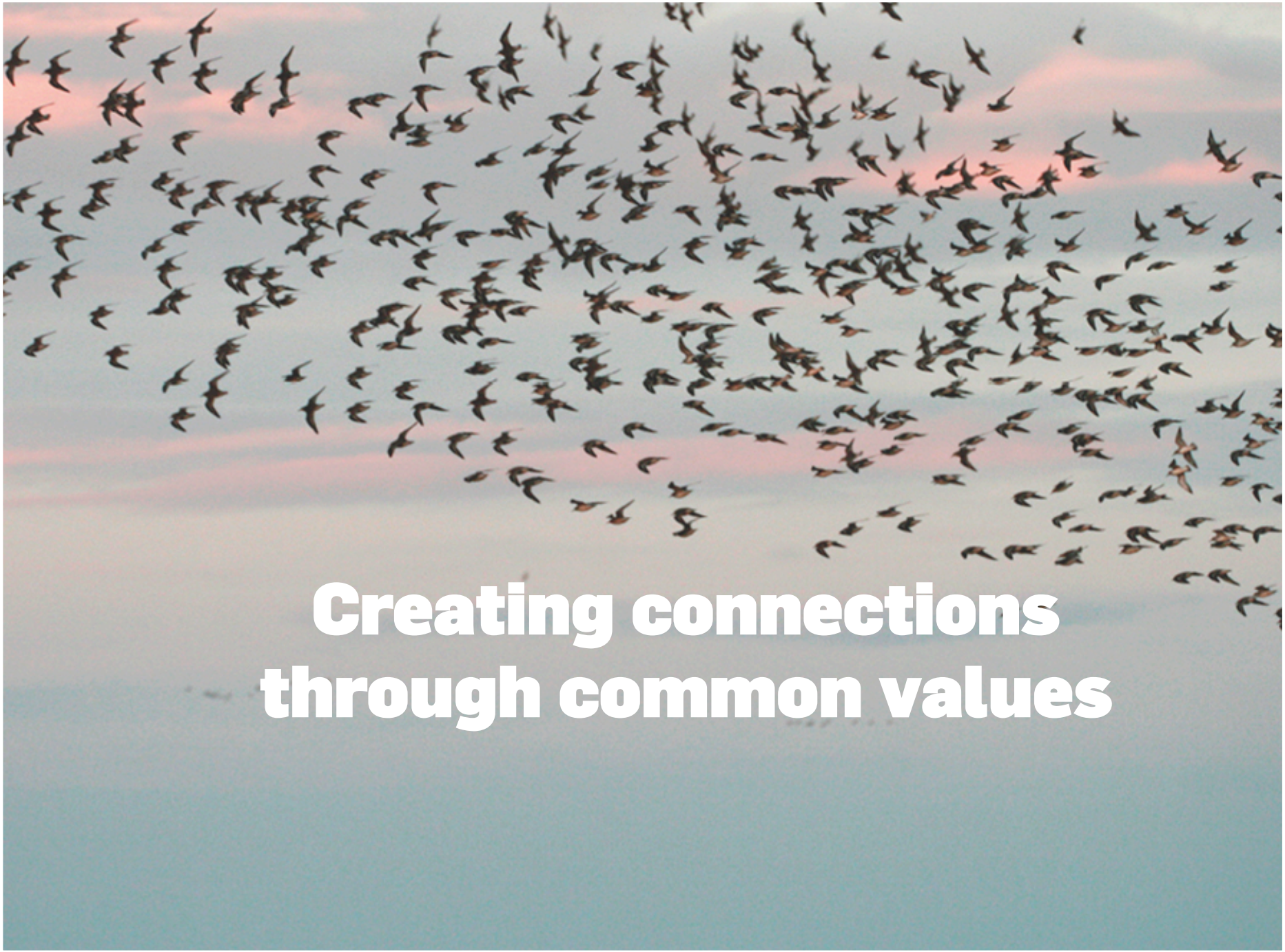


A large flock of birds, possibly terns, is captured in flight over a body of water. The sky is a mix of soft pinks, oranges, and blues, suggesting a sunset or sunrise. The birds are silhouetted against the lighter sky, creating a dense pattern of dark shapes. The water below is a calm, muted blue-grey.

Common Cause

Elena Blackmore
Researcher
Public Interest Research Centre





**Creating connections
through common values**

Values help us answer some **big** questions, like:

How do we create a more
sustainable, more democratic, fair
world?



1. Values: the basics

2. Why values matter

3. How values are shaped

4. Frames



A large flock of birds, possibly terns, is captured in flight over a body of water. The sky is a mix of soft pinks, oranges, and blues, suggesting a sunset or sunrise. The birds are silhouetted against the lighter sky, creating a dense pattern of dark shapes. The water below is a calm, muted blue-grey.

Values: the basics



Question

What do **you** value?

Schwartz 1992+

A spiritual life, A varied life, A world of beauty, A world at peace, Accepting my portion in life, Ambition, An exciting life, Authority, Broadmindedness, Capable, Choosing own goals, Cleanliness, Creativity, Curiosity, Daring, Detachment, Devout, Enjoying life, Equality , Family security, Forgiving, Freedom, Health, Helpfulness, Honesty, Honouring of parents and elders, Humble, Independence, Influence, Inner harmony, Intelligence, Loyalty, Mature love, Meaning in life, Moderation, National security, Obedience, Pleasure, Politeness, Preserving my public image, Protecting the environment, Reciprocation of favours, Respect for tradition, Responsibility, Self-discipline, Self-indulgence, Self-respect, Sense of belonging, Social justice, Social order, Social power, Social recognition, Success, True friendship, Unity with nature, Wealth, Wisdom.

Values: the basics

1. Values are **motivations** (not characteristics)
2. We all **share** values
3. Values aren't always **conscious...**
4. ... But they **guide** the way we think and act
5. Values **transcend** specific actions

Exercise

What values do you think lie behind sustainability, nature connectedness and child wellbeing?

Exercise

What values do you think lie behind sustainability, nature connectedness and child wellbeing?

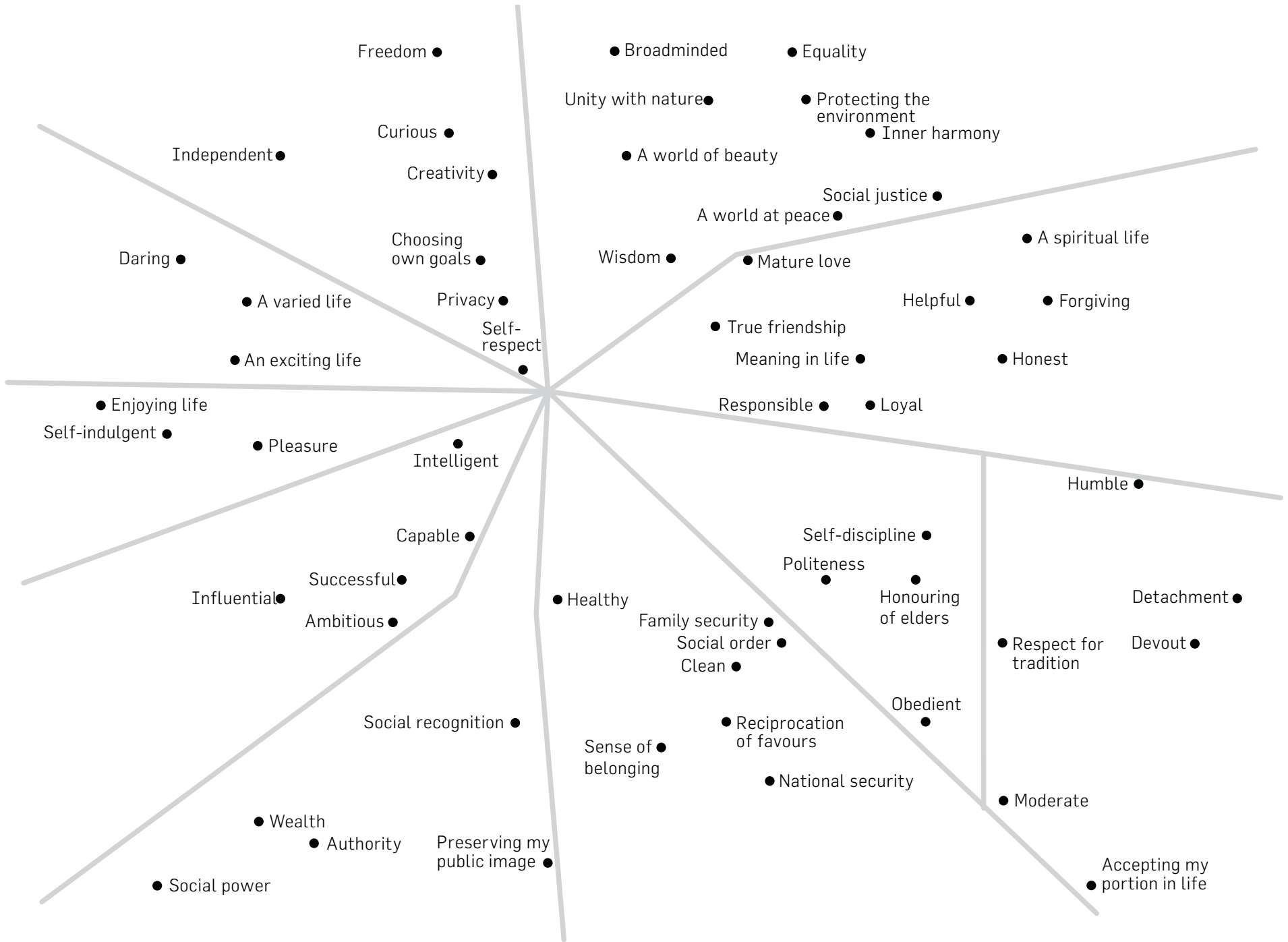
What values do you think hinder these goals?

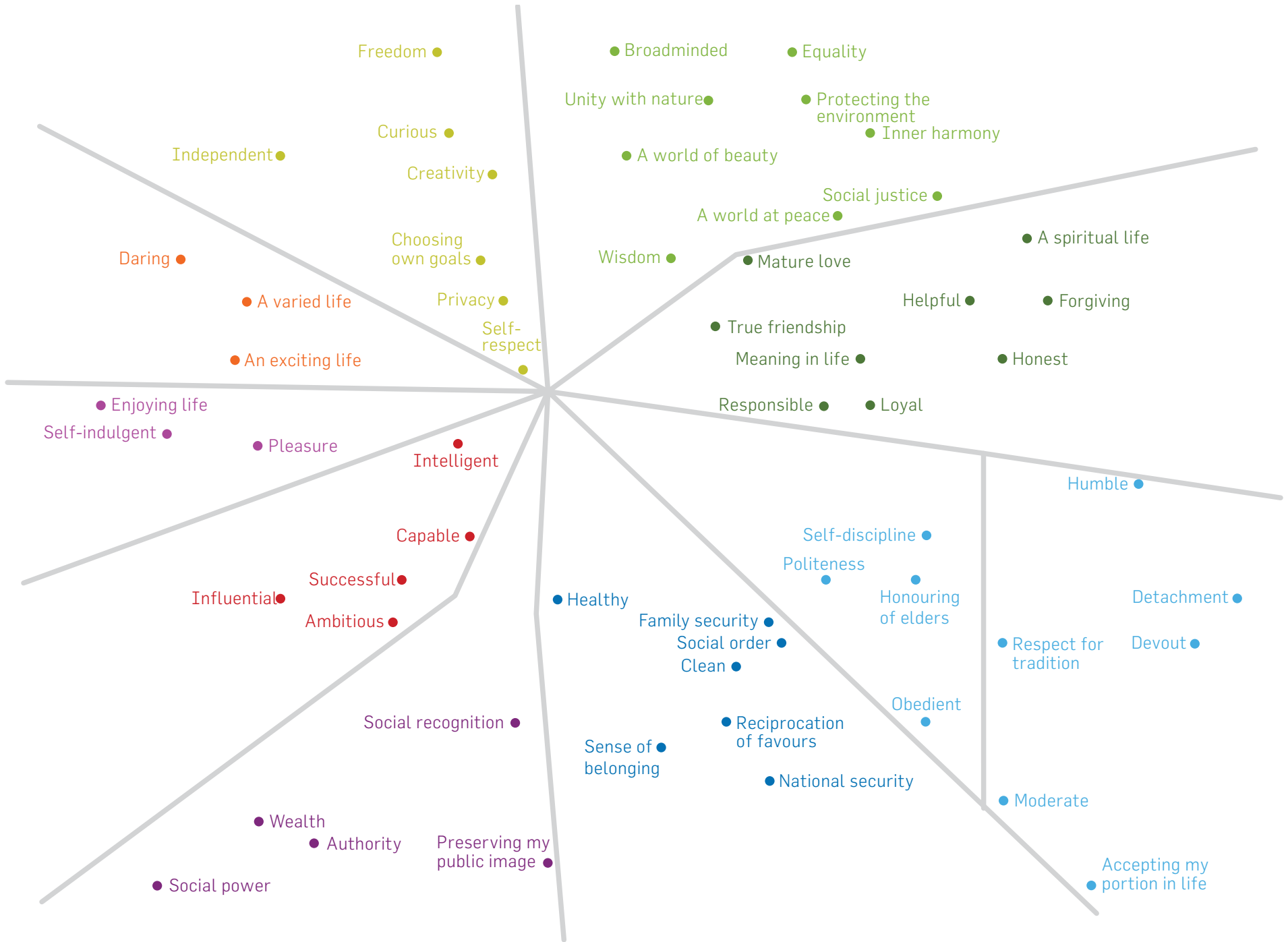
Schwartz 1992+

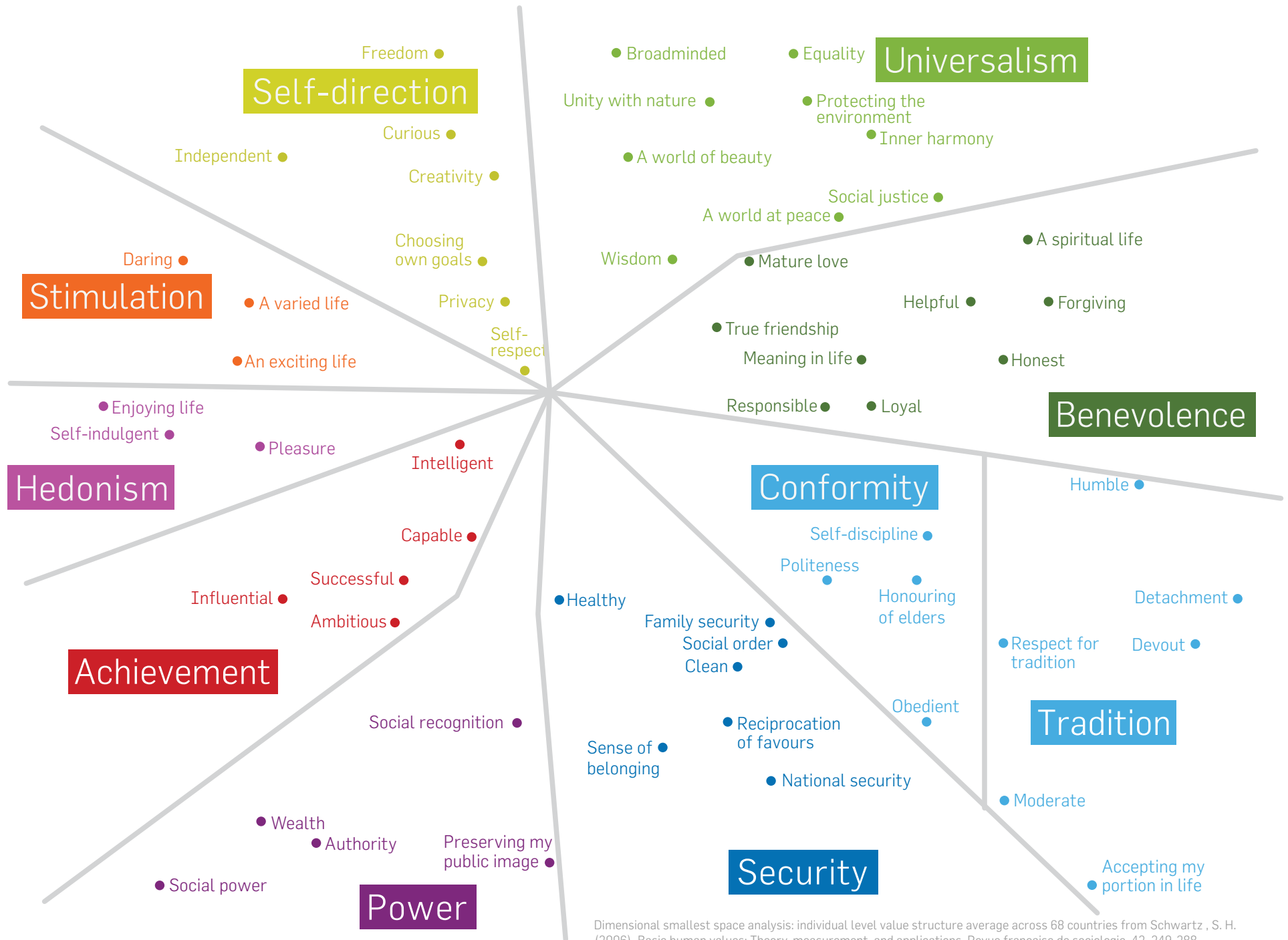
A spiritual life, A varied life, A world of beauty, A world at peace, Accepting my portion in life, Ambition, An exciting life, Authority, Broadmindedness, Capable, Choosing own goals, Cleanliness, Creativity, Curiosity, Daring, Detachment, Devout, Enjoying life, Equality , Family security, Forgiving, Freedom, Health, Helpfulness, Honesty, Honouring of parents and elders, Humble, Independence, Influence, Inner harmony, Intelligence, Loyalty, Mature love, Meaning in life, Moderation, National security, Obedience, Pleasure, Politeness, Preserving my public image, Protecting the environment, Reciprocation of favours, Respect for tradition, Responsibility, Self-discipline, Self-indulgence, Self-respect, Sense of belonging, Social justice, Social order, Social power, Social recognition, Success, True friendship, Unity with nature, Wealth, Wisdom.

Freedom
Broadminded
Equality
Unity with nature
Protecting the environment
Inner harmony
Curious
A world of beauty
Social justice
Creativity
A world at peace
Choosing own goals
Wisdom
Mature love
A spiritual life
Independent
Daring
A varied life
Privacy
Self-respect
True friendship
Helpful
Forgiving
An exciting life
Meaning in life
Responsible
Loyal
Honest
Enjoying life
Self-indulgent
Pleasure
Intelligent
Humble
Capable
Self-discipline
Politeness
Influential
Successful
Ambitious
Healthy
Family security
Honouring of elders
Social order
Clean
Respect for tradition
Devout
Clean
Sense of belonging
Reciprocation of favours
Obedient
National security
Wealth
Authority
Preserving my public image
Social power
Moderate
Accepting my portion in life

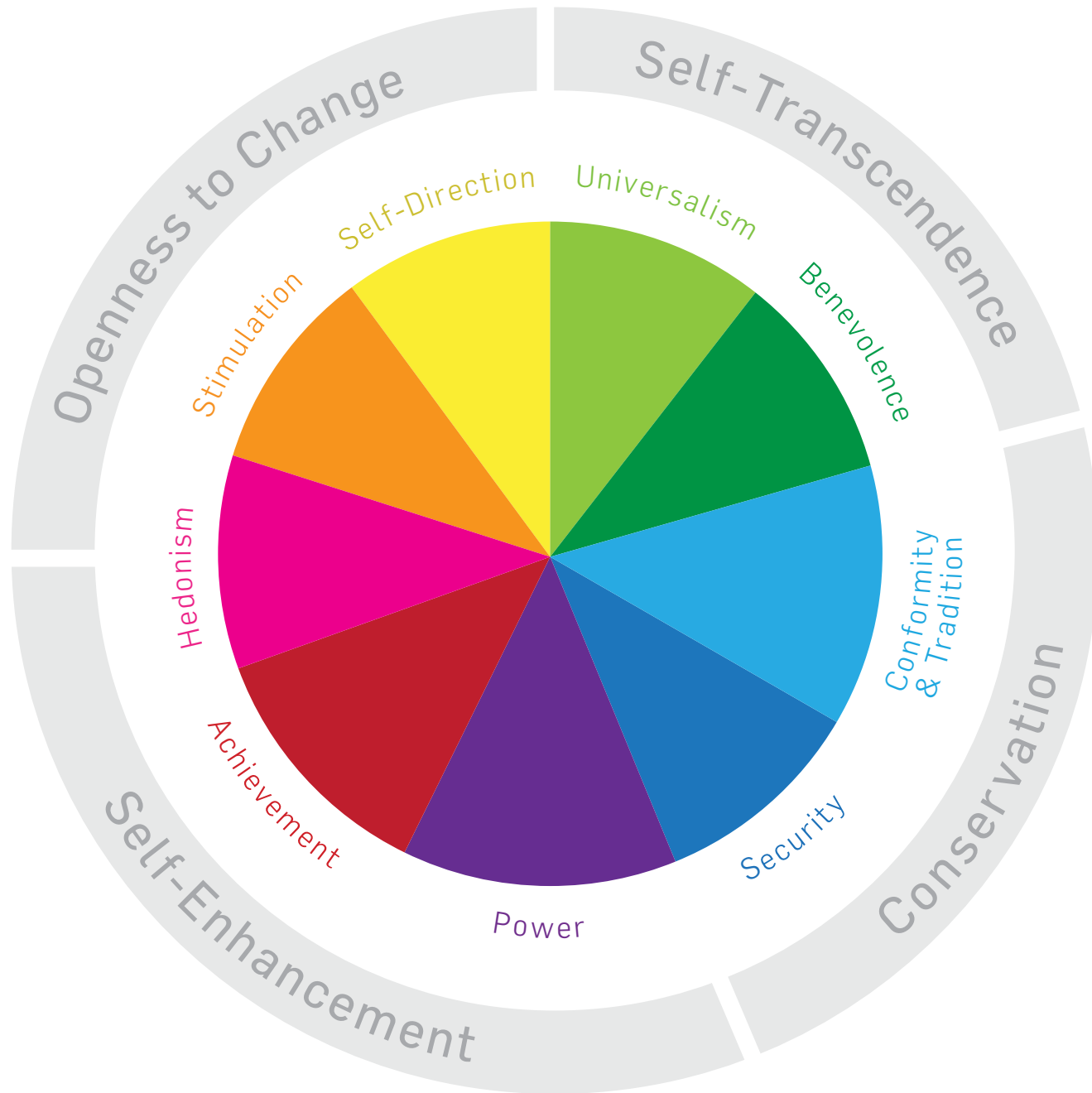








Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: Theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.



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Why values matter





OUR INTERESTS



OUR LEVELS OF CONCERN ABOUT GLOBAL CONFLICT



OUR ATTITUDES TOWARDS GAY RIGHTS



HOW NATIONALISTIC WE ARE



OUR POLITICAL PERSUASIONS



HOW CONCERNED WE ARE ABOUT ENVIRONMENTAL DAMAGE



OUR LEVELS OF MILITARISM AND PEACEFULNESS



OUR LEVELS OF CONCERN ABOUT GLOBAL POVERTY



OUR ATTITUDES TOWARDS HUMAN RIGHTS



OUR ATTITUDES TOWARDS IMMIGRATION



HOW MUCH WEIGHT WE PLACE ON BEHAVING MORALLY



OUR LEVELS OF SUPPORT FOR ENVIRONMENTAL POLICIES



WHAT WE EAT



HOW MUCH WE PICK UP OTHER PEOPLE'S LITTER



HOW MUCH WE VOLUNTEER TO HELP OTHERS



HOW MUCH WE CONSERVE ELECTRICITY



WHETHER, AND HOW FAR WE THINK COMPANIES SHOULD BE ACCOUNTABLE FOR THEIR SOCIAL AND ENVIRONMENTAL IMPACTS



HOW FAR WE BELIEVE IN PUNISHING OR REHABILITATING CRIMINALS



OUR LEVELS OF SEXISM, RACISM AND GENERAL PREJUDICE TOWARDS 'OUT-GROUPS'



HOW MUCH WE WORRY AND ARE MOTIVATED TO FIND OUT ABOUT 'BIG ISSUES'



WHETHER, AND HOW FAR, WE GET INVOLVED IN POLITICAL ACTIVISM



OUR PURCHASING DECISIONS, HOW MUCH WE SPEND, AND ON WHAT



WHETHER, AND HOW FAR, WE BEHAVE ALTRUISTICALLY



WHETHER, AND HOW CONSISTENTLY, WE BUY 'ETHICAL' PRODUCTS

VALUES

CAN SEEM ABSTRACT, BUT THEY HAVE BEEN SHOWN TO INFLUENCE MANY OF OUR:

ATTITUDES (LEFT)

BEHAVIOURS (RIGHT)



OUR ECOLOGICAL FOOTPRINTS



HOW MUCH WE RECYCLE



HOW EMPATHIC WE ARE



HOW WE VOTE



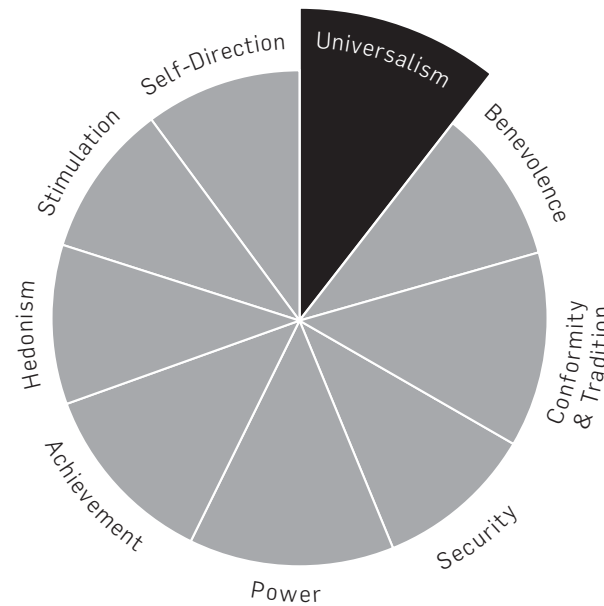
HOW MUCH WE WALK OR CYCLE



THE TYPE OF CAREER WE CHOOSE

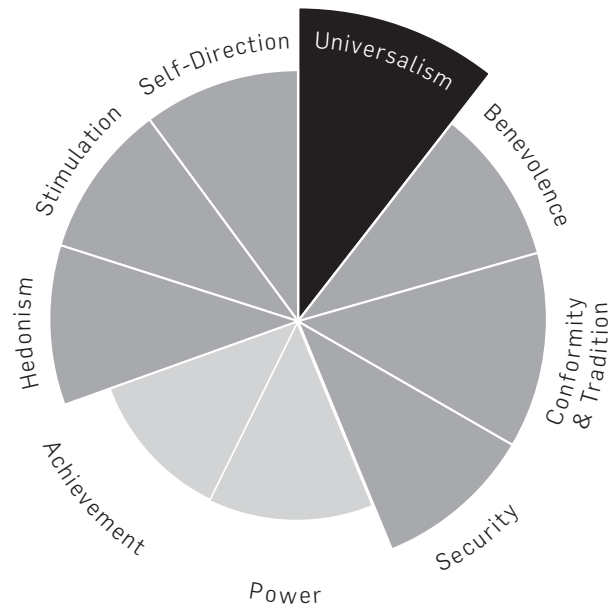
Values can be engaged

What we see, read or do can prompt us to temporarily value something more than usual



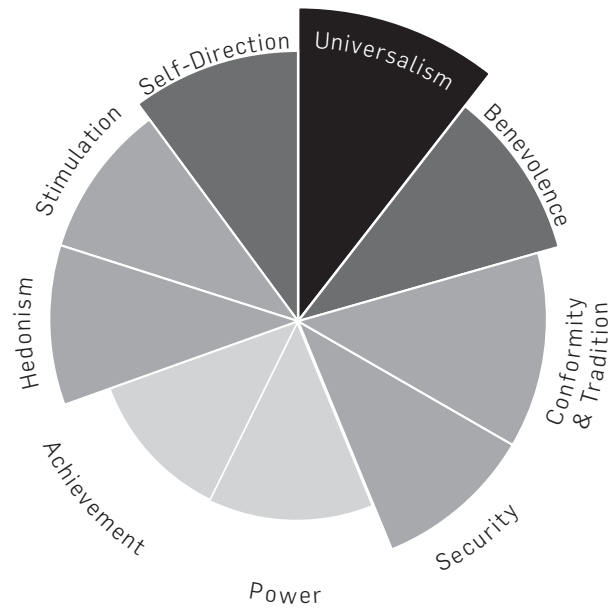
Values interact

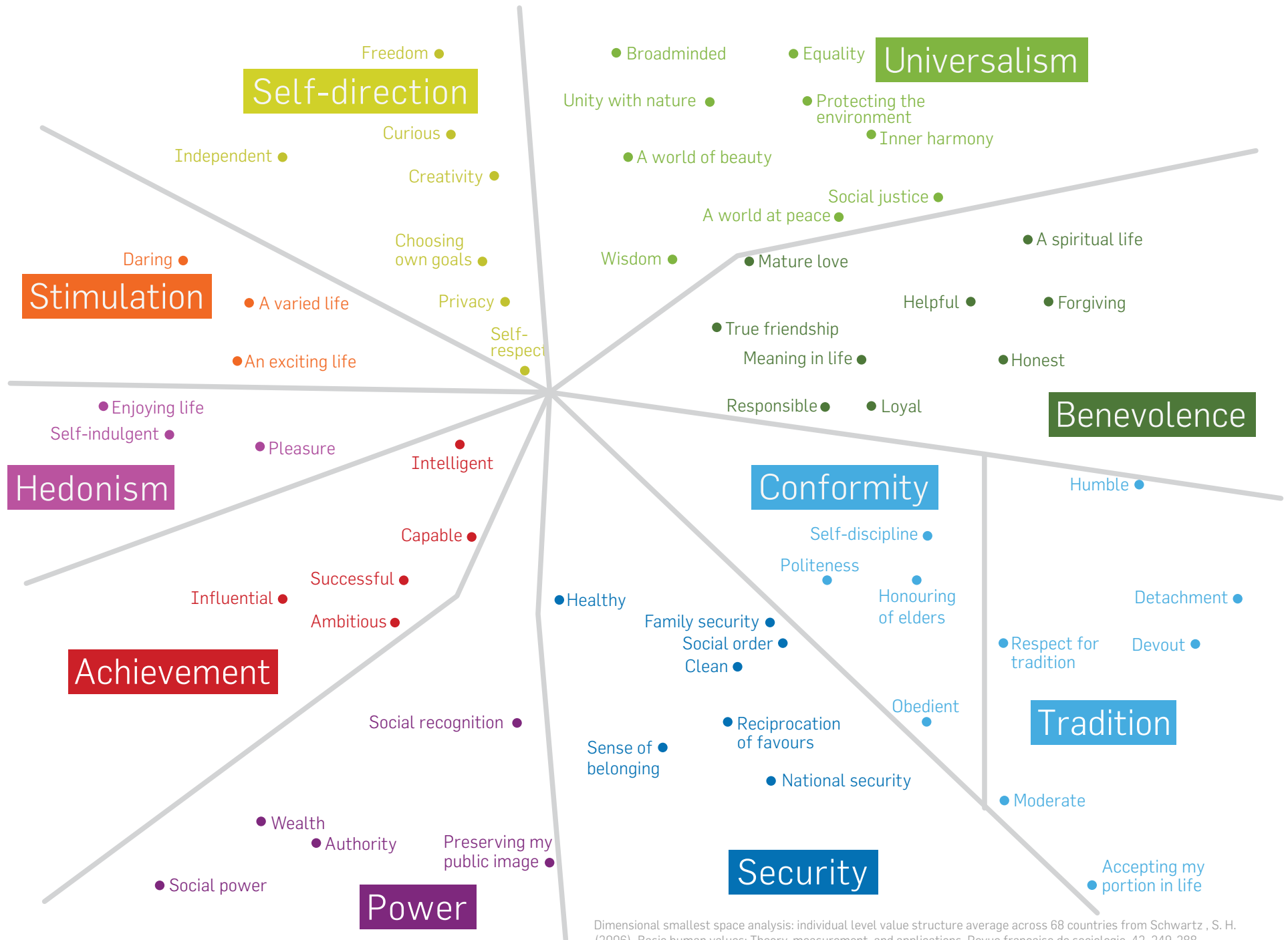
Engaging a value suppresses its opposites...



Values interact II

... And spills over into its neighbours





Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: Theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.



How values are shaped



“

Altruism, generosity, solidarity, and civic spirit are not like commodities that are depleted with use. They are more like muscles that develop and grow stronger with exercise... To renew our public life we need to exercise them more strenuously.”

Michael Sandel

What Money Can't Buy, 2012



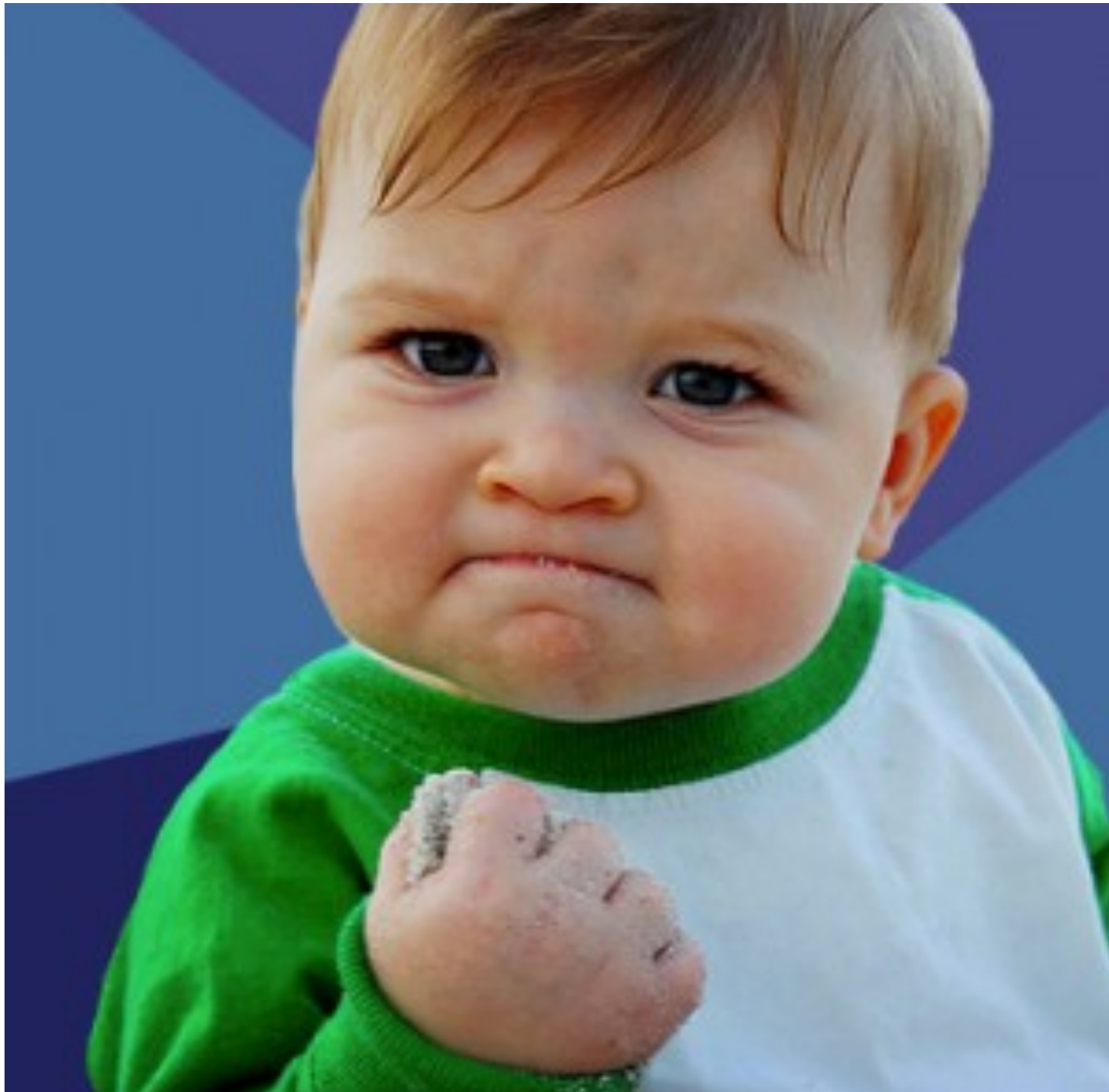
Values grow depending on their conditions and opportunities

OUR VALUES ARE SHAPED BY OUR LIVED EXPERIENCE



Frames





Bully kid



Success kid



Mm, crunchy...



**Framing is about creating
& shaping meaning**

Frames



What's left in...

*... and what's
left out*

Framing

Language choice

Story

Metaphor

Situation & context













Common Cause for Nature

PIRC (2013)

How does the conservation sector engage people?

- » Communications analysis of 13 orgs
- » Word frequency analysis
(automated and manual)
- » Detailed “frames” analysis
- » Workshops, interviews and a survey

Self-enhancing frames

Money

"we are providing **£1 million**"

Consumers

"schools can help to reduce their carbon footprint and, ultimately, **save money.**"

Commercial transactions

Implication of exchange relationship – person 'buys' goods for money

"**Save money** on walking holidays"

"For every £1 you can give [organisation] could receive 10 times that amount ..."

"**50% discount** when you join by Direct Debit"

"increase **the value** of your donation by **25%** at **no extra cost to you**"

Self-transcendent frames

Connection with nature

“a **future** in which **people and nature thrive** alongside one another”

Beauty in nature

“creating a generation **who care for each other and the natural world** and **understand** the ways in which we can help to **protect the planet**”

Discovery

“by **acting together**, we can save it”

Exploration

“**free to roam** through **rich landscapes** with endless **wildlife to discover**”

Community cooperation

“enjoy a **close connection** with **wildlife** and **the natural world** near you”

Joint Action

Framing matters

1. Framing shapes meaning in the moment...

Consumer vs. Citizen

Bauer et. al. (2012)

People framed as Consumers or Citizens/Individuals.

Consumer cue led to:

- Stronger association with power values
- Increased competitiveness and selfishness in water management scenario
- Lower levels of trust in other participants

Consumer cues (materialistic objects or words) also:

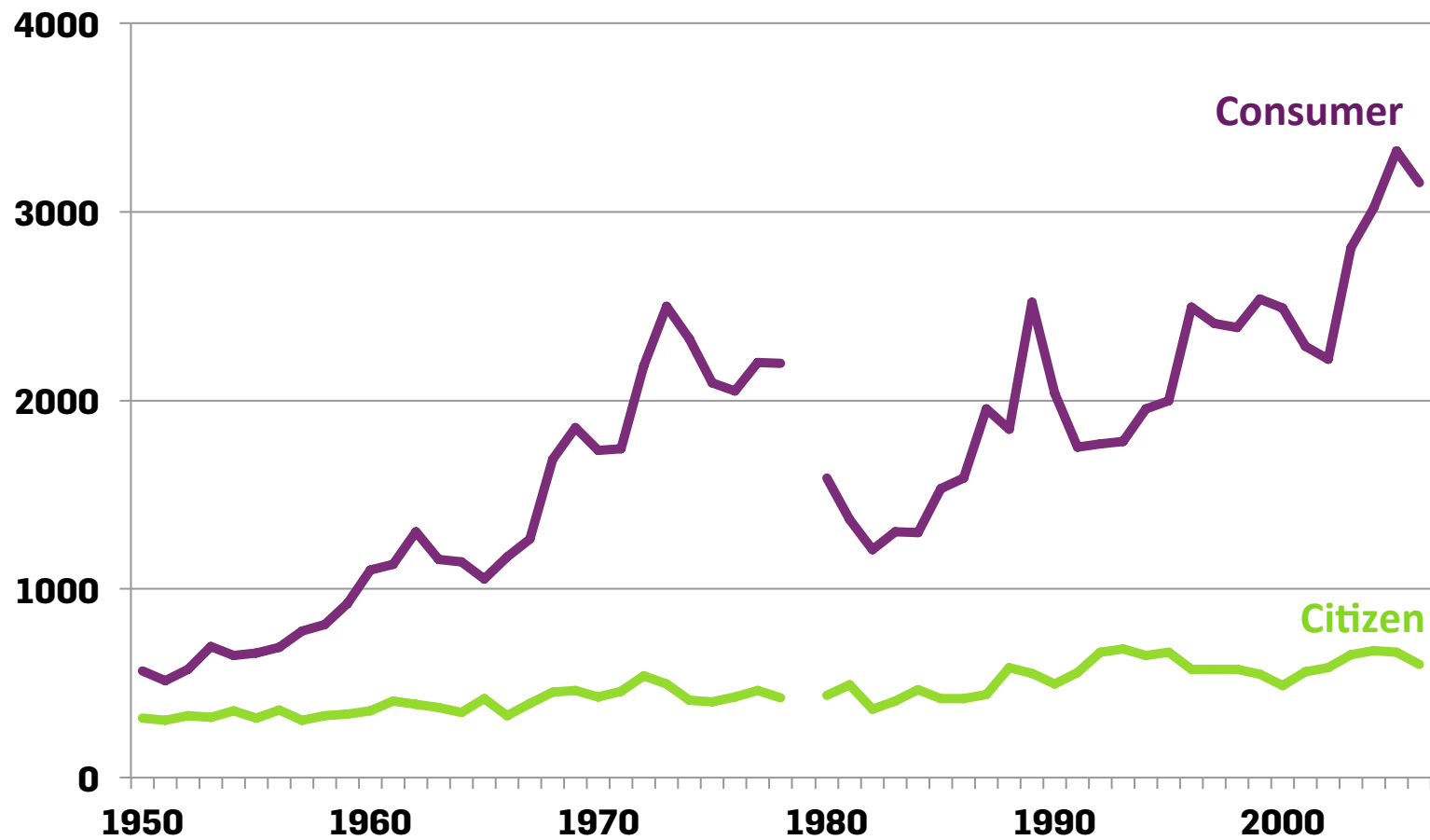
- Decreased pro-social behaviours
- Increased materialistic values and increased feelings of anxiety

Framing matters

1. Framing shapes meaning in the moment...
2. ...and also in the longer term it can become 'common sense'

Consumer vs. Citizen

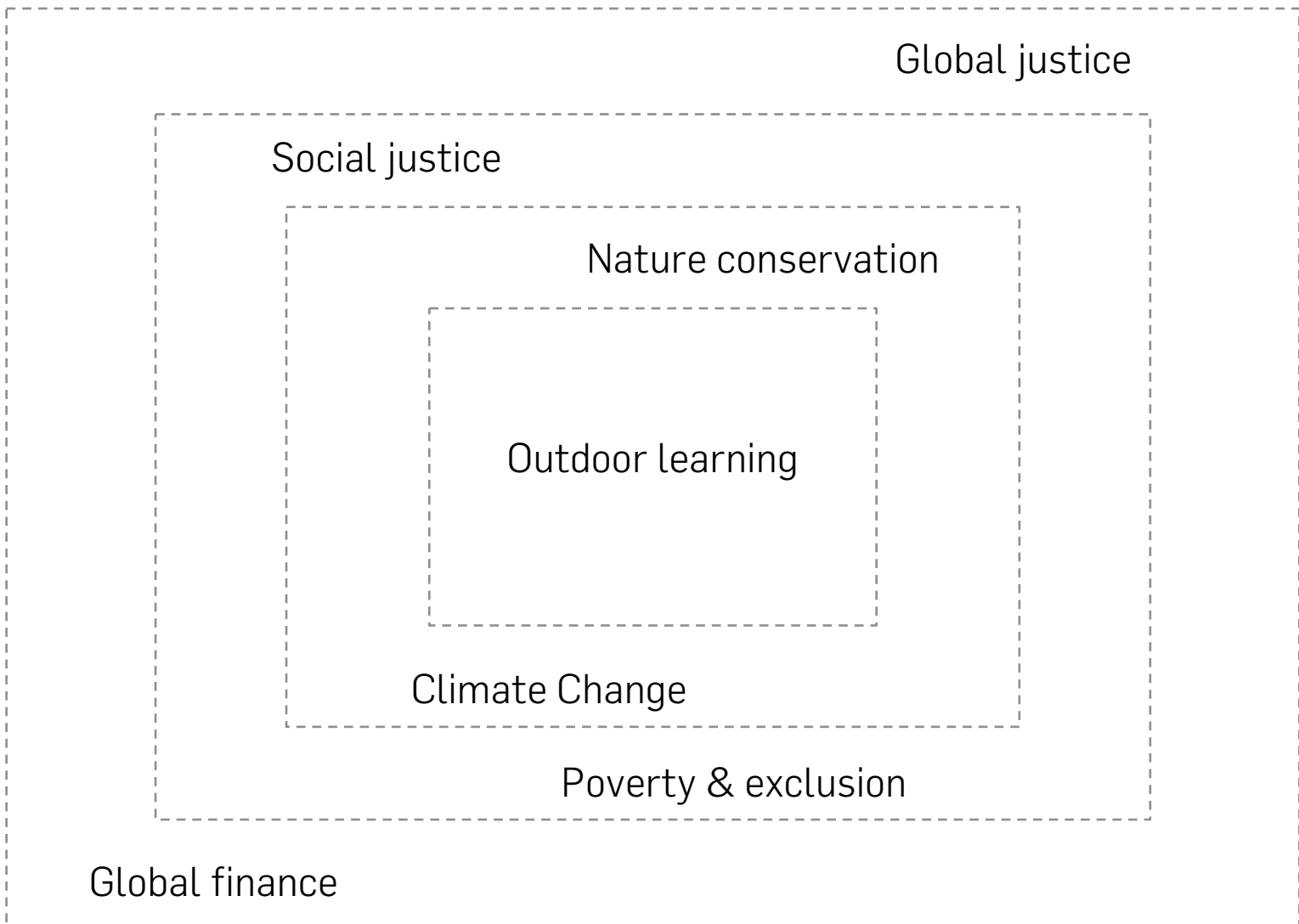
Incidence of terms in *The Times*, 1950-2006





Framing matters

1. Framing shapes meaning in the moment...
2. ...and also in the longer term it can become 'common sense'
3. Framing can have ripple effects



Global justice

Social justice

Nature conservation

Outdoor learning

Climate Change

Poverty & exclusion

Global finance











Framing

Personal: Architecture of meaning through which we understand and communicate the world and our values

Political: Cultural 'common sense' – hegemony

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So what?





““

The master's tools will never dismantle the master's house. They may allow us temporarily to beat him at his own game, but they will never enable us to bring about genuine change.

Audre Lorde

*The Master's Tools Will Never Dismantle
the Master's House, 1984*

We can't create change with the same story that created the problem.

Key lessons

(Or - so what?)

1. Homo economicus is dead
2. Nothing is values-neutral
3. Values shape our responses to global issues
4. No issue is an island
5. Society shapes our values, and we can shape society

We can collectively shape our society to create a more sustainable & just world by designing through values.

How?

- Telling a powerful story
- Participation (creating experiences that deepen engagement)
- Thinking about the way we work
- Working together (movement building, sharing resources)
- Campaigning for big societal changes



Thanks!

valuesandframes.org

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