

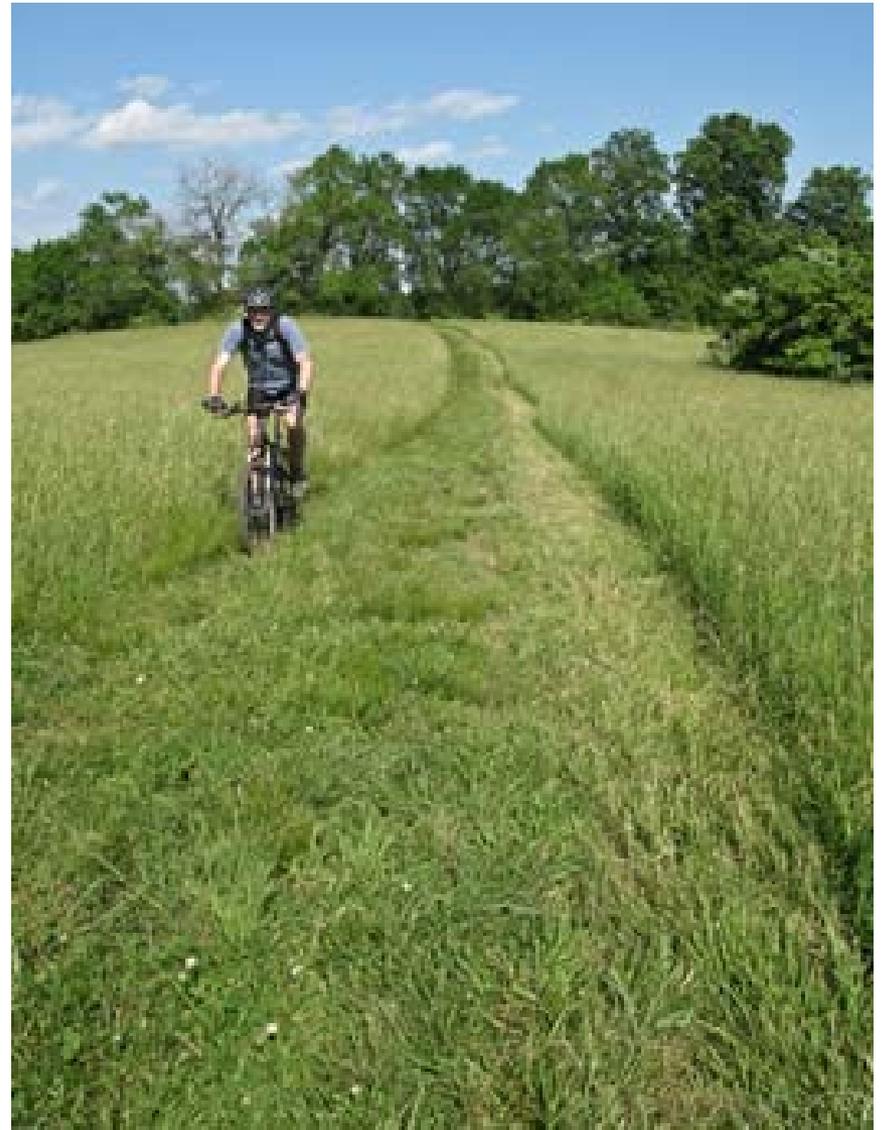
Lesson 3: Know Your Swamp

*How do people think about climate change and oceans?
How can knowing this help strategic framers 'choose and use the right
cues'?*

Warm Up: Quotes on Notes

*Think of 3-5 things that visitors say often when conversation turns to the topics of **the environment, the ocean, and/or climate change**. These ‘common quotes’ should illustrate popular beliefs and attitudes. These can be misconceptions, but they don’t have to be. Stick to recognizable, reoccurring comments and questions. Write down one quote per note. We’ll return to these later.*

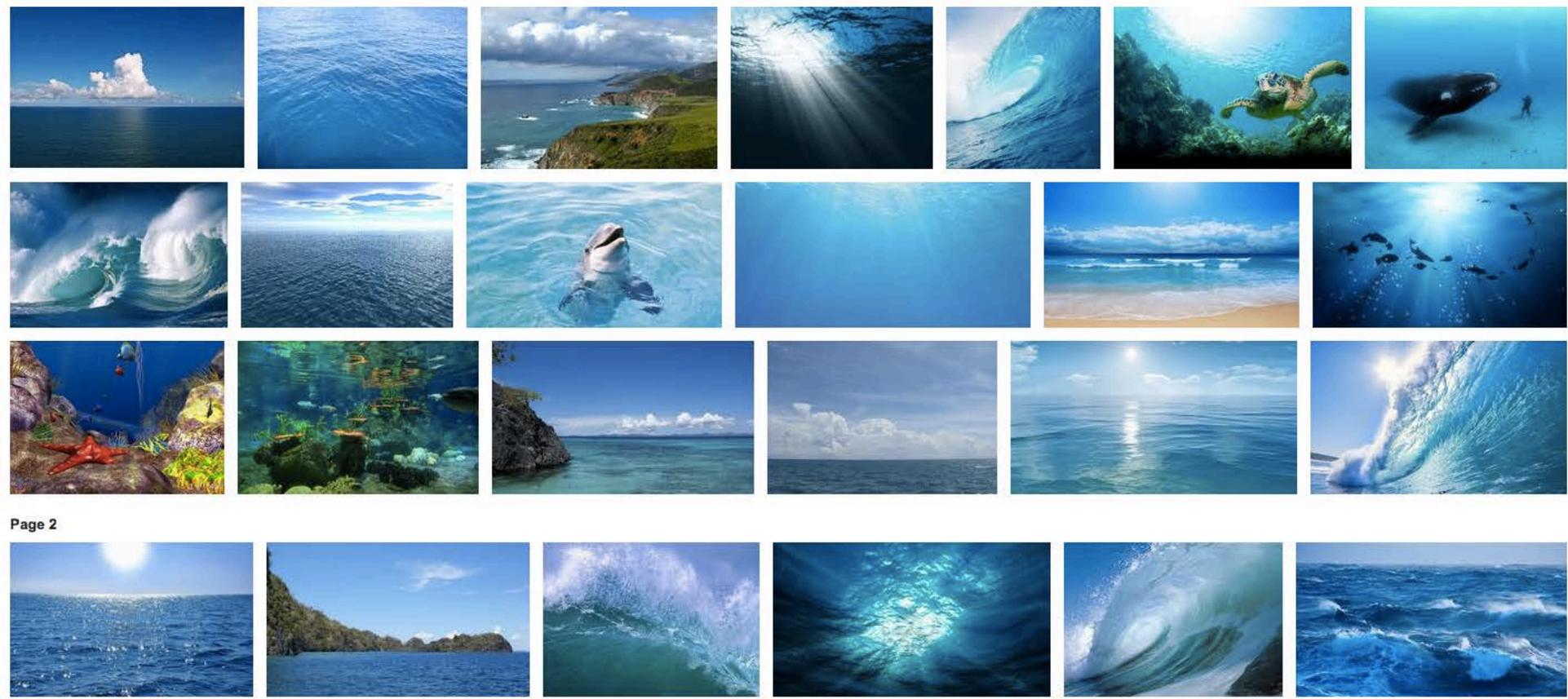
**Let's think of our
brain as a tall
field of grass.**



Cultural Models

Cultural models are cognitive short cuts created through years of experience and expectation. People rely on cultural models to organize and make meaning out of information. People use cultural models to interpret, organize and comprehend their own experiences, actions, thoughts, and feelings as well as those of other people.

What trends do you notice in these pictures?



Page 2

Cultural Models Research

- One-on-one interviews that go quite in-depth on a topic – lasting up to three hours
- Anthropologists start with open-ended questions on the topic, then keep probing to get at all the different ways the person thinks about an issue
- Wide range of participants are interviewed
- Recurring ways of thinking across interviews are identified, revealing shared cultural models

Characteristics of Cultural Models

- **Cultural models are widely shared.**
- There are multiple cultural models on any one topic.
- Cultural models are durable.
- Cultural models structure thinking.
- Models are 'activated' by associated information.

Another cultural model: Oceans are a public resource



Characteristics of Cultural Models

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- Cultural models structure thinking.
- Models are 'activated' by associated information.

Oceans as a public resource is an enduring concept.

Codex Justinianus (529) (Justinian Code), Book II, Part III. The Division of Things:

By the law of nature these things are common to mankind---the air, running water, the sea, and consequently the shores of the sea. No one, therefore, is forbidden to approach the seashore, provided that he respects habitations, monuments, and buildings which are not, like the sea, subject only to the law of nations.

Characteristics of Cultural Models

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Cultural Models Structure Thinking



All on the surface thinking focuses on water and human enjoyment and activities

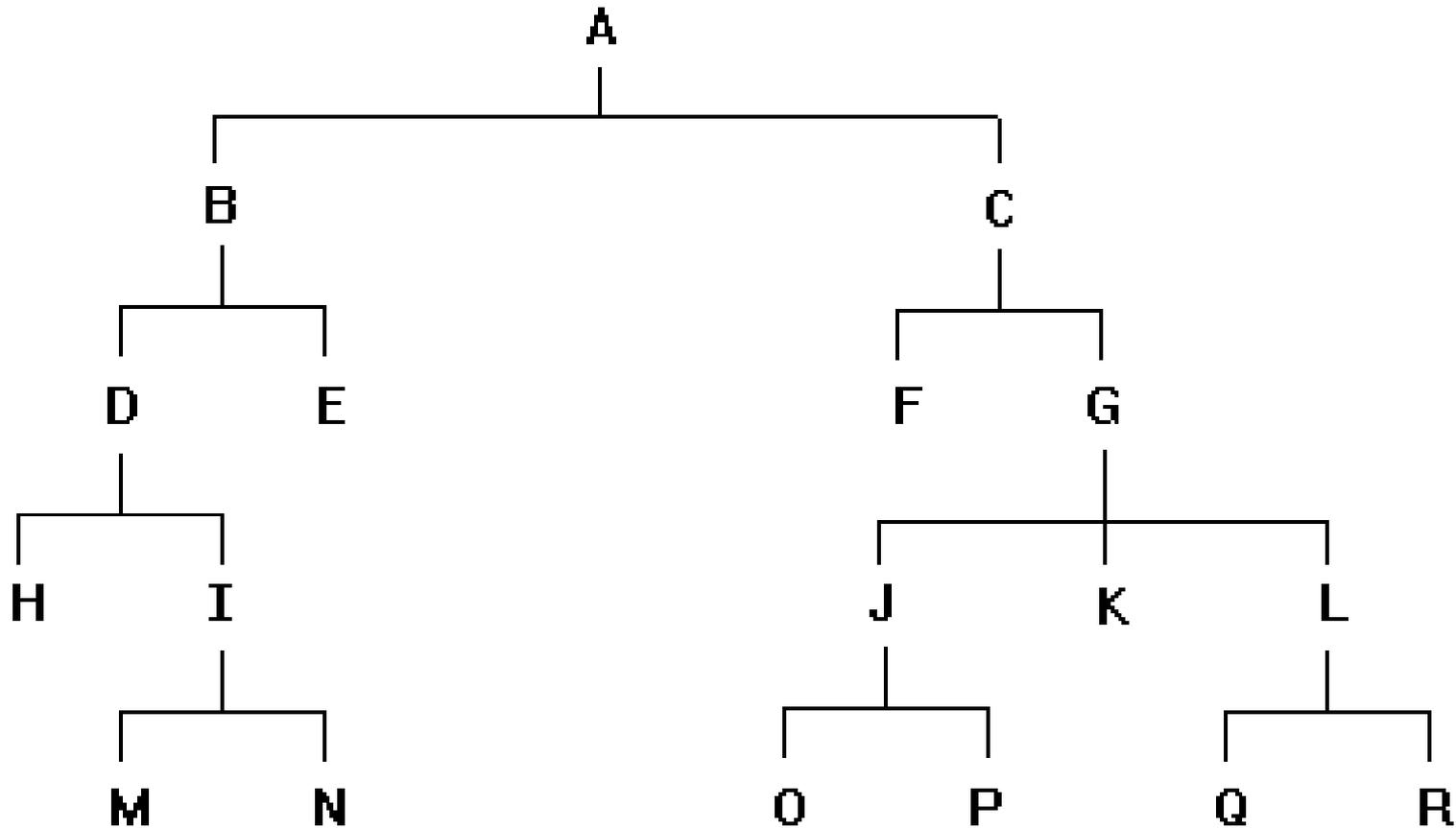
Makes ecosystems 'hard to think'



Oceans as public resource thinking focuses on multiple resources in ocean and common good

Makes need for maintaining ocean systems 'easy to think'

Cultural Models can be 'Productive' or 'Unproductive'



Characteristics of Cultural Models

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- **Models are ‘activated’ by associated information.**

Cultural Models Help Strategic Framers 'Choose and use the Right Cues'

Because there are multiple models available; because some are more productive than others; and because communicators can choose the cues that activate one or the other, knowing the cultural models available on a given issue provides a strategic advantage to communicators.

Quick Quiz! Question 1

Which of these is NOT a feature of cultural models?

- a) They are a simplified rendering of reality
- b) they are taken for granted
- c) they are the same in every culture
- d) they are long-standing beliefs

Quick Quiz! Question 2

Which of these is NOT a feature of cultural models?

- a) not all people use them
- b) they are learned over time, through repeated experiences
- c) they help people to make sense of information they encounter
- d) they can be manipulated to fit new situations

Quick Quiz! Question 3

Which of these IS a feature of cultural models?

- a) they can be turned on and off
- b) they are only passed on from individual interaction – one person to another
- c) they never change
- d) they are the same in every culture

Science

- Curiosity and wonder
- Science will save us
- How do scientists know that?
- Predictions are just guesses
- New study every week
- No solutions yet

Public Affairs

- Civic responsibility
- We can do it!
- Oceans are a public resource
- Government is good at protection
- Politics as usual
- Two sides to every story

Consumerism

- Ecosystems are valuable resources
- Cost-benefit thinking
- Zero-sum: jobs vs. environment
- Bottomless grocery store
- Eat it while you can!

Climate Change

- Something needs to be done
- It's weather
- What can I really do?
- Big, scary, depressing
- My observation is as good as yours
- Political football
- It's about the ozone isn't it?

What's in the swamp of...

Climate Change & Oceans



Progress

- Americans are problem solvers
- Can't go back
- Comes with costs
- There's winners and losers

Oceans

- A shared public resource
- Oceans support humans
- It's all connected
- A special, beautiful place
- A different world
- Drop in the bucket
- Heal themselves
- All on the surface

Nature

- We need to take care of it
- Shared fate; one big web of life
- Works in cycles
- Mother Earth
- Change is natural; you shouldn't/couldn't stop it

Pollution

- Human caused
- Dirty (not necessarily damaged or dead)
- The root of all environmental problems
- Just clean it up
- Even if we do our part, other countries won't



Learn and Teach a Corner of the Swamp

- On your own, read the one-page description of the models on your assigned domain.
- With your group, develop **a creative performance** that summarizes the information on the cultural models in your group's assigned domain.
- The goal of the performance is to teach the other groups the basics of the domain.
- You have 30 minutes to craft your performance

Choices for Creative Performances

- LYRICS. Write a song, poem, or cheer that summarizes the information.
- TABLEAUX. Choreograph a 'living statues' performance – setting up two or three physical poses that illustrate key concepts. 'Morph' from one arrangement to the next - perhaps with a narrator explaining the meanings.
- SKITS. Develop a brief dramatic scene that shows people talking and thinking with the models.

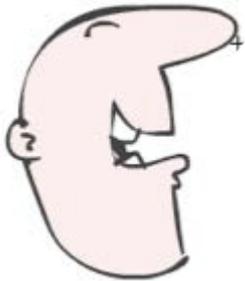
‘Mind Reading’

Which cultural model is at work?

- Read the listener’s reaction carefully, and try to determine what cultural model is structuring their thinking.
- There may be more than one model at work in the statement.
- The model(s) will be from the domain indicated on the slide.
- If you worked on that domain during the group performance activity, give others a chance to answer before chiming in.

What cultural model is at work here?

Coral reef ecosystems are breaking down...



Nature has ways of taking care of herself. I'm sure the corals will be fine.



Oceans

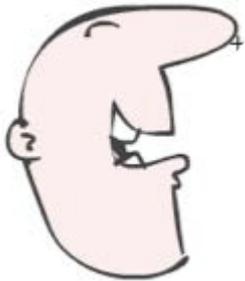
A shared public resource
Oceans support humans
It's all connected

A special, beautiful place

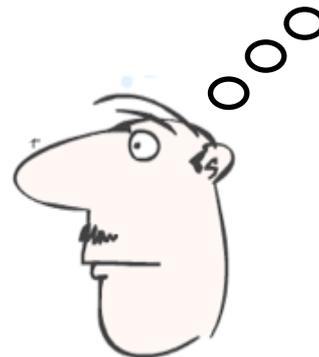
A different world
Drop in the bucket
Heal themselves
All on the surface

What cultural model is at work here?

Oceans cover
2/3 of the earth's
surface!



I hope that latest oil
spill has all gotten
diluted by now.



Oceans

A shared public resource

Oceans support humans

It's all connected

A special, beautiful place

A different world

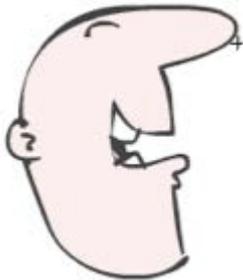
Drop in the bucket

Heal themselves

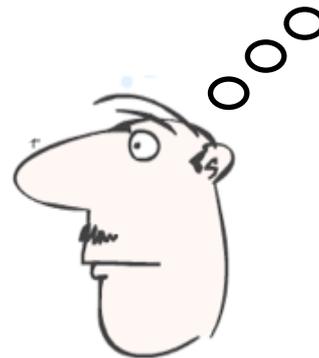
All on the surface

What cultural model is at work here?

The earth is experiencing warmer average temperatures, and this is projected to continue.



That's what they keep saying, but what do they know? They've been ringing that alarm for 30 years.

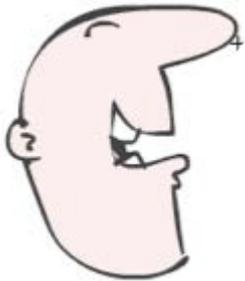


Science

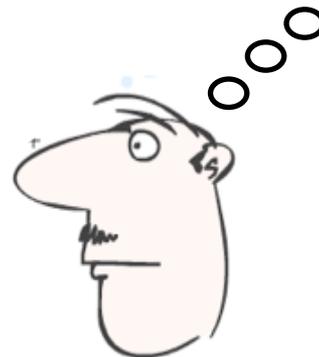
Curiosity and wonder
Science will save us
How do scientists know that?
Predictions are just guesses
New study every week
No solutions yet

What cultural model is at work here?

Sea stars and other spiny creatures build their shells from calcium they extract from the ocean.



These animals are so interesting! I have to bring my niece to the aquarium next summer.

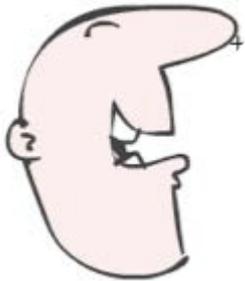


Science

Curiosity and wonder
Science will save us
How do scientists know that?
Predictions are just guesses
New study every week
No solutions yet

What cultural model is at work here?

It's caused by
overconsumption
of fossil fuels...



The government is
controlled by oil
interests. Can't get
around that!



Public Affairs

Civic responsibility

We can do it!

Oceans are a public resource

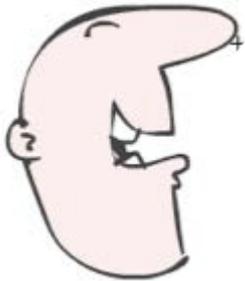
Government is good at protection

Politics as usual

Two sides to every story

What cultural model is at work here?

Global warming is caused by greenhouse gases.



Says who? I heard one report that said volcanoes were a cause.



Public Affairs

Civic responsibility

We can do it!

Oceans are a public resource

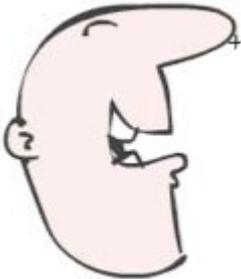
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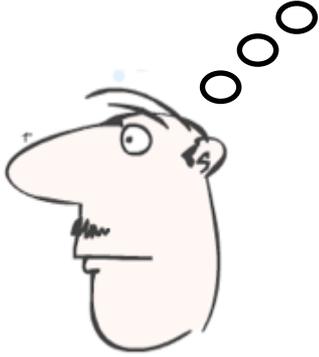
Two sides to every story

What cultural model is at work here?

The oceans are in crisis.



I've got to write a letter to my Senator.

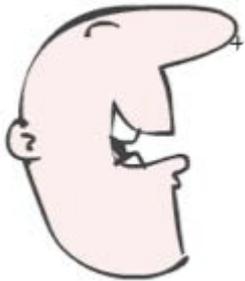


Public Affairs

- Civic responsibility
- We can do it!
- Oceans are a public resource
- Government is good at protection
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- Two sides to every story

What cultural model is at work here?

Because the ocean is warming, we're losing some key fisheries. Some species can't reproduce properly.



Plenty of fish in the sea.



Consumerism

Ecosystems are valuable resources

Cost-benefit thinking

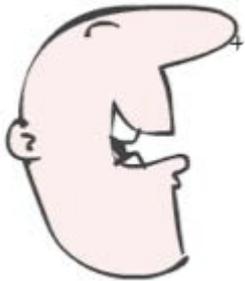
Zero-sum: jobs vs. environment

Bottomless grocery store

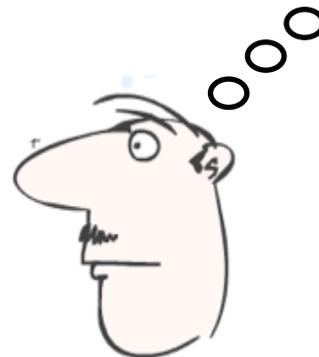
Eat it while you can!

What cultural model is at work here?

We need to create protected marine areas to buffer the effects of climate change.



If we set up preserves, won't a lot of hard working fishermen go out of business?



Consumerism

Ecosystems are valuable resources

Cost-benefit thinking

Zero-sum: jobs vs. environment

Bottomless grocery store

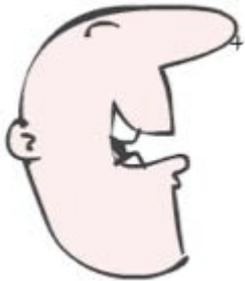
Eat it while you can!

WRAP UP – Day 1

- Reflect & process – what do you think so far?
- Use those sticky notes to write “ah-ha” moments and questions down, and stick them on the “parking lot.”
- Instructions for dinner & tomorrow.

What cultural model is at work here?

The impacts of climate change are going to be pretty serious.



We've got to figure out how to get a handle on this whole global warming thing.

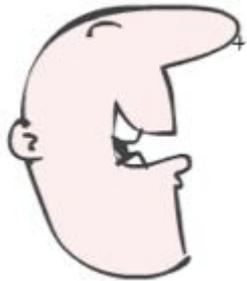


Climate Change

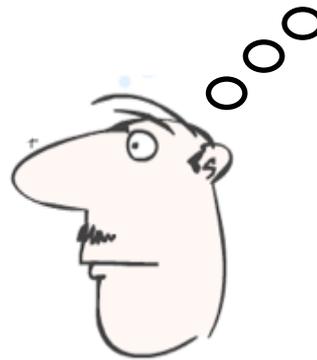
Something needs to be done
It's weather
What can I really do?
Big, scary, depressing
My observation is as good as yours
Political football
It's about the ozone isn't it?

What cultural model is at work here?

The temperature in the Gulf of Mexico is projected to increase about four degrees due to climate change.



It's the middle of winter. I could use a four degree increase right about now.

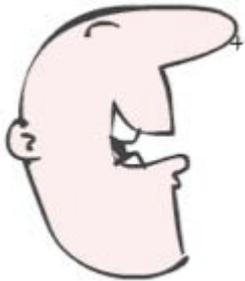


Climate Change

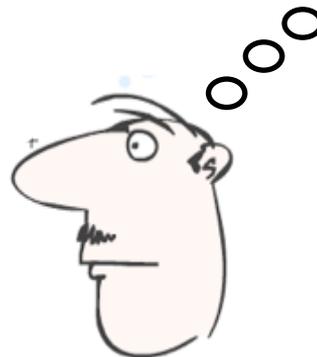
Something needs to be done
It's weather
What can I really do?
Big, scary, depressing
My observation is as good as yours
Political football
It's about the ozone isn't it?

What cultural model is at work here?

We need to look at ways to reduce our carbon footprint. Cars are a major contributor.



I can't get to work without my car – so how can I possibly help?

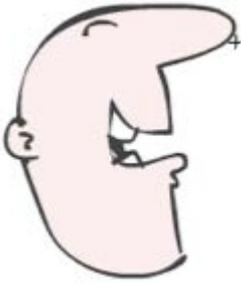


Climate Change

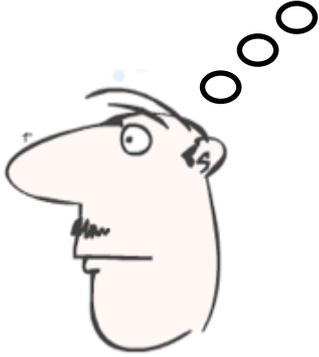
Something needs to be done
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What cultural model is at work here?

We need to look at ways to reduce our carbon footprint. Cars are a major contributor.



Aren't they developing some new renewable energy things out in California? Can't wait!

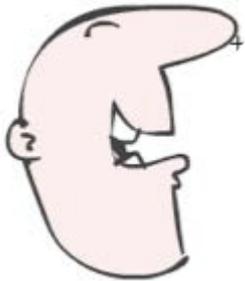


Progress

- Americans are problem solvers
- Can't go back
- Comes with costs
- There's winners and losers

What cultural model is at work here?

Over the past 150 years, we've increased our use of fossil fuels exponentially.



What am I supposed to do – start driving a horse and buggy?



Progress

Americans are problem solvers

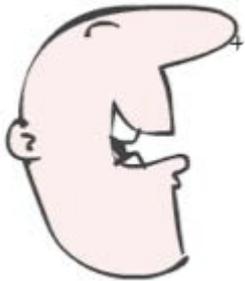
Can't go back

Comes with costs

There's winners and losers

What cultural model is at work here?

Since we've industrialized, the number of species that have gone extinct is just amazing.



Roadkill on the highway to the future.



Progress

Americans are problem solvers

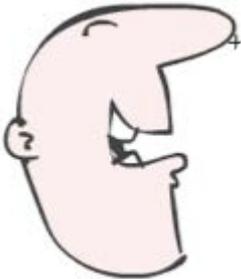
Can't go back

Comes with costs

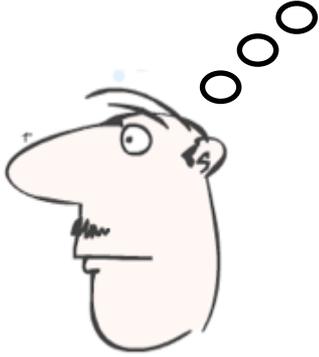
There's winners and losers

What cultural model is at work here?

Coral reefs are breaking down because of ocean acidification.



Something's always changing in the ocean. I'm sure it will work out.

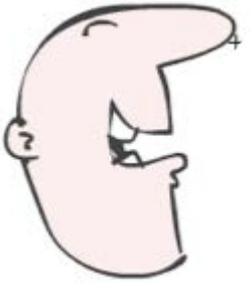


Nature

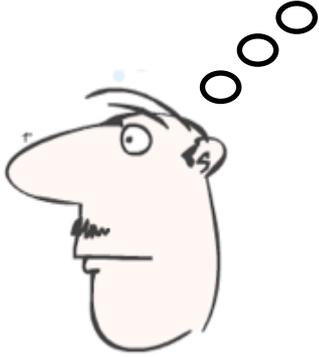
- We need to take care of it
- Shared fate; one big web of life
- Works in cycles
- Mother Earth
- Change is natural; you shouldn't/couldn't stop it

What cultural model is at work here?

Coral reefs are breaking down because of ocean acidification.



That's such a shame. I wonder if there's something we can do?

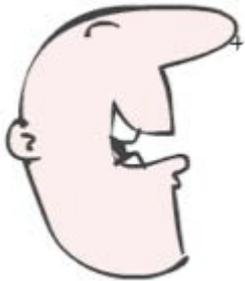


Nature

- We need to take care of it
- Shared fate; one big web of life
- Works in cycles
- Mother Earth
- Change is natural; you shouldn't/couldn't stop it

What cultural model is at work here?

Of all countries,
Americans emit the
most carbon dioxide per
person.



We should probably pass a
law or something, but that
won't stop all those
factories in China from
polluting.

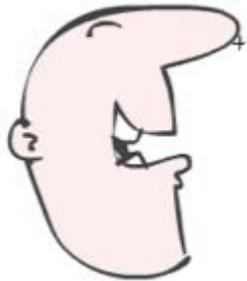


Pollution

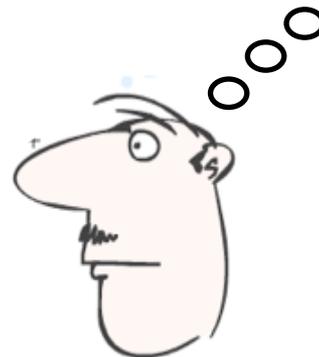
Human caused
Dirty (not necessarily damaged or
dead)
The root of all environmental
problems
Just clean it up
Even if we do our part, other
countries won't

What cultural model is at work here?

The ocean is facing some serious environmental threats.



All that industrial runoff ends up in the ocean. We are wrecking the planet.

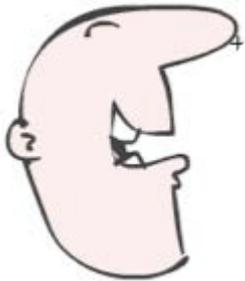


Pollution

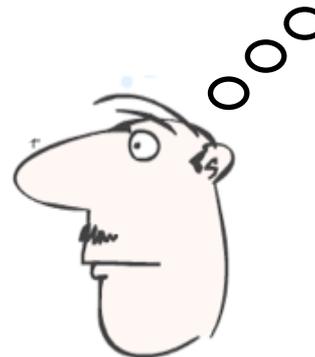
Human caused
Dirty (not necessarily damaged or dead)
The root of all environmental problems
Just clean it up
Even if we do our part, other countries won't

What cultural model is at work here?

You can do something to help save the oceans.



I should recycle more. And sign up for a beach cleanup day.



Pollution

Human caused
Dirty (not necessarily damaged or dead)
The root of all environmental problems
Just clean it up
Even if we do our part, other countries won't

Map Your Observations to the Swamp

- Working in groups of 3, match the Note Quotes you generated at the beginning of the lesson to the cultural models in the swamp. Stick them to the swamp handout where they belong.
- Be prepared to ‘elegantly and eloquently’ share out, in one or two sentences, any particularly interesting observations that emerged from your group’s discussion.
- Also be prepared to quickly report on the ‘coverage’ of your swamp. That is – did it seem as if all the comments clustered in certain domains? Were there any areas of the swamp didn’t have associated quotes with them?

SUMMARY OF OBSERVATIONS

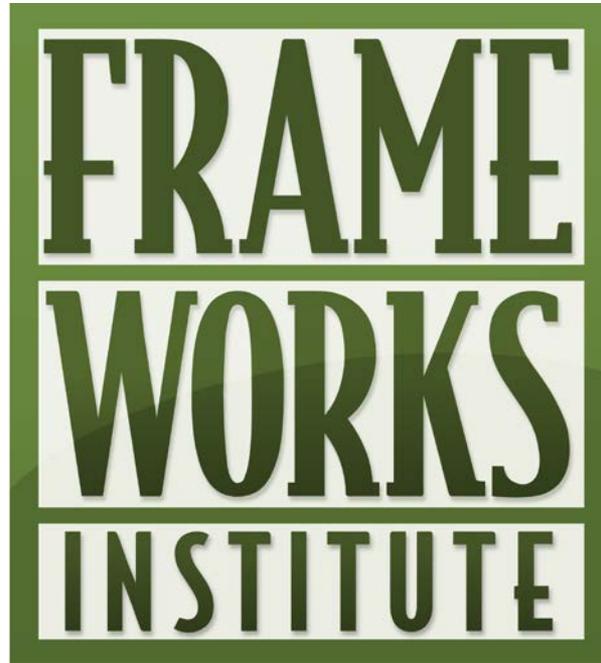
Cultural Models are Uniquely Powerful

Cultural models	Implication for communicators
Shared	Can plan strategies that are relevant to all audiences
Multiple	Need to know the ones that are out there Everyone is a potential ally AND a potential skeptic
Durable	Research has a long shelf life (unlike opinion research) Need to change the context of communication Need to have a long-term strategy for change
Structuring	Need to distinguish between productive and unproductive models
Activated by information	Need to plan to cue up the productive models



Strategic Framers Know to...

- **RELY ON RESEARCH:** Cultural models are a uniquely powerful tool for planning what to say and how to say it on complex issues.
- **NAVIGATE THE SWAMP.** ‘Choose and use the right cues’ to activate productive cultural models and avoid triggering unproductive cultural models.



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