Communicating Global Development

Values & Frames

Development and Peace Foundation Conference, Berlin
15 February 2012

The problem

Losing the public debate on global social justice
- Comparatively sound surface support but . . .
- Public are, really, "uninterested and uninformed"
- Underlying trends negative

Public stuck in 1985 – the "Live Aid legacy"
- Powerful giver/grateful receiver
- Poverty is of peoples'/countries' own making
- Mass global poverty is inevitable
- Charity is the *only* response

<u>NGOs, media, politicians all stuck in same narrative loop</u>

WHY?

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 strengthened through repeated activation

Freedom ●

● Broadminded ● Equality

Unity with nature ● ● Protecting the environment

Curious ● ● Inner harmony

Independent ● ● A world of beauty

Creativity ●

● Social justice

A world at peace ●

Choosing own goals ● ● A spiritual life

Daring ● Wisdom ● ● Mature love

A varied life ● Privacy ● Helpful ● ● Forgiving

Self-respect

An exciting life ● ● True friendship

Meaning in life ● ● Honest

Enjoying life ● Responsible ● ● Loyal

Self-indulgent ●

● Pleasure

Intelligent

Humble ●

Capable ● Self-discipline ●

Politeness

Successful ● Honouring of elders Detachment ●

Influential ● ● Healthy

Ambitious ● Family security ● Respect for tradition Devout ●

Social order ●

Clean ●

Obedient

Social recognition ● Reciprocation of favours

Sense of belonging ●

National security ●

Moderate ●

Wealth ●

Authority ● Preserving my public image ●

Accepting my portion in life

Social power ●

Openness to Change

Self-Transcendence

Self-Direction

Universalism

Stimulation

Benevolence

Hedonism

Conformity & Tradition

Achievement

Security

Power

Conservation

Self-Enhancement

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

Values matter.
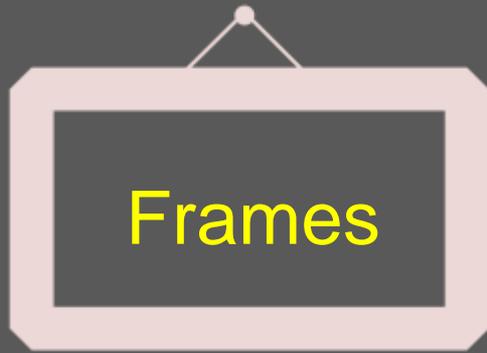
Frames

Chunks of factual or procedural knowledge

Determine our understanding, responses

Contain and interact with values

? ? ? ?
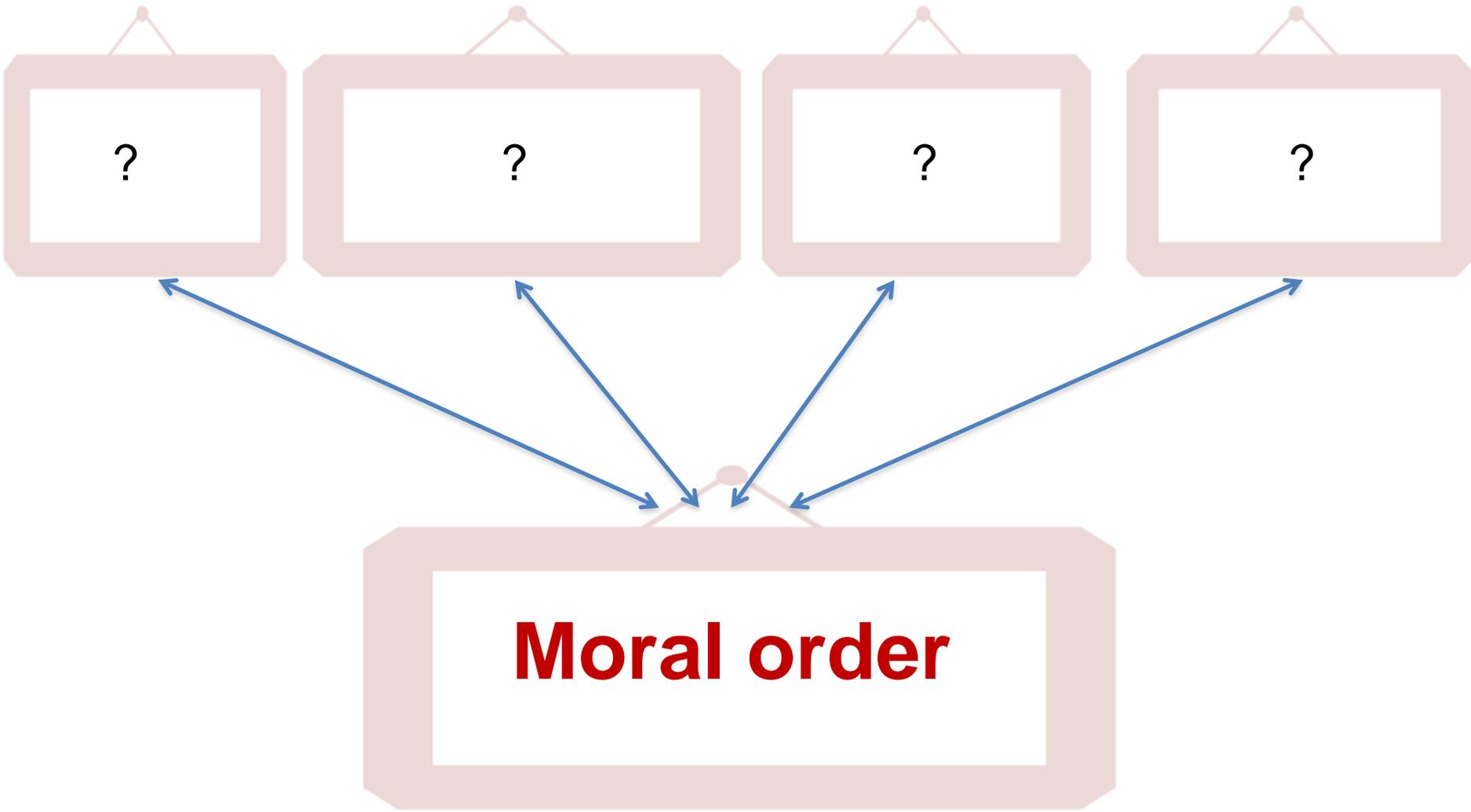
Moral order
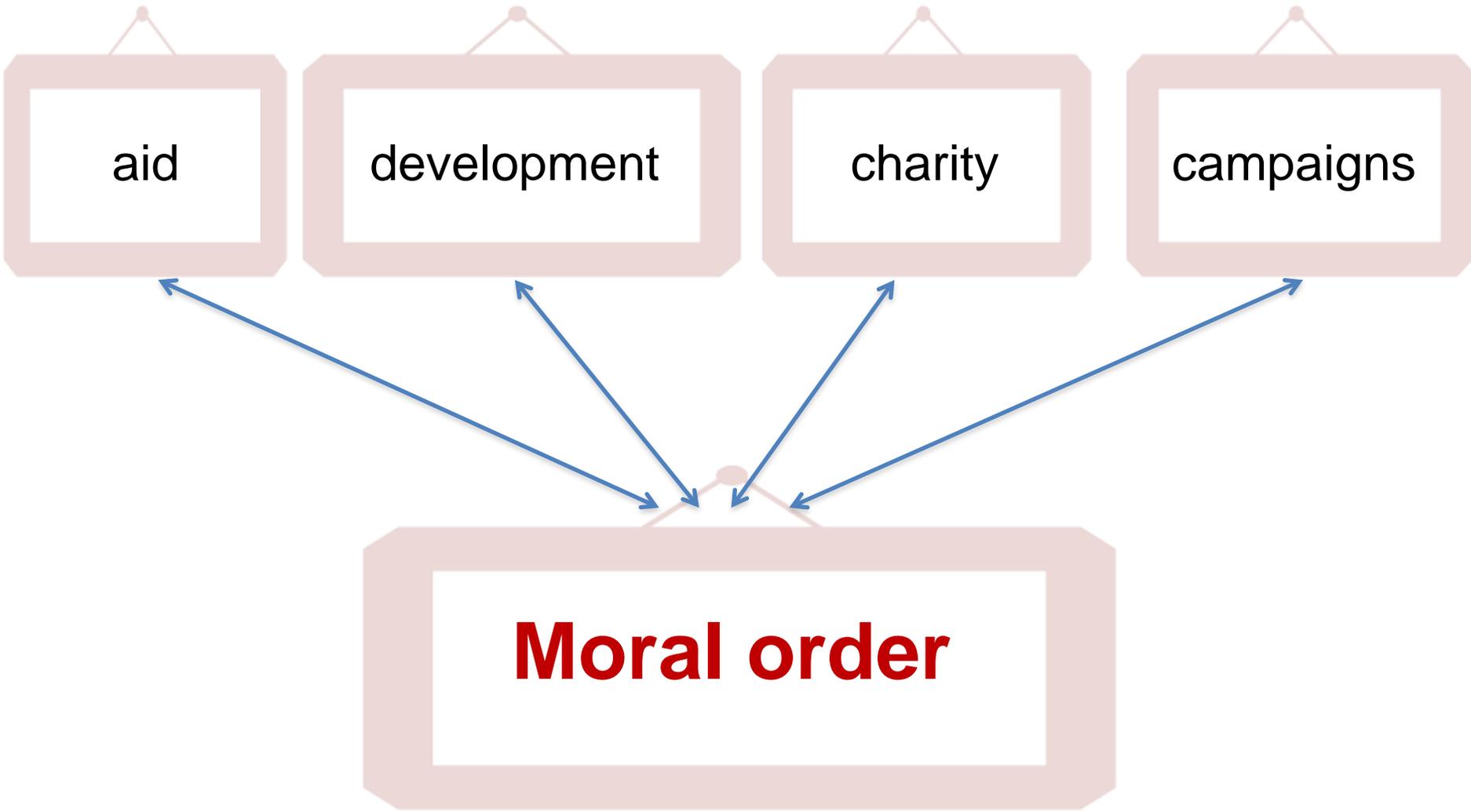
aid   development   charity   campaigns

Moral order

Conclusion

Seen through the 'Frames and Values' lens, the language of Oxfam communications often supports values you are trying to move **away** from

The problem

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- Multiple, longitudinal measures
- "uninterested and uninformed"

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Practical implications

1 Learn about frames and values. Use the right type of experts

2 Change what we measure; standardise discourse analysis

3 Evolve communication models: no unreachable promises, engage don't 'sell messages'

4 Less competition, more collaboration

GROW

FOOD. LIFE. PLANET.

It's not just drought. Or famine. Or a bad harvest. A whole host of interlinked factors are stopping nearly 1 billion people worldwide from having enough to eat. The global food system is not working for everyone. It's time to fix it.

| Intensive farming | Food price hikes | Climate change | Land grabs |

Current reality

We are all **connected** to an **unfair and unsustainable food system**

→ Designed to maximise profit for the 1% not feed the 99%

→ Sustains chronic hunger amongst the poorest

- 1 in 7 hungry
- Subsidies for fuel not food
- Food waste
- Price spikes
- Exceeding planetary boundaries
- Under investment in shf

Alternative vision

There is an **new system emerging**

→ Fairtrade

→ Slow food movement

- FSC
- Ecotricity
- Urban greenhouses
- ?
- Co-ops
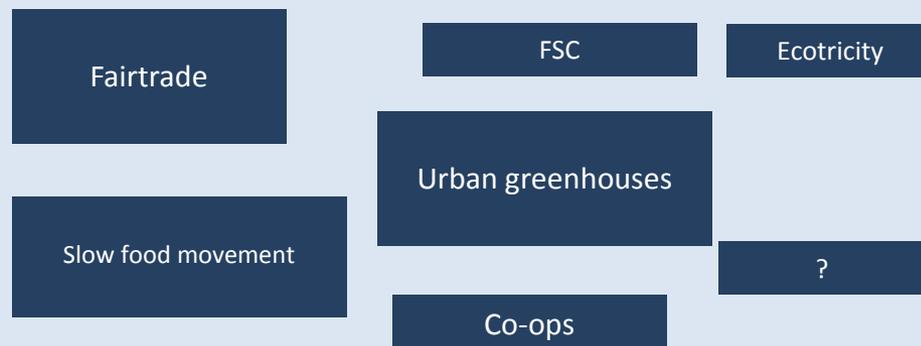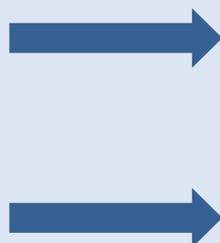
Treatment recommendation

GROW the new system

Citizens
- Move your money
- Change the conversation online
- Lobby business & govt
- Support other campaigns
- Waste less food
- Support ethical standards wherever you can
- Donate 2 smallholder programs

Governments & businesses
- Support the RHT
- Invest in irrigation, drought resistant seeds
- Stop land grabs
- Stop biofuels
- Support a global deal climate change

Oxfam contribution = nurture, make visible & keep connecting to the global

www.valuesandframes.org

Oxfam websites