



Using Frames – Examples and Exercises

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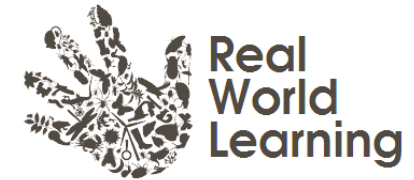
Hanna Schirm

Anne Wiebelitz

Planica - 30th November, 2013

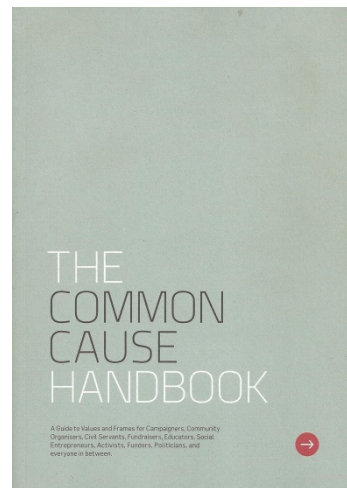


Overview



1. What is a frame and what is it good for?
2. What have frames got to do with values?
3. How can values support competencies?
4. How can frames support science learning?
5. Applying frames to different areas of learning





www.valuesandframes.org

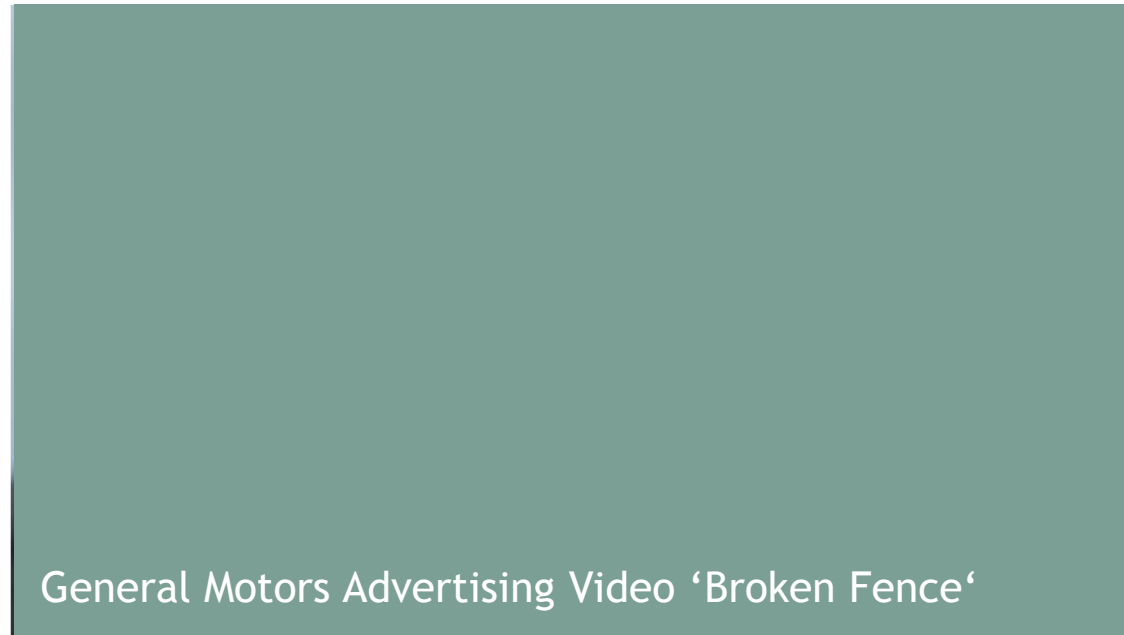




1. What is a frame and what is it good for?



Frames

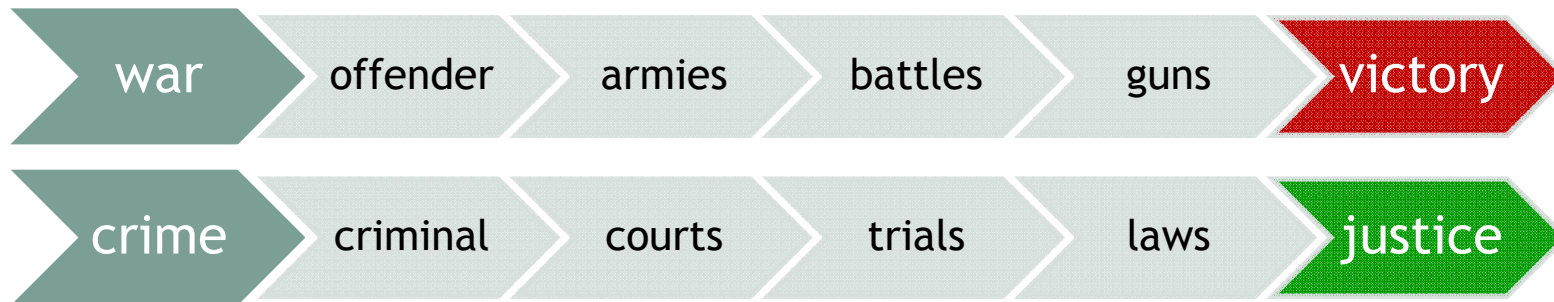


Frames

- ❖ Frames activate values.
- ❖ Frames give meaning.
- ❖ Frames connect to personal experience.
- ❖ Frames organise information.

Frames

Example: 9/11 - The war on terror (brought up by Lakoff 2009)





2. What have frames got to do with values?

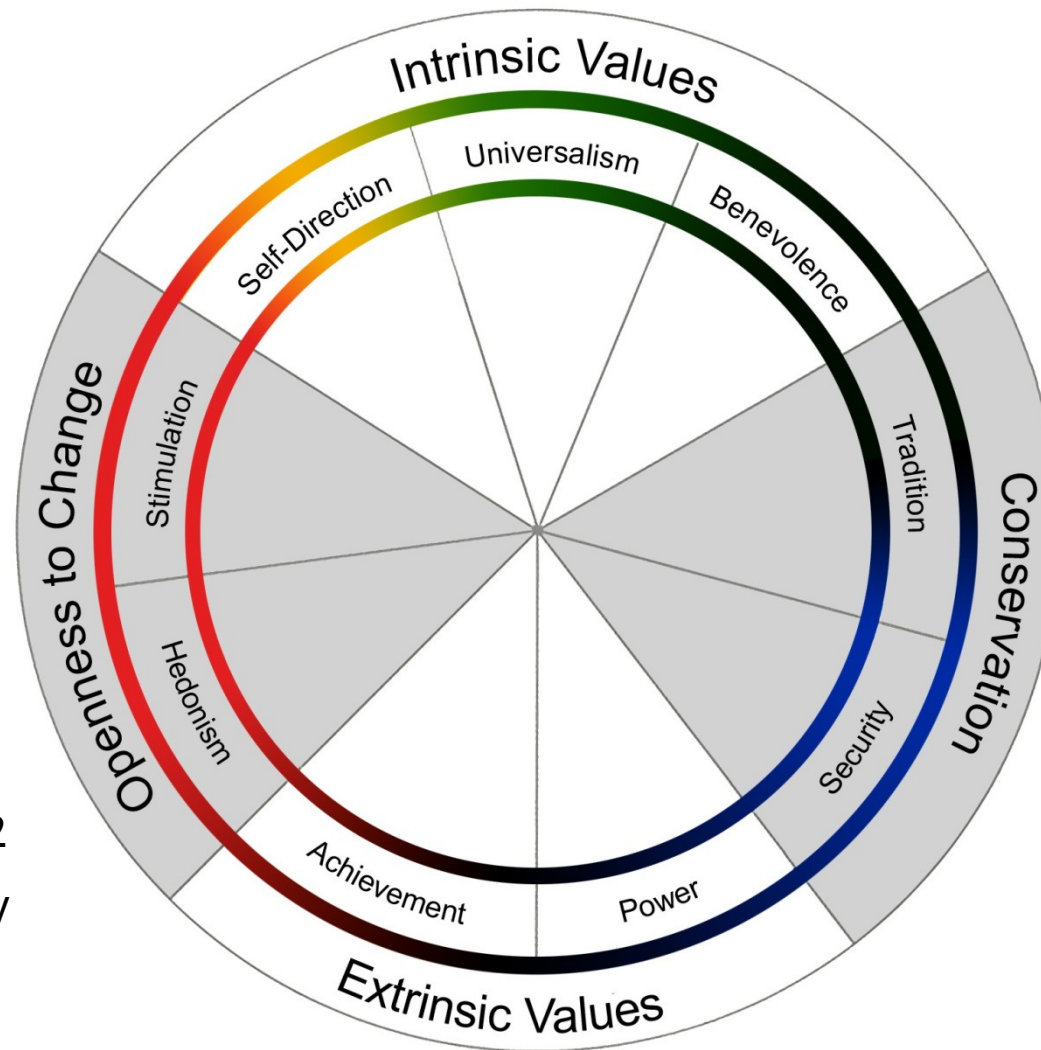


Quality criteria for Real World Learning

- “ The provider uses frames connected to intrinsic values as supporting metaphors to overcome mental barriers in a transparent and responsible way.



based on
Schwartz 1992
interpreted by
PIRC 2011



Action based on frames...

...strengthening extrinsic values

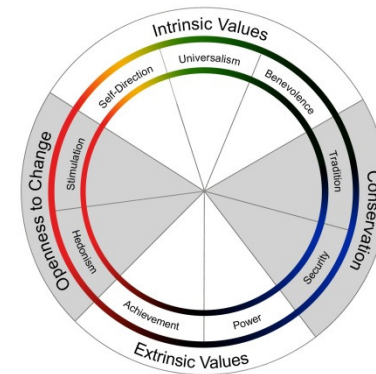
Examples: Winning the green future award
Collecting money for the poor

achievement
power

...strengthening intrinsic values

Examples: Sharing wealth equally
Feeling responsible for the community
Developing own capabilities

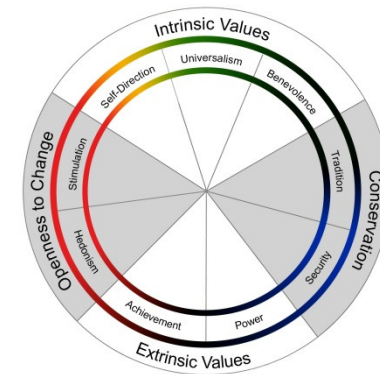
universalism
benevolence
self-direction



Important findings about values

Strengthening extrinsic values
means to weaken intrinsic values.

Combining extrinsic and intrinsic values
does not add advantages of one to the other.



Using frames to strengthen intrinsic values

Self-Direction

Universalism

Benevolence

independent

unity with nature

true friendship

freedom

social justice

responsible

choosing own goals

equality

helpful

curious

a world at peace

honest

creativity

broadminded

loyal

self-respect

inner harmony

humble

privacy

wisdom

forgiving

a world of beauty

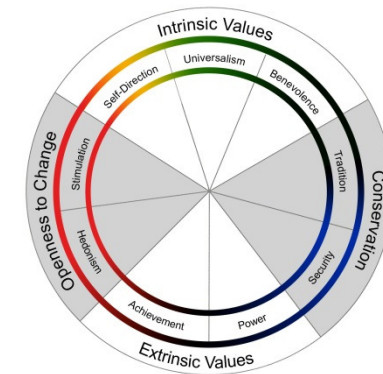
mature love

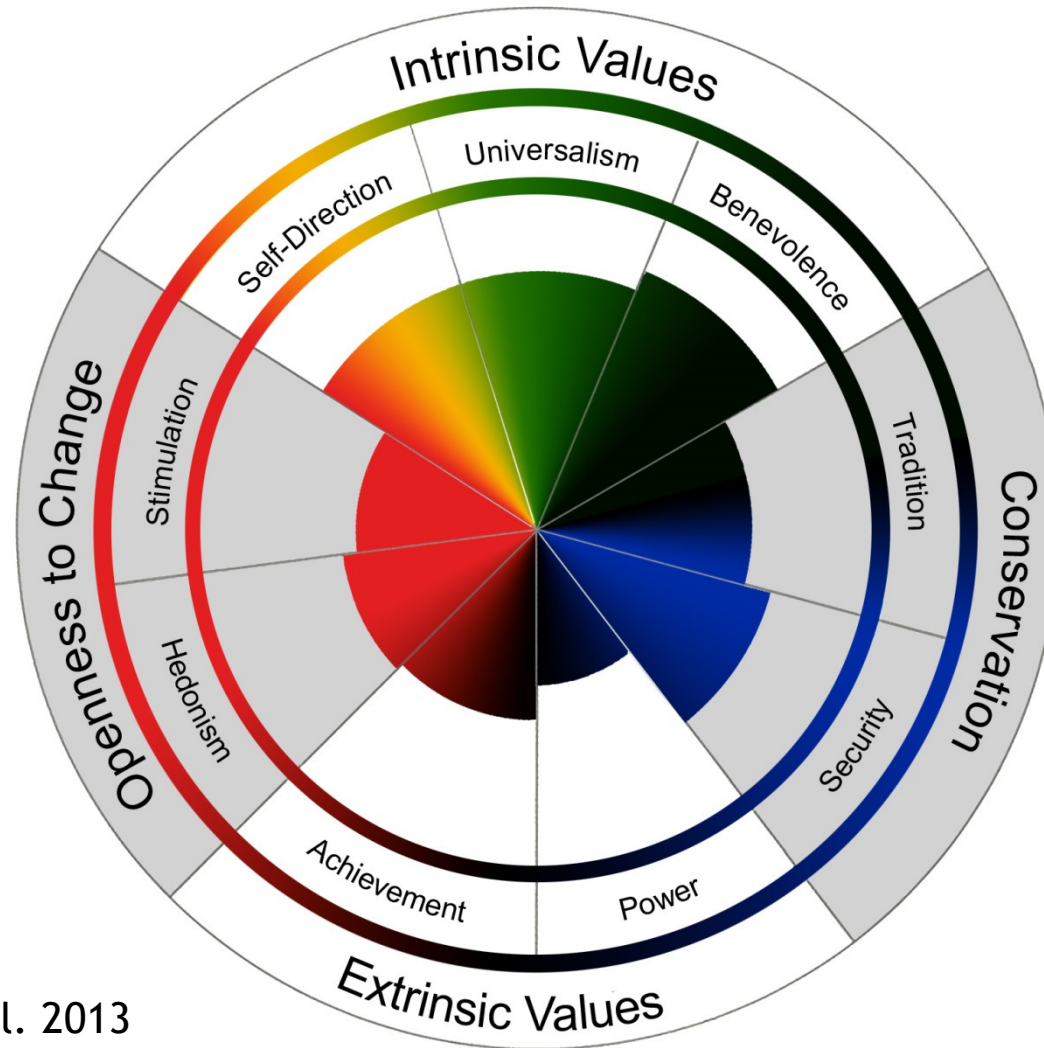
protecting the

a spiritual life

environment

meaning in life

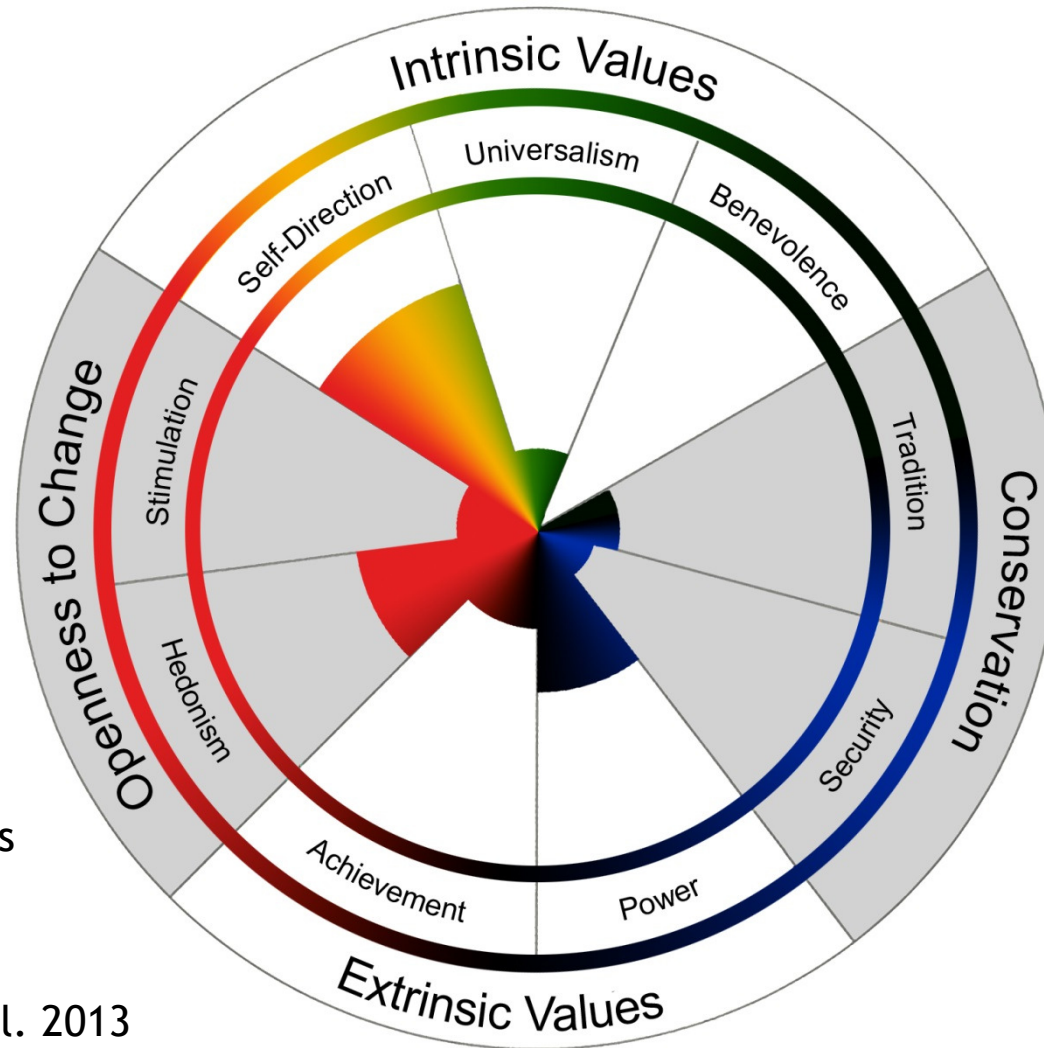




UK values

Blackmore et al. 2013





UK values

Public Relations
of NGO

Blackmore et al. 2013





3. How can values support RWL competencies?



Values as bases for RWL competencies

Self-direction

- ❖ apply sustainability concepts to examples from one's own life

Universalism

- ❖ recognise one's physical and mental relationship to nature
- ❖ include the idea of equal opportunities for all people to shape their lives
- ❖ form informed, balanced and independently reached opinions and decisions

Benevolence

- ❖ participate in an active, respectful and democratic way
- ❖ think and act in a responsible manner for the sake of future generations





4. How can frames support science learning?





Frontpages of books

Vester 2007

Lovelock 1991

Van Matre 1990



Van Matre
1987

Drawing of IEE basic science concepts



Change
Network
Energy Flow
Multiple Use
Self-regulation
Cycle
Symbiosis



5. Applying frames to different areas of learning



Our frame: Achieving balance

Intrinsic value

- ❖ Unity with nature
- ❖ Inner harmony
- ❖ Social justice

Competence

- ❖ recognise one's physical and mental relationship to nature
- ❖ form informed, balanced and independently reached opinions and decisions
- ❖ include the idea of equal opportunities for all people to shape their lives

Image
stone pyramid

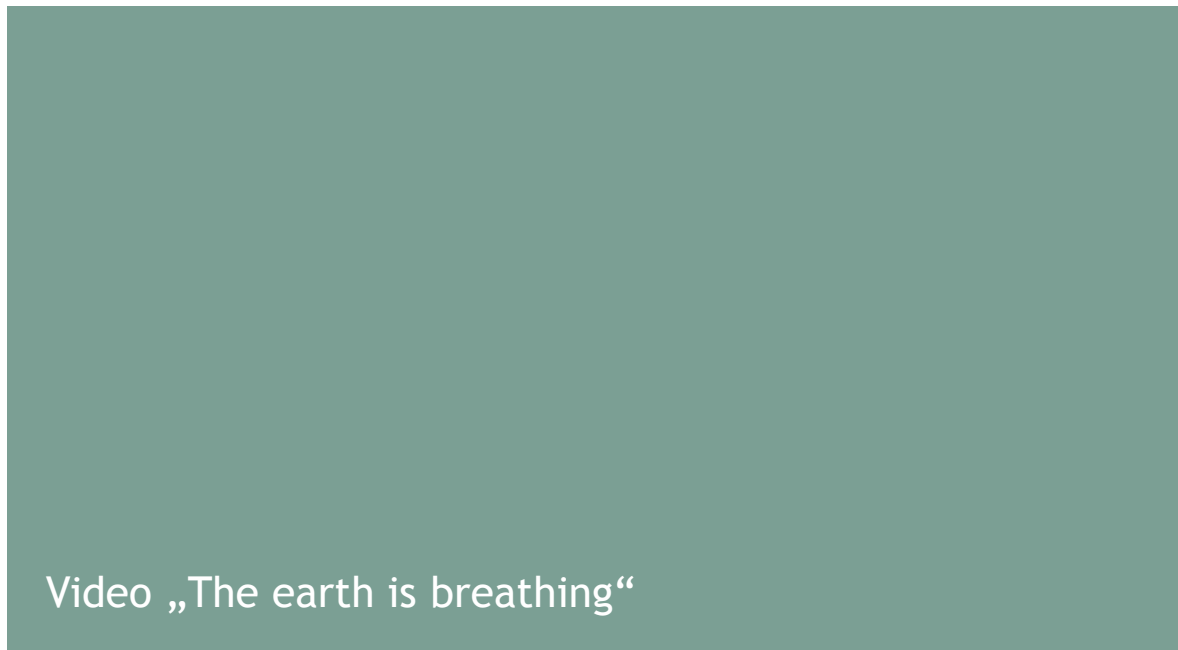
Our science concept: Self-regulation

Lovelock 1991

Image centrifugal regulator



Our science concept: Self-regulation



Bremen University 2013



Our activities within the four areas of learning

- ❖ Ourselves
Inhaling and exhaling
- ❖ Living nature around us
Leaves decay to soil
- ❖ Inanimate world
Pot lids lifted by boiling water
- ❖ Society
Lack of balance in terms of wages
in different countries

Our example in an overview

Science concept:	Self-Regulation
Frame:	Achieving balance
Intrinsic values:	Unity with nature Inner harmony Social justice
Areas of learning:	
Themselves	Inhaling and exhaling
Living nature	Leaves decay to soil
Inanimate world	Boiling water is lifting pot lids
Society	Imbalances in terms of wages in different countries

List of References

Blackmore, E., Underhill, R., McQuilkin, J., Leach, R., and Holmes, T. (2013) *Common Cause for Nature: A Practical Guide for Values and Frames in Conservation*. Machynlleth: Public Interest Research Centre

Lovelock, J. (1991) *GAIA - The Practical Science of Planetary Medicine*. London: Gaia Books

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Van Matre, Steve (1990) *Earth Education - A New Beginning*. Greenville: The Institute for Earth Education

Vester, F. (2007) *The Art of Interconnected Thinking*. Munich: MCB Publishing



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