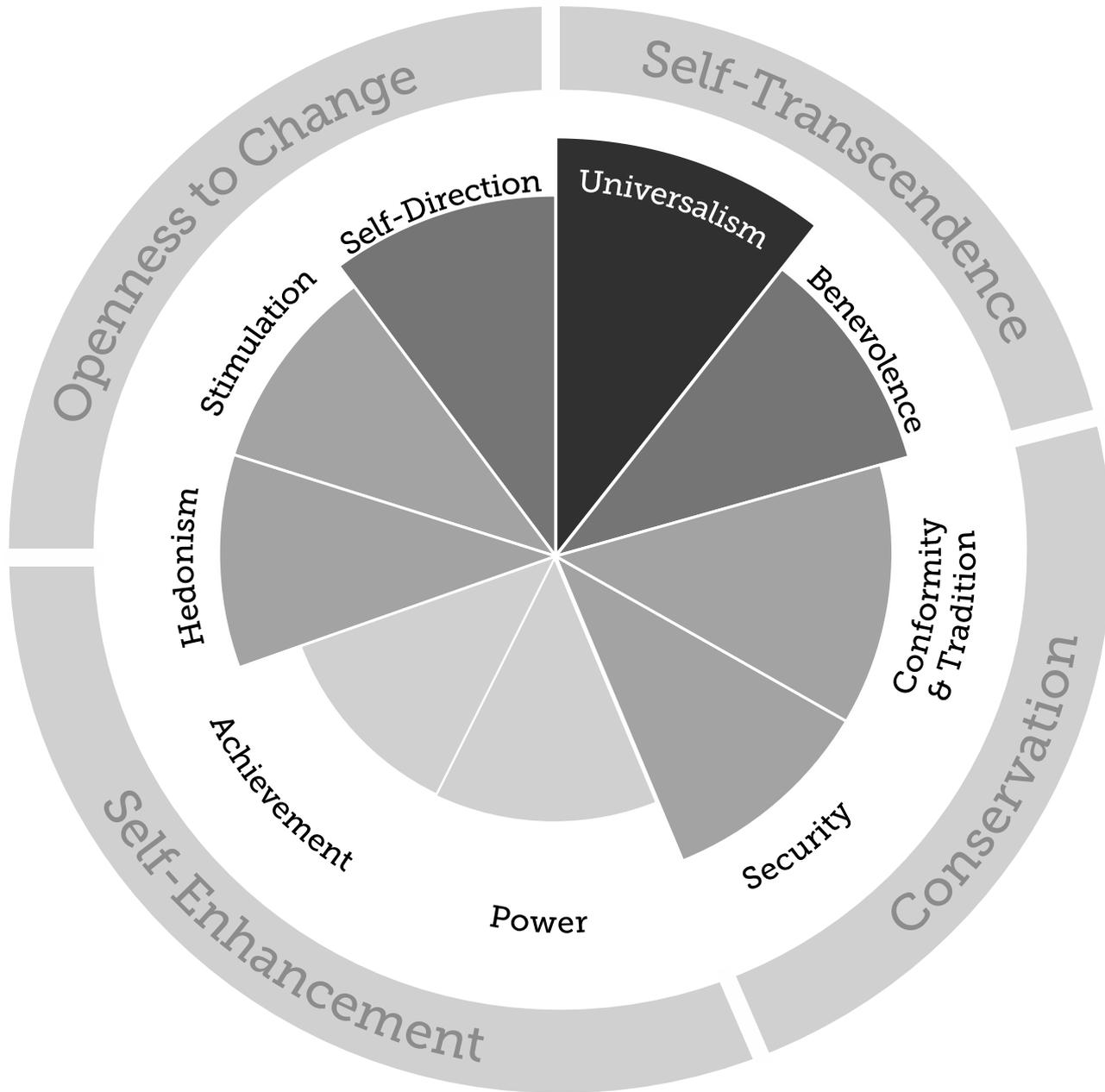
Repeated engagement strengthens values

Individual values

Self-enhancement values and social attitudes & behaviour

Less empathic Sheldon & Kasser (1995)

More Machiavellian (manipulative) McHoskey (1999)

Higher Social Dominance Orientation Duriez et al. (2007)

Higher racial and ethnic prejudice Ibid; Roets et al. (2006)

Higher anti-social behaviour Cohen & Cohen (1996); McHoskey (1999); Kasser & Ryan (1993)

Less cooperative, more competitive Sheldon et al. (2000)

National values

Kasser, 2011

20 wealthy nations.

After controlling for GDP, a general pattern was evident between self-enhancement values and:

- Higher CO_2 emissions
- Lower Child well-being
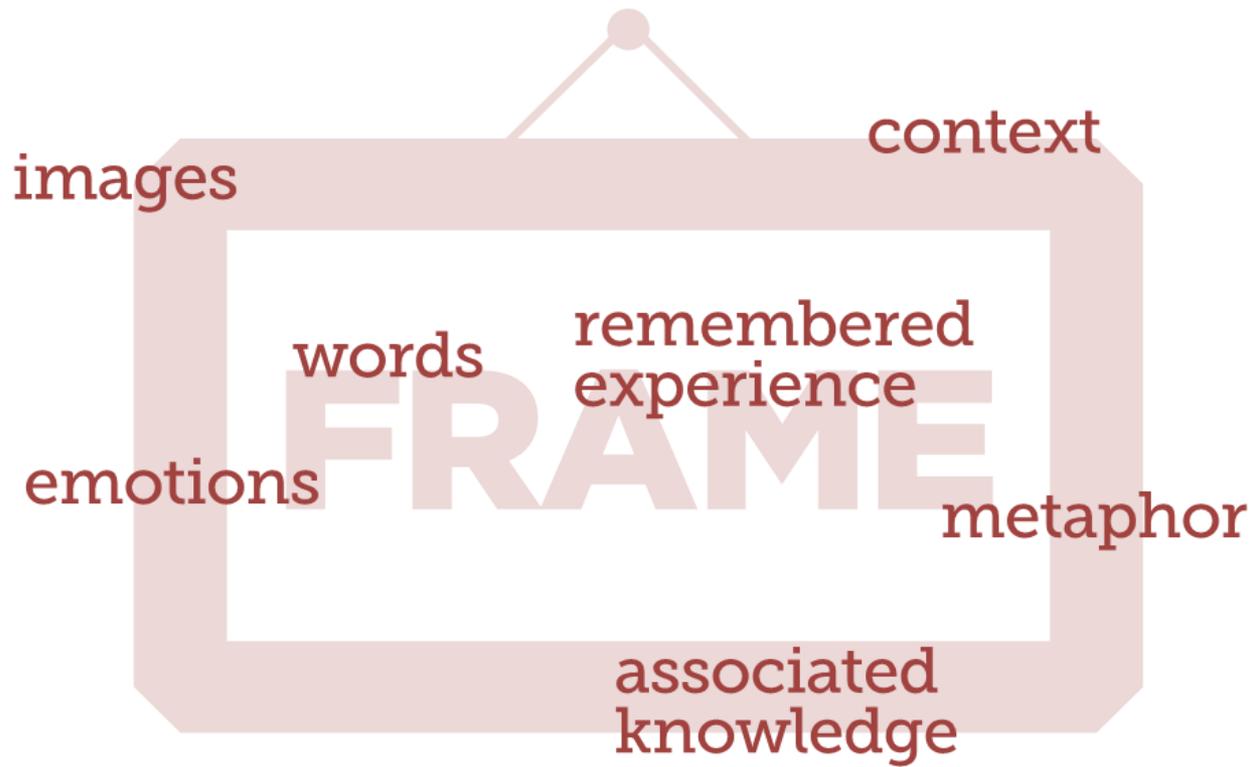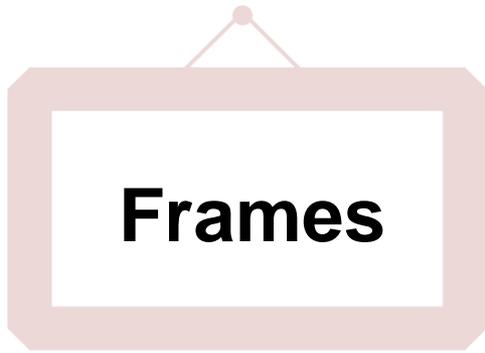- Lower paid maternity leave
- Higher advertising to children
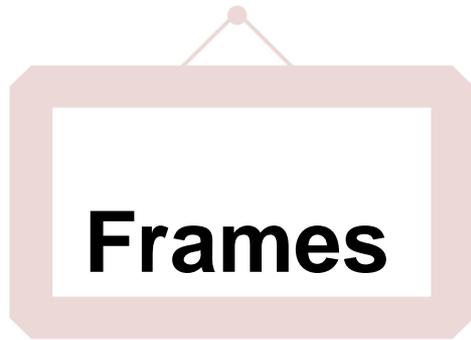
Frames

Chunks of factual and procedural knowledge

In dialogue with values

images

context

words

remembered experience

FRAME

emotions

metaphor

associated knowledge

Frames

Shape thinking and responses

Every word evokes a frame.

Negating a frame evokes the frame.

Evoking a frame reinforces that frame.

Frames: what's implied
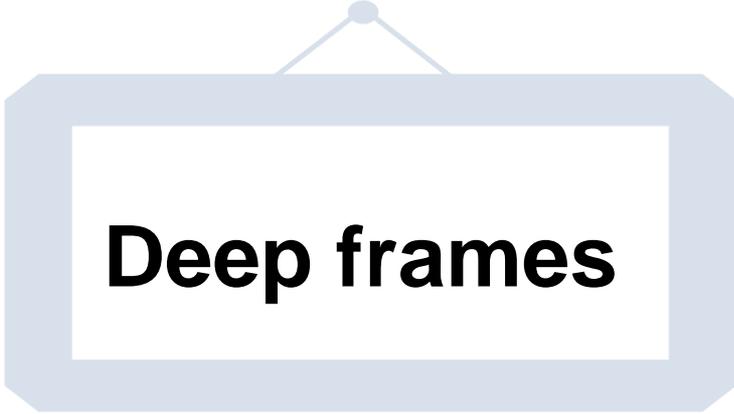
Public money vs. taxpayers' money

Healthy economy

Tax relief vs. tax cut

Bloated public sector

Frames: metaphor

Africa as basket case

Earth, our home

Deep frames

"These are the most basic frames that constitute a moral worldview or a political philosophy. Deep frames define one's overall 'common sense'. Without deep frames there is nothing for surface frames to hang onto. Slogans do not make sense without the appropriate deep frames in place"
Lakoff, 2006:29

Aid

Development

Charity/charities

Campaigns

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Strategic implications

1 Adopt a "whole organisation" perspective

2 Nurture helpful values; promote positive frames

1 Challenge unhelpful values; break, weaken or replace inaccurate/toxic frames

1 Manage trade-offs, but see the big picture

1 Work together, and with others

Practical implications

- Change our surface frames e.g. replace 'aid'

- Change what we measure e.g. discourse analysis

- Evolve our campaigning models: much less clicktivism

- Evolve our fundraising models: less churn, think retention

- Changes in our organisation: less charity, more governance

- Changes in our sector: less competition, more collaboration

- Changes in engagement: fewer transactions, more transformational experiences

1   This is an anti-fundraising or anti-money approach

2   There can be no "MPH2" with this

3   We would need to accept short term loss of impact or income

4   We would be trying to change people (social engineering)

5   This is about good people/bad people, good values/bad values

6   Social marketing and frames & values are incompatible

7   We are not big enough to affect national values & frames

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Stop digging holes faster than we can fill them

Re-fresh what is considered acceptable in UK culture by strengthening pro-social values, through the use of frames theory

And, through this, foster the conditions to power the UK to make its fullest possible contribution to global social justice

the end