Talking Technology & Teaching

Children’s School
Carnegie Mellon University

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The FrameWorks Mission

To advance the nonprofit sector's communications capacity by conducting, translating and modeling relevant scholarly research for framing the public discourse about social problems.
A Strategic Frame Analysis systematically pursues these questions

What patterns of public thinking will advocates have to navigate in communications?
‘Map the Gaps’ process: Document, distill, and compare public thinking and expert thinking

What is the public hearing about these issues from the media and from advocates?
Media Content + Field Frame Analysis: Distill dominant narratives, identify opportunities

What ‘gaps’ need to be filled, and what framing strategies will best address them?
Tool Development: Craft Values, Explanatory Metaphors, Framed Facts, or other frame elements

How can we be confident that these strategies will shift public thinking?
On-the-streets interviews: Test reframes, winnow candidate pool, improve the ‘winners’
Quantitative Testing: Controlled experiment discerning effects of reframes on policy preferences
Qualitative testing: “Persistence trials” that offer visible evidence of how people react to reframes
Core Story of Education: Major initiative to reframe K-12

Experts’ Core Story
The Public’s Story
Advocate Communications
Media Content
Social Norms & Possibilities
Which Reframes Work? (Values, Metaphors)

Media Sample > 2,650
$n > 33,000$ average Americans
40 Studies + Reports
Advocates draw on our recommendations in many ways.
What trends do you notice in these pictures?
CULTURAL MODELS OFFER A BASIS FOR STRATEGIC COMMUNICATIONS

MULTIPLE MODELS AVAILABLE
SOME MORE PRODUCTIVE THAN OTHERS
CHOOSE THE CUES THAT ACTIVATE THE MOST PRODUCTIVE
Default thinking about what makes education ‘work’

What is effective learning???
OK, CLASS, SCROLL DOWN TO PAGE 63.
Americans assume that the purpose of education is financial gain
Future Preparation

The story you’re telling...
This is essential to getting society ready for the complex times ahead.

Strategic way to redirect these public perceptions...

- Back to Basics
- Compartmentalization
- Consumerism
- Passive Learning
- Technology is Dangerous
“Americans have long recognized that investments in public education contribute to the common good, enhancing national prosperity and supporting stable families, neighborhoods, and communities. Education is even more critical today, in the face of economic, environmental, and social challenges. Today’s children can meet future challenges if their schooling and informal learning activities prepare them for adult roles as citizens, employees, managers, parents, volunteers, and entrepreneurs.”
Appeals to Values help to orient people to a social issue by tapping into a widely-shared cultural ideal.

How could you use the value of Future Preparation to set up an effective frame for your research?

On an index card or piece of paper, create a talking point - a sentence or two - that elaborates on the theme of Future Prep as the reason why your topic matters. Include multiple cues for the value.
FrameWorks engineers metaphors

Metaphor Kitchen:
• Specify requirements
• Brainstorm, evaluate, and choose solution
• Build a prototype

On-the-Streets Interviews
Survey Experiment
Persistence Trials
Usability Tests
We carefully test metaphors, because if you don’t...
These analogies create a friendly frame for talking tech and learning

**COOKING WITH INFORMATION**
“Children have to know how to use information like cooks use ingredients. This involves selecting, evaluating, and combining ingredients in a hands-on, exploratory way.

**INFORMATION DRIVERS**
“Children have to get their hands on the wheel of learning - but also need adults to help them learn to navigate an information journey wisely.”
The public thinking and talking with *Cooking with Information*
The public thinking and talking with *Information Drivers*

"Driver"
Framing Practice

Using tested Explanatory Metaphors

Explanatory Metaphors channel thinking and foreground certain aspects of an issue.

How do the analogies of *Information Drivers* and *Cooking with Information* “map” to your research?

Discuss with your neighbors, and then we’ll share out!
“A talent for speaking differently, rather than arguing well, is the chief instrument of cultural change.’

-Richard Rorty