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

NGOs, media, politicians all stuck in same narrative loop
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
Individual values
Self-enhancement values and social attitudes & behaviour

Less empathic Sheldon & Kasser (1995)
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.
Chunks of factual or procedural knowledge

Determine our understanding, responses

Contain and interact with values
Moral order

aid
development
charity
campaigns
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

Losing the public debate on global social justice
  – Multiple, longitudinal measures
  – “uninterested and uninformed”

Public stuck in 1985 – the “Live Aid legacy”
  – Powerful giver/grateful receiver
  – Poverty is of peoples’/countries’ own making
  – Mass global poverty is inevitable
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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.
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.
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.

Alternative vision

- There is a new system emerging.
- Slow food movement.
- Urban greenhouses.
- Co-ops.
- Fairtrade.

Treatment recommendation

- GROW the new system.
- 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