

Take Back the Immigration Narrative:

How to Talk About Immigrants and Immigration

The Immigrant Learning Center

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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.

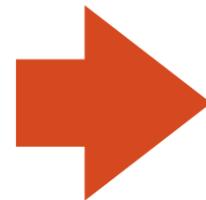
Understanding Is Frame Dependent

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



85% in Favor

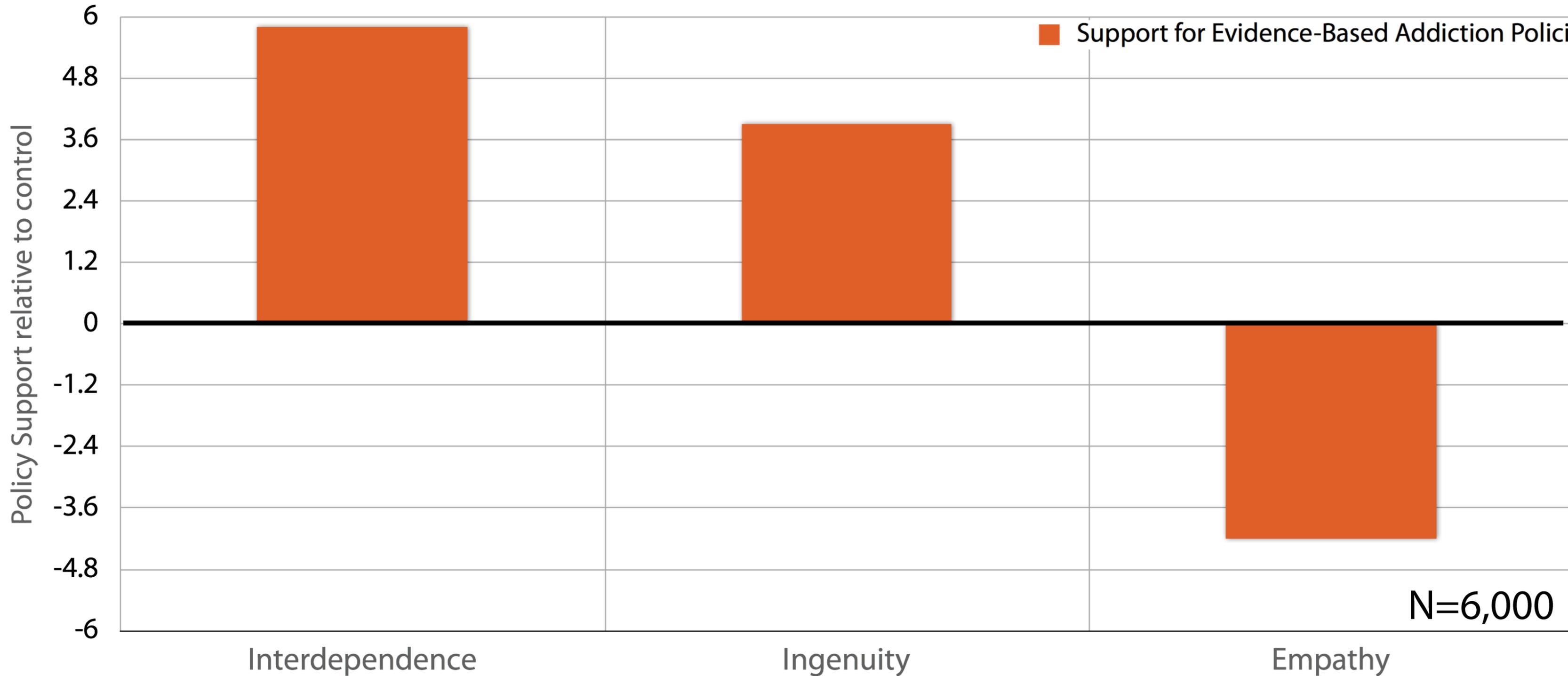
Given the risk of violence, would you favor allowing a hate group to hold a political rally?



40% in Favor

Framing is an empirical process

The way you communicate shapes what people think and do







“Them”

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

Zero Sum

- Job Competition
- Drain on the System

Punitive

- Secure the Border
- Set an Example—Rational Actor

What's in the swamp of...

Immigration

“Us”

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

Fatalism

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

Black Box

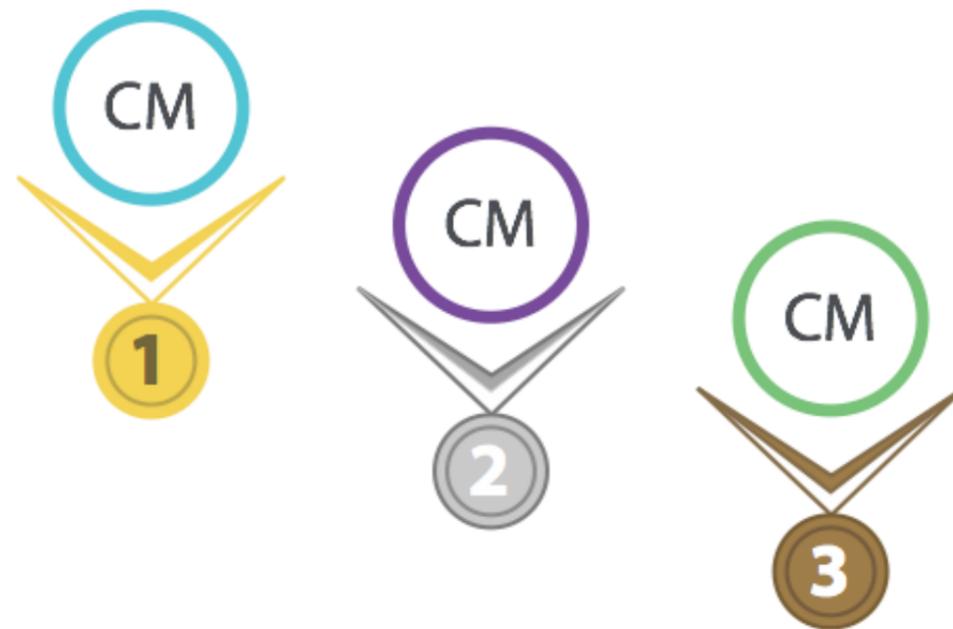
Pragmatism

- Economic Fit
- Make it Work

Cultural Models As Basis For Strategic Communications



Multiple Models Available

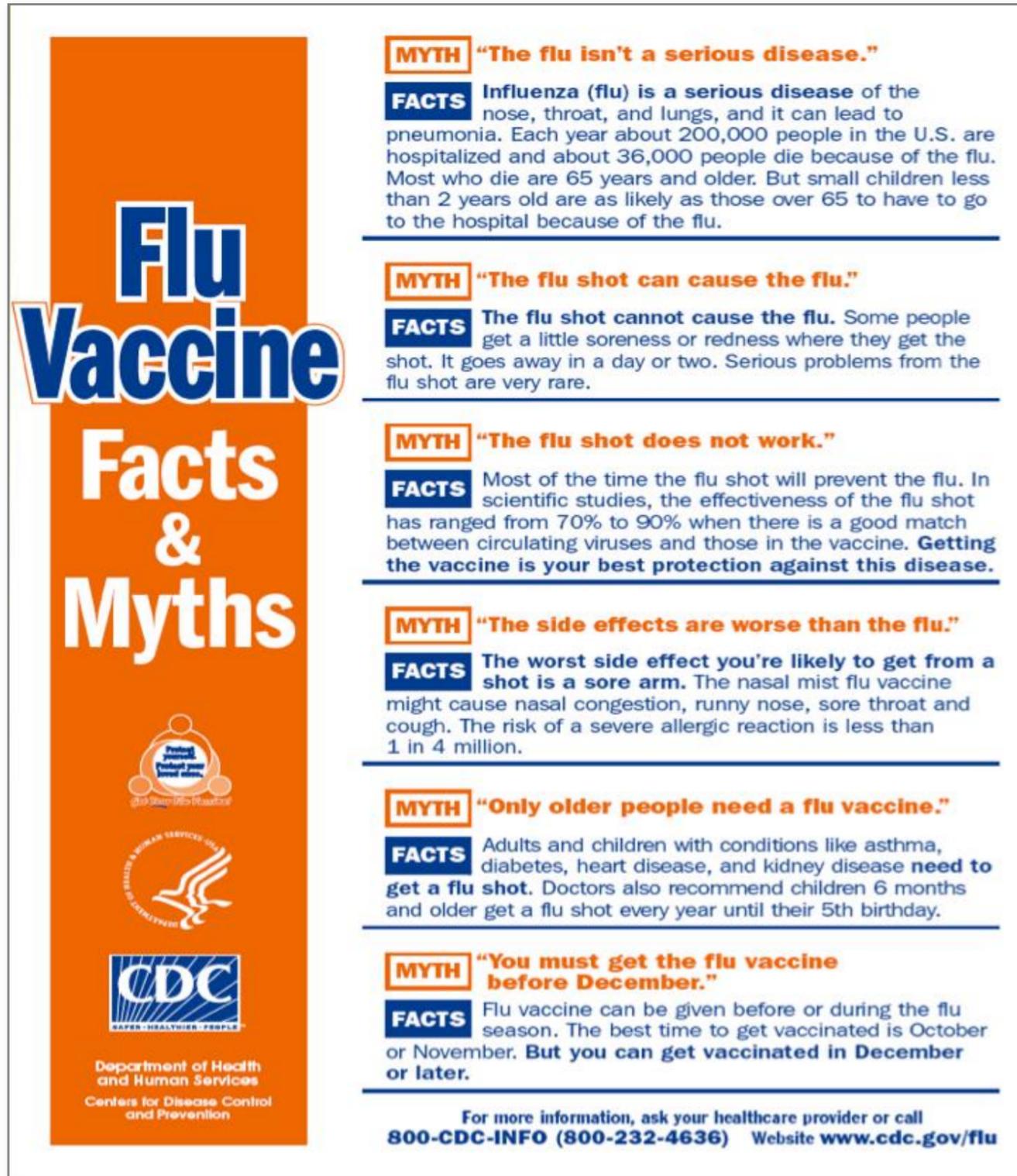


Some More Productive than Others



Choose the Cues that Activate them

Correcting their “mistakes” doesn’t work



Flu Vaccine
Facts & Myths

Protect yourself. Protect your loved ones.
2010-2011 Flu Season

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION

CDC
SAFER. HEALTHIER. PEOPLE.

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

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

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.

Avoid the Broken Immigration System

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=RXFiHxHo5cE

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. Thursday, 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...

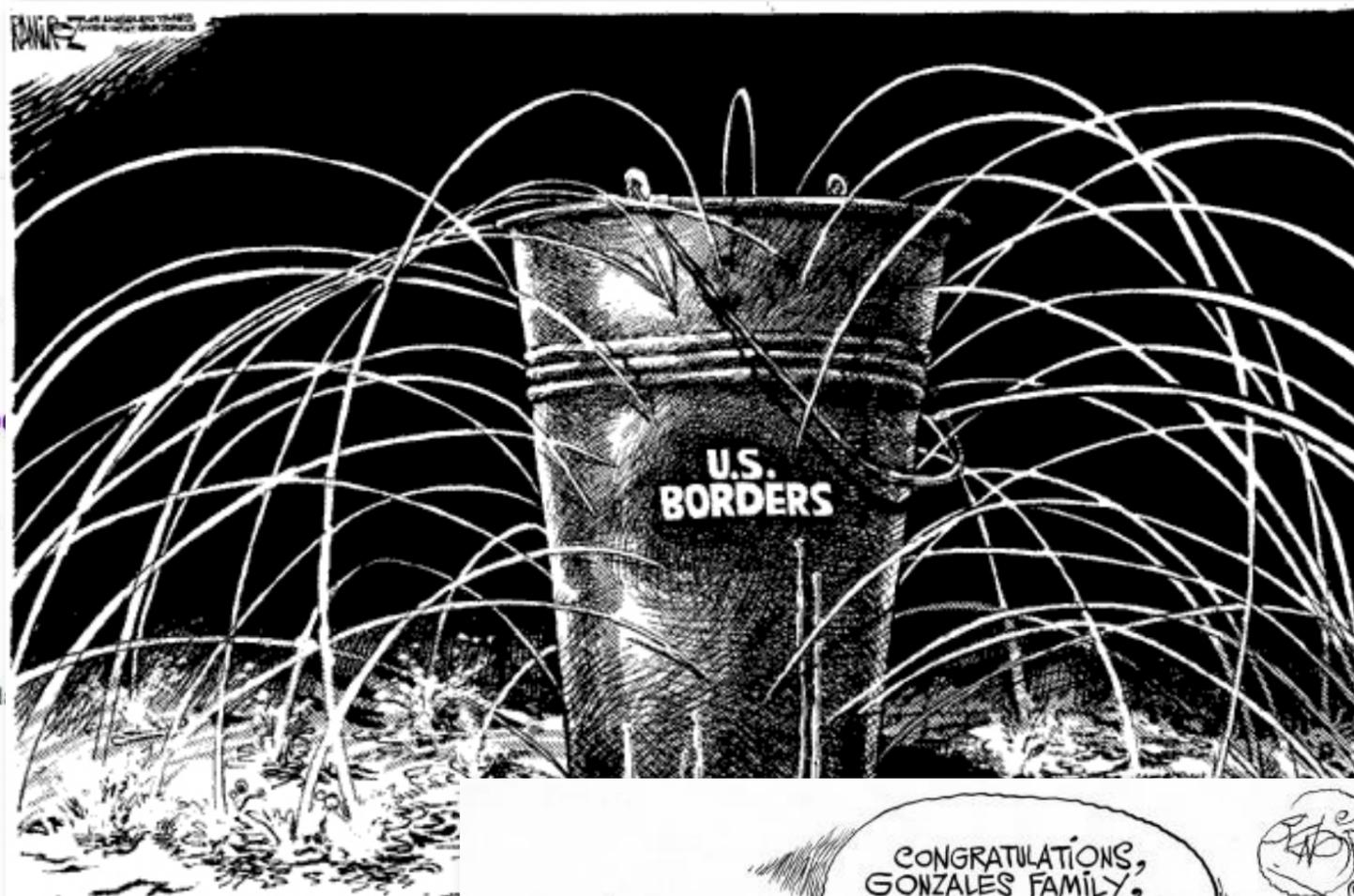
FBN's Lou Dobbs on U.S. immigration policy. ... Is the U.S. immigration system broken? Feb. 10, 2014 - 2 ...

How to Fix Our Broken Immigration System



www.youtube.com/watch?v=X4hV...

May 29, 2014 - Uploaded by Listen U



How, exactly, would immigration reform enhance our prosperity?

FACTS

There are several ways that improving our immigration system would move our economy forward. For example...[expanded tax base/new talent in key industries/greater stability leading to greater consumer confidence.]

What can we do about it?

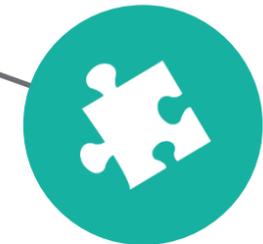
We need better policies to ensure that the US economy has full sails. One thing we could do is...[provide a practical way for people living here without documentation to become citizens/rethink our policies for admitting new immigrants to add the skills and energy we need to thrive.]

Why does this matter?

"We need to treat everyone with the compassion they deserve as human beings. No matter where we were born, we are all people and are all entitled to the same basic respect." "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."

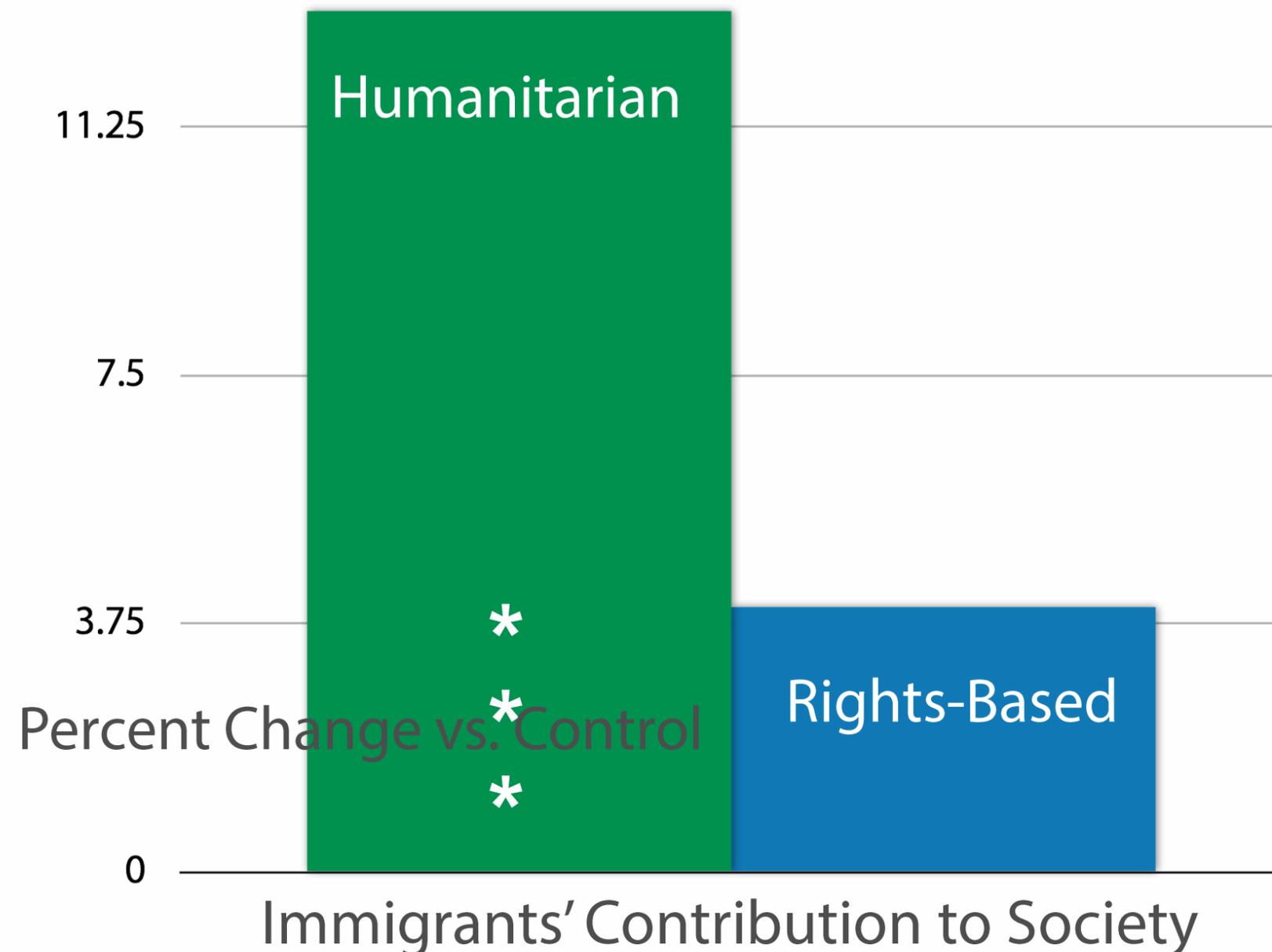
What is this about?

We value shared prosperity. To maintain and expand prosperity, it requires improvements to the way people become part of our country.



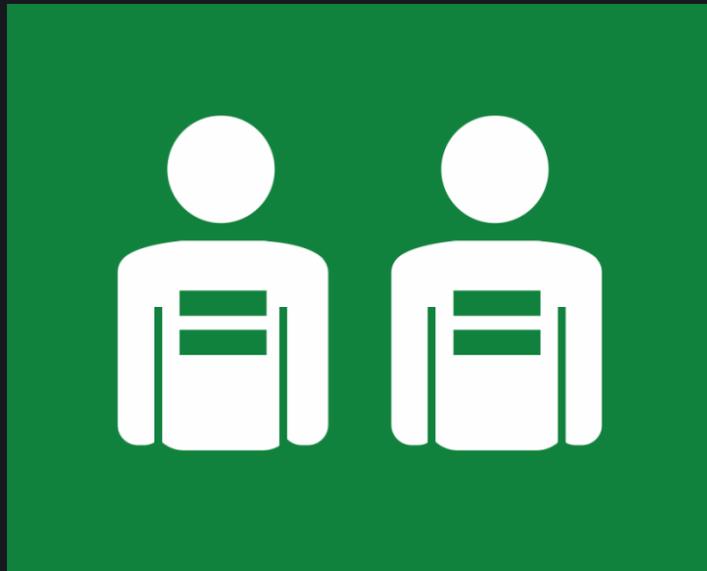
Rights Need to be Explained, Not Just Asserted

One of the most basic American values is the belief that all people are created equal. **No matter where we were born, we all deserve to be treated with kindness and respect, and we should all be able to live with dignity.** In order to live up to this basic American ideal, we need to improve the way people become part of our country.



One of the most basic American values is the belief that all people are created equal. **No matter where we were born, we should all be guaranteed basic rights and to have our freedoms respected.** In order to live up to this basic American ideal, we need to improve the way people become a part of this country.

Using the Moral/Humanitarian Value

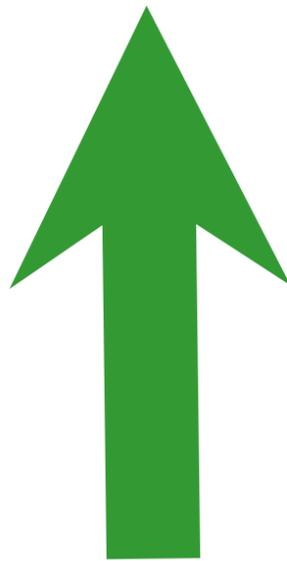


- Reference shared humanity and common interests: “We need to treat everyone with the compassion they deserve as human beings. No matter where we were born, we are all people and are all entitled to the same basic respect.”
- Demonstrate how current system does not recognize immigrants’ humanity: “Our country should not keep family members apart or deny people basic assistance.”
- Connect reform to ability to fulfill our moral obligation to other human beings: “Treating all people with compassion should be the goal of immigration reform.”

Pivot to Pragmatism when faced with opposition

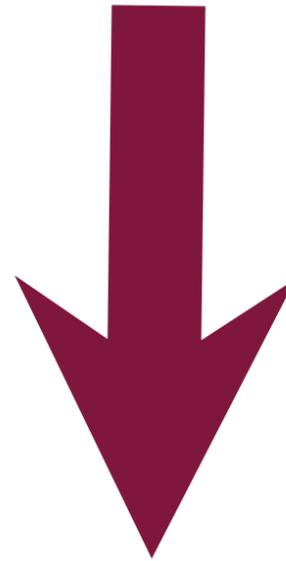
FrameWorks researchers found that in contentious communications situations, appealing to Pragmatism worked to undo the damage of an opposing message and regain people's support for reform.

1.



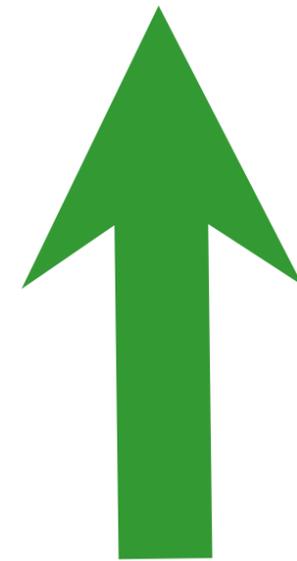
Exposed to a Moral Argument appeal, people's support for immigration reform went up.

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.”

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

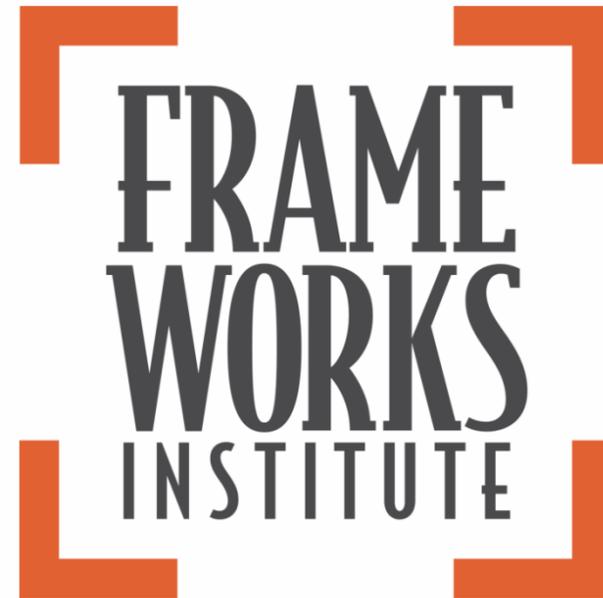
These data suggest immigration reform will move us forward

This is about our shared humanity

We all need a solution to this problem

problem
SOLUTION! SOLUTION! SOLUTION!

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



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