Why Should You Be Thinking About Framing?

How Can We Use Frames to Move Our Issues?
We All Have **Multiple** Ways of Thinking about Social Issues
It's not fair that there are groups of people in this country who simply cannot afford quality housing. It's important that we make policies and design programs that make quality housing affordable for these people.

People in my community have housing. They work hard and it may be difficult, but everyone I know has four walls and roof over their head. Why should another person’s inability to pay their rent be my concern?
A zip code shouldn’t limit people’s opportunity to reach their potential and be contributing members of their communities. We need to create a society where everyone – regardless of where they live – has access to healthy and affordable housing.

It shouldn’t matter if someone lives in a lower income neighborhood – they should have the same opportunities as the next person. You shouldn’t be limited because you’re not rich or because you live in a certain neighborhood or part of the country.
These Ways of Thinking are Activated by Frames and Shape Opinions

Given the importance of free speech, would you favor allowing a hate group to hold a political rally?

85% in Favor

Given the risk of violence, would you favor allowing a hate group to hold a political rally?

40% in Favor

Sniderman & Theriault, 2004
Why Should You Be Thinking About Framing?

How Can We Use Frames to Move Our Issues?
#1 Be A Strategic Communicator by Understanding Culture

Become An Expert On The Multiple Models Available

Understand Which Are More Productive than Others

Choose Cues to **Advance** and **Avoid**...and Repeat
#2 Test Frames to Find Productive Messages

**TONE** establishes the issue as explanatory and reasonable and for “everyone,” not just those who already agree with the point of view being expressed.

**VALUES** remind people of what’s at stake, helping them connect their existing ideals and principles to an issue.

**EXPLANATORY METAPHORS** recruit people’s everyday knowledge to help them understand how social issues work and reason more effectively about public solutions.

**EXPLANATORY CHAINS** illuminate how a problem works and can be addressed in order to deepen understanding, motivate engagement, and drive policy support.

**NARRATIVE** uses familiar cognitive paths to lead people to a new, but satisfying, understanding.
Housing Affordability Explanation

The current lack of affordable rental housing is the result of problems with the housing market.

In recent years, tight standards for mortgage loans and high home prices have made it impossible for many people to buy homes, causing more people to become renters. Large numbers of renters and a scarce supply of rental housing have driven up rents. As rents have increased, wages for low- and middle-income households have not, which forces more families to spend larger portions of their incomes on housing, leaving less money for other needs, like nutritious food, good healthcare, and quality childcare. To make sure people can get decent housing at reasonable costs, we need to take steps to fix these problems with the housing market.
Explanation and Support for Affordable Housing Issues

Policy Support relative to control

Explanations
- Housing Insecurity
- Affordability & Community Health

* = P < .10
** = P < .05
*** = P < .01
Frame On!

http://www.frameworksinstitute.org/housing.html