Strategic Framing Cheat Sheet

How Framing Works:
- Frame: Choice about how information is presented
- Cultural model: cognitive shortcut = automatic assumptions (schemas) that people rely on to interpret new information
- Strategic framing works within existing worldview instead of attempting to change it = you're just picking which of their existing schemes to engage.
- Correcting myths and mistakes without framing new information doesn't work = can't go into their minds without a place to fit
- Avoid negative cultural models in swamp and steer toward more positive cultural models

Values:
- Values orient thinking in a productive direction so use them early and often to keep conversation on track (protection + responsible management)
- Communication traps include consumerism, intrinsic value, scientific authority, crisis, incidents/accidents, and cute critters
- Cute critters trap= connection is quickly lost and superficial, and doesn't give people a feel for the bigger picture beyond the particular animal
- Predominant theme needs to be web of life/shared fate

Metaphors:
- Research tested to be quickly understandable and easily retold to others
- Heat trapping blanket = use to answer question of "How do we know C02 is the cause of climate change?"
- Regular vs. Rampant = used to answer: "How do we know it's not natural?"
- Climate's heart metaphor = used to address doubts related to weather vs. climate confusion
- Osteoporosis of the sea metaphor= used to explain implications

Explanatory Chains:
- Knowledge of causes of climate change is greatest predictor of policy = has greater impact than knowledge of the effects
- Focus on causes rather than impacts to prime for constructive thinking about solutions instead of anxiety
- Explanatory chains prevent "invisible process" and move people toward causes and on to appropriately scaled solutions

Social Math:
- Unframed data presented without interpretation does not engage the public or help them understand solutions = just listing does not shift cognition
- Context is necessary or swamp models will take over

- Naked numbers are only useful for those who already understand how the issue works
- Social math creates relationship b/w familiar and unfamiliar concepts on a human scale to create sticky or memorable data
- Social math helps make appropriate solutions clear

Solutions:
- Scale up individual actions to create community level solutions
- Solutions should match the scope and scale of the problem, prime a civic mindset, and provide local or regional examples for the purposes of social norming
- Solution themes focus on energy shift, energy efficiency, and changing the conversation
- Drive towards "we" collective solutions

Bridging and Pivoting:
- Bridging and pivoting allows you to address a question without honoring the premise
- Bridge = innocuous phrase that sets up space to redirect the conversation in a more positive, productive tone
- Pivot = introduce a reframe that responds to the negative cultural model at work by shifting to values or metaphors