



Immigration, Safety and Security

Framing Data to Tell a Better Story

The Immigrant Learning Center

October 4, 2017

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What is a **Frame**?

Frames are sets of choices about how information is presented:

What to emphasize, how to explain it, and what to leave unsaid.









Tuesday, October 3, 17

“Them”

- Law Breakers
- Illegal Mexican/Highly-Skilled Asian
- Takers
- Immigration Nostalgia
- Security and Control

Fatalism

- Immigration Surge
- Money Talks
- Politics as Usual
- System Too Big and Screwed Up

Zero Sum

- Job Competition
- Drain on the System

What's in the Swamp of...

Immigration

Black Box

Punitive

- Secure the Border
- Set an Example—Rational Actor

“Us”

- Humanist—People are People
- Nation of Immigrants
- Celebrate Diversity

Pragmatism

- Economic Fit
- Make it Work

How do we use data in our arguments?

Range of options...

Some Good, Some NOT

The Good

The Good

**OVER 3 MILLION PEOPLE
STRUGGLE TO FEED &
CLOTHE THEIR CHILDREN**

THIS IS EQUIVALENT TO



**22 Glastonbury
Festivals**



**33 Wembley
Stadiums**



**The population
of Jamaica**

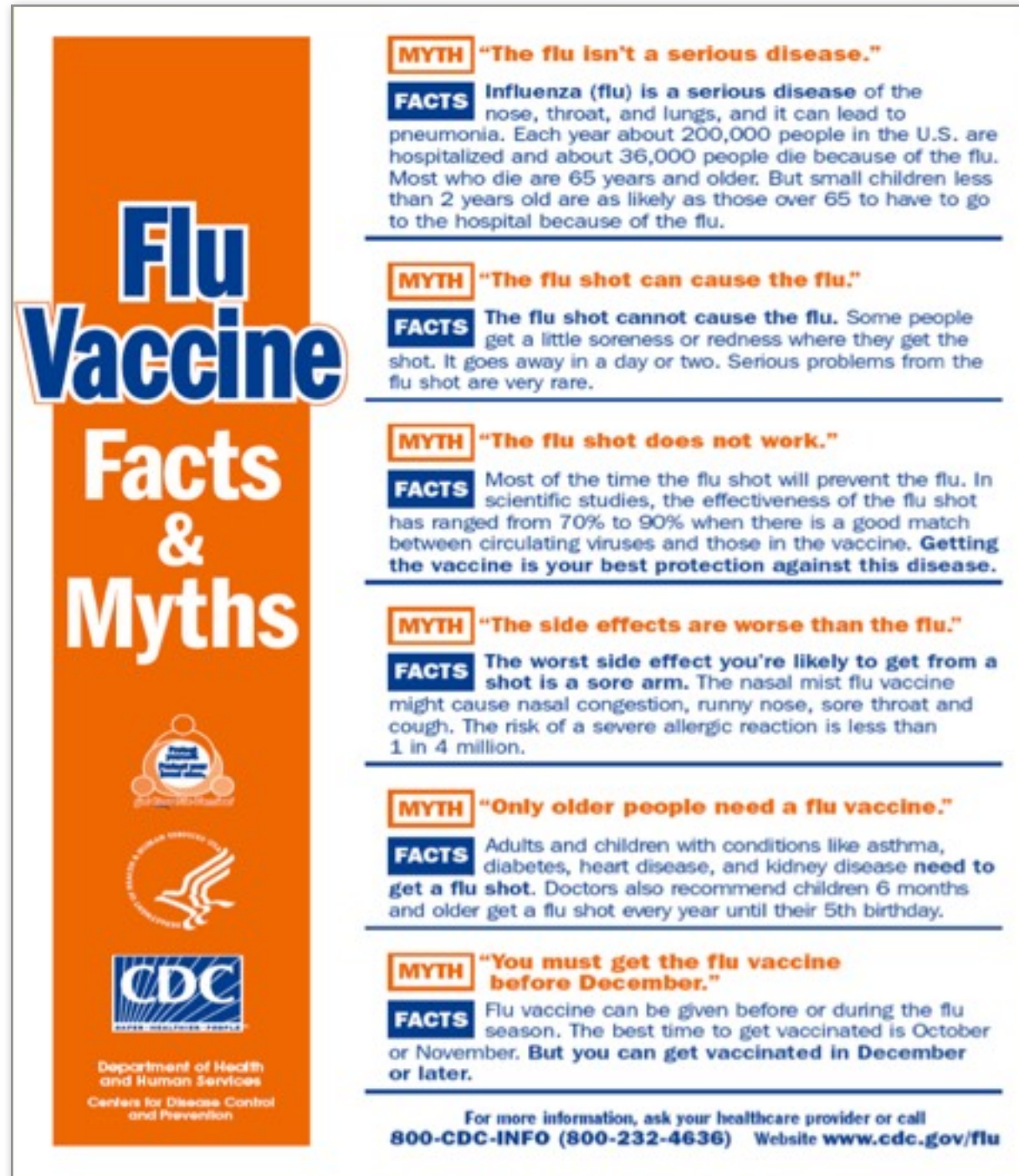


What does this mean?

In 2011, over three million people in the UK experienced severe material deprivation. This is 5% of the population.

The Bad: Mythbusting

The Bad: Mythbusting



Flu Vaccine Facts & Myths

MYTH "The flu isn't a serious disease."
FACTS Influenza (flu) is a serious disease of the nose, throat, and lungs, and it can lead to pneumonia. Each year about 200,000 people in the U.S. are hospitalized and about 36,000 people die because of the flu. Most who die are 65 years and older. But small children less than 2 years old are as likely as those over 65 to have to go to the hospital because of the flu.

MYTH "The flu shot can cause the flu."
FACTS The flu shot cannot cause the flu. Some people get a little soreness or redness where they get the shot. It goes away in a day or two. Serious problems from the flu shot are very rare.

MYTH "The flu shot does not work."
FACTS Most of the time the flu shot will prevent the flu. In scientific studies, the effectiveness of the flu shot has ranged from 70% to 90% when there is a good match between circulating viruses and those in the vaccine. **Getting the vaccine is your best protection against this disease.**

MYTH "The side effects are worse than the flu."
FACTS The worst side effect you're likely to get from a shot is a sore arm. The nasal mist flu vaccine might cause nasal congestion, runny nose, sore throat and cough. The risk of a severe allergic reaction is less than 1 in 4 million.

MYTH "Only older people need a flu vaccine."
FACTS Adults and children with conditions like asthma, diabetes, heart disease, and kidney disease **need to get a flu shot**. Doctors also recommend children 6 months and older get a flu shot every year until their 5th birthday.

MYTH "You must get the flu vaccine before December."
FACTS Flu vaccine can be given before or during the flu season. The best time to get vaccinated is October or November. **But you can get vaccinated in December or later.**

For more information, ask your healthcare provider or call **800-CDC-INFO (800-232-4636)** Website www.cdc.gov/flu

Department of Health and Human Services
Centers for Disease Control and Prevention

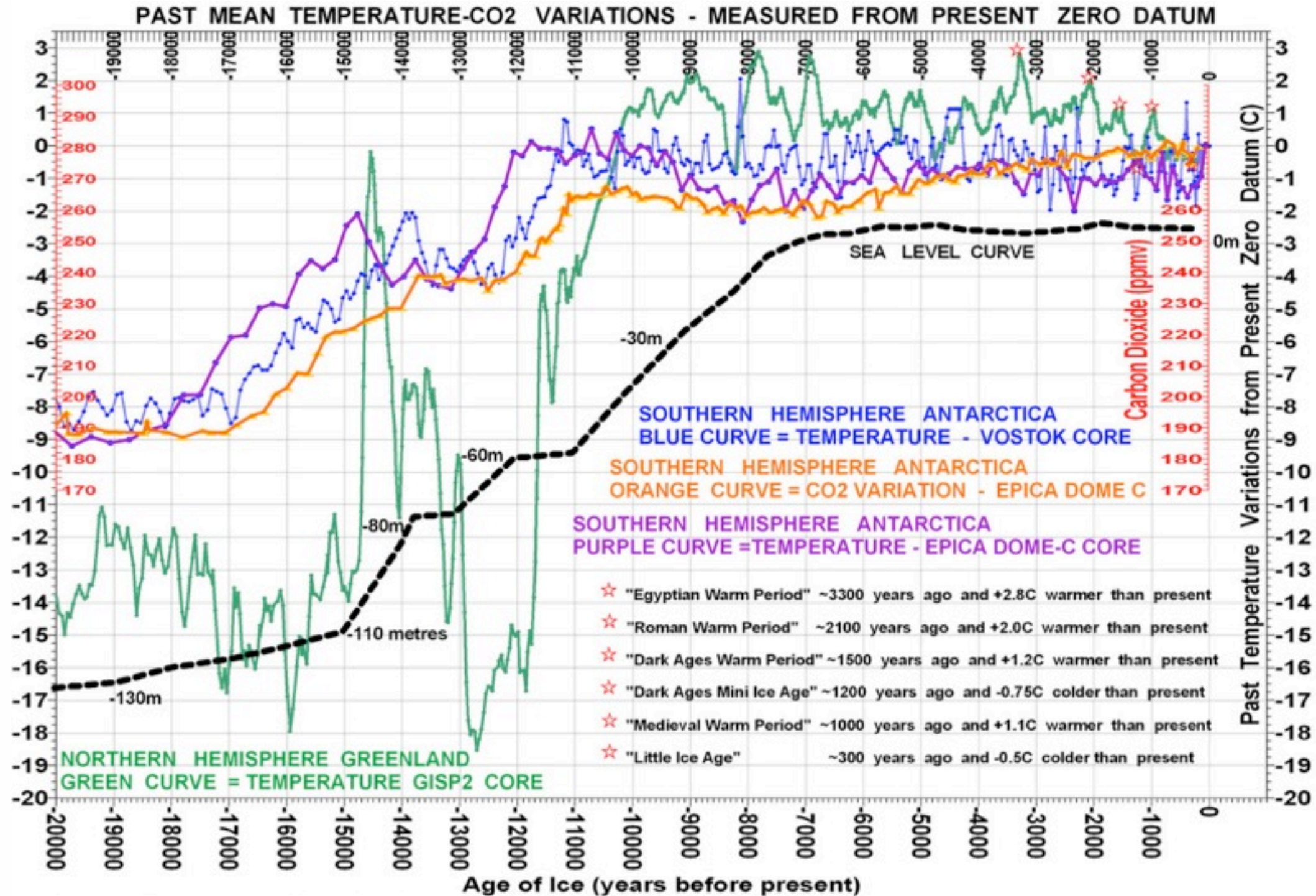
In a study of the effects of myth-fact communications:

- People misremembered the myths as true.
- Got worse over time.
- Both older and younger readers made mistakes.
- Attributed false information to the CDC.

Vedantam, Shankar. 2010. The Hidden Brain. New York: Spiegel & Grau.

The Bad: Killing Them With Data

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Graphic Compilation: G. LeBlanc Smith, 2008, Rock Knowledge Services Pty Ltd, www.rockknowledge.com.au

DATA CITATION: Monnin, E., et al., 2004. EPICA Dome C Ice Core High Resolution Holocene and Transition CO2 Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series # 2004-055. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

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The Bad: Unframed Data Gets Framed

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26,000
PRIMARY AGE KIDS
WERE ADMITTED TO
HOSPITAL
LAST YEAR BECAUSE OF
TOOTH DECAY
CAUSED BY SUGAR

#SugarRush

RETWEETS	FAVORITES			
712	377			

4:07 PM - 3 Sep 2015

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RETWEETS 712 FAVORITES 377

4:07 PM - 3 Sep 2015

-  **judy swafford** @judykarol · Sep 3
@jamieoliver and neglectful parents forgot that part.
-  **Love Lassi** @LoveLassi1 · Sep 3
@jamieoliver #SugarRush educate educate educate - cook home made food, drink water, take responsibility for your children's health
-  **linda mackenzie** @lindamackenzie5 · Sep 3
@jamieoliver its impossible to omit sugar from kids diets! Fresh juice or not. What can we do?? I don't take sugar as I hate sweet things.
-  **Lesley MacGregor** @scoobs1969 · Sep 3
@jamieoliver I refuse to give my son drinks which contain aspartame and sweeteners in them x
-  **Brushbaby** @brushbabytweet · Sep 4
@scoobs1969 & we can help with the toothbrushing! Take a look: brushbaby.co.uk
-  **Lisa Downes** @downesrule · Sep 4
@jamieoliver well done but good luck.. ive worker in special care dental services for 27 years we have over a year waiting list. Good luck

The Ugly: Crisis Framing

The Ugly: Crisis Framing

BROKE AND BROKEN?

The Psychological Effects of Poverty

For the more than 40 million Americans in poverty, everyday life is a struggle — buying food, going to school, getting a job. And for a great many of them, what most people think of as simple tasks are also difficult. Let's explore the picture of poverty in the U.S. and the psychological and physical toll it takes.



POVERTY IN THE U.S.

46.5 million Americans who live below the poverty line

16 million Children living in poverty

=1,000,000




3 in 4

Americans who regularly experience physical symptoms caused by stress

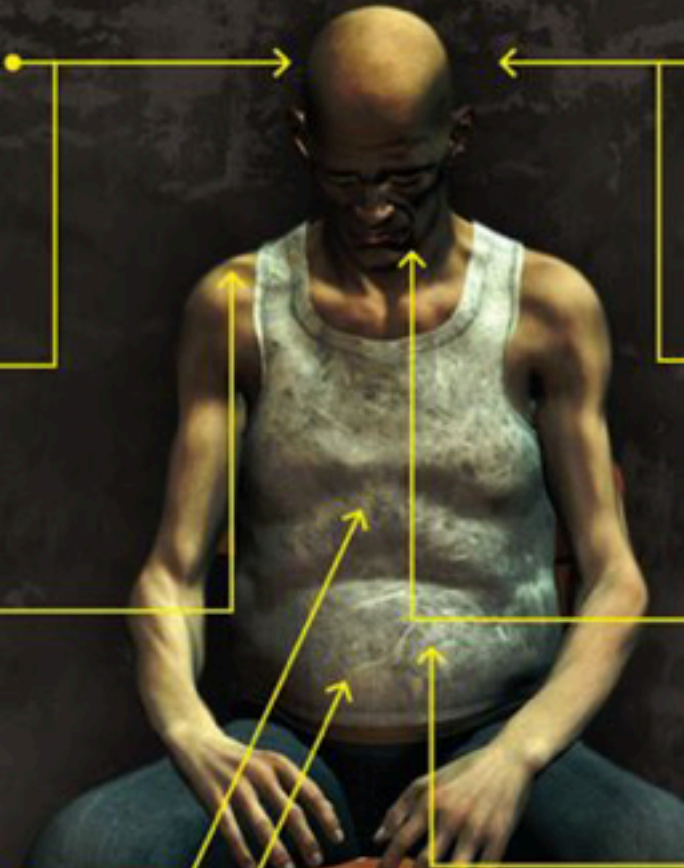
People who cite work and money as their top causes of stress

76%



Physical and psychological symptoms reported

(% of those who reported physical or psychological symptoms who said they had the following symptoms)



Symptom	Percentage
Feeling as though you could cry	35%
Feeling nervous	45%
Muscle tension	30%
Headache	44%
Feeling dizzy	13%
Teeth grinding	17%
Change in appetite	17%

The Ugly: Framing for Fatalism

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Obama makes broken promises for a broken immigration ...



www.patriottalon.com/.../article_836a182a-42ac-11e4-...
Sep 23, 2014
Instead, Latinos are being shown nothing but broken promises and they ... Obama has made a promise to fix ...

How to Fix Our Broken Immigration System: U.S. ... - YouTube



www.youtube.com/watch?v=RXFHxHo5cE
Jun 17, 2014 - Uploaded by The Book Archive
"Immigration reform" in the United States of America is widely used to describe proposals to increase legal ...

Obama: Everyone knows immigration system broken - Video



video.cnbc.com/gallery/?video=3000332047
Obama: Everyone knows immigration system broken. Thursd
20 Nov 2014 | 8:00 PM ET. President Barack ...

Is the US immigration system broken? - Fox Business Video

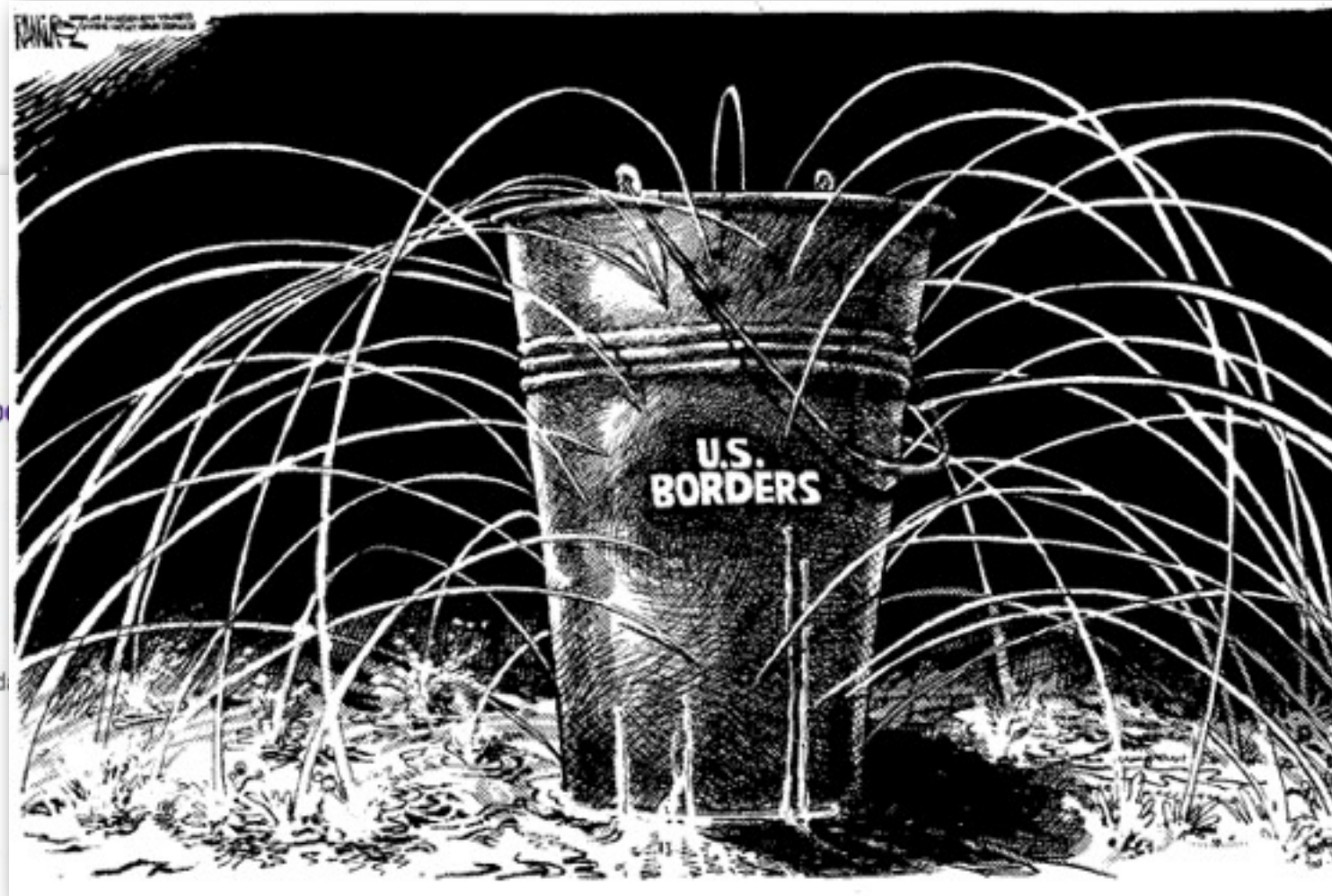


video.foxbusiness.com/.../is-the-us-immigration-syst...
FBN's Lou Dobbs on U.S. immigration policy. ... Is the U.S.
immigration system broken? Feb. 10, 2014 - 2 ...

How to Fix Our Broken Immigration System



www.youtube.com/watch?v=X4hV...
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How to Fix Our Broken Immigration System



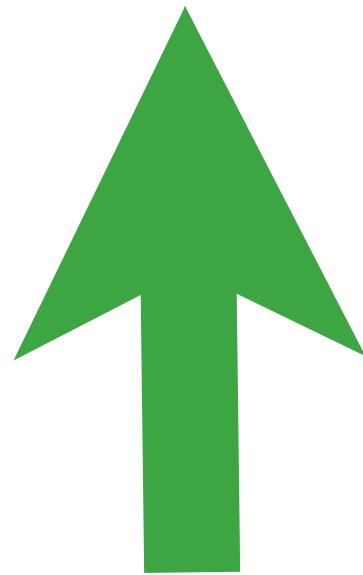
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Use *Pragmatism* value when faced with opposition

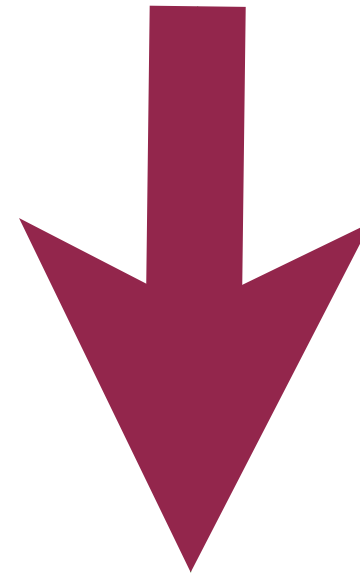
FrameWorks researchers found that in contentious communications situations, appealing to a *Pragmatism* value worked to undo the damage of an opposing message and regain people's support for reform.

1.



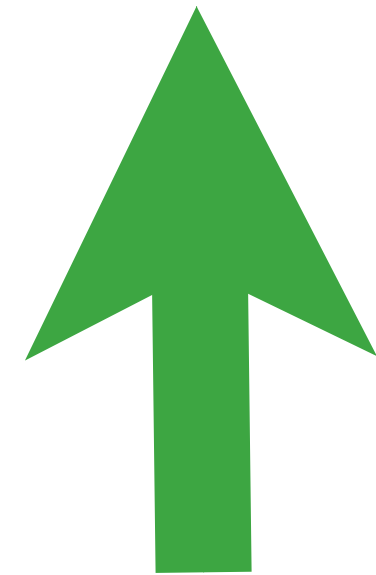
Exposed to a *Moral Argument* appeal, people's support for immigration reform went up.

2.



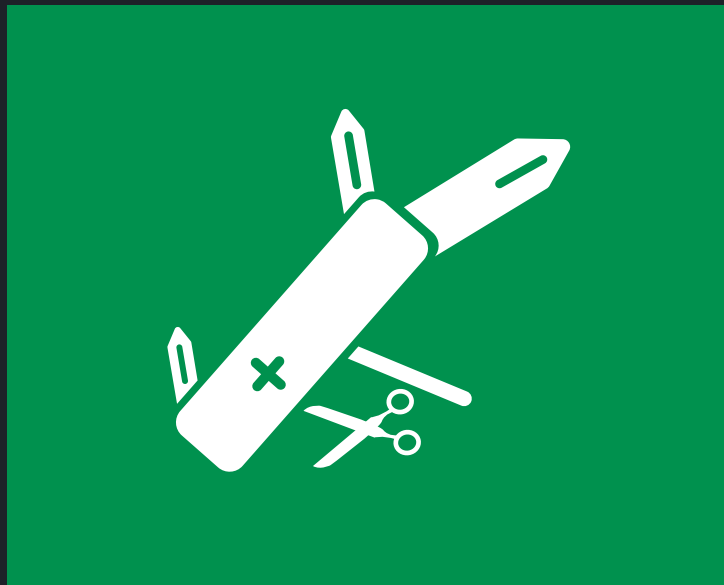
But when that message was countered with an opposing message, support dropped.

3.



An appeal to *Pragmatism* showed the strongest ability to regain some of the lost support.

Pragmatism



- Appeal to common sense and practical measures: *“We need a common-sense, practical approach. Solutions should come from carefully considering all possible ideas, and then moving forward with the ones that have the best chance of improving our country.”*
- Point out how alternative proposals are not practical: *“It wouldn’t make sense to send all the people that are in the country without documentation back to their country of origin — this is impractical, and wouldn’t help the situation.”*
- Highlight feasibility of reform: *“We need to focus on taking reasonable steps toward solutions, rather than adopting impractical measures that don’t have the potential to work.”*

BEFORE

Recently, public figures have claimed that immigrants are “killers” and “rapists,” bringing crime to the U.S. Study after study has shown, however, that immigrants—regardless of where they are from, what immigration status they hold, and how much education they have completed—are less likely than native-born citizens to commit crimes or become incarcerated. According to the U.S. Chamber of Commerce, while the overall percentage of immigrants and the number of undocumented immigrants in the U.S. both increased sharply between 1990 and 2010, the violent crime rate in the U.S. at that time plummeted 45 percent and the property crime rate dropped by 42 percent. Studies have consistently found that immigrants are less likely to be incarcerated than native-born Americans and that there was no correlation between crime rates and levels of immigration. Other studies have in fact found that crime rates are lowest in states with the highest immigration growth rates.

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Avoid these swampy frames:

Getting out of the shadows

Worthy, deserving immigrants

Broken immigration system

These data speak for themselves

This is about immigrants' rights

This is a problem for population x

Solution?

And substitute these instead:

An outdated immigration *system*

Creating an immigration system that optimally utilizes the energy and contributions of us all

Change is possible, feasible, practical

These data suggest immigration reform will move us forward

This is about our shared humanity

We all need a solution to this problem

problem
SOLUTION! SOLUTION! SOLUTION!

<http://frameworksinstitute.org/toolkits/immigration/>

Thank you!



www.frameworksinstitute.org



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