



# Making Facts Matter

Immigrants, the Economy, and Words that Work

The Immigrant Learning Center

*February 1, 2018*

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# A Multidisciplinary Approach to Communications

## ADVOCACY



## LANGUAGE & LINGUISTICS



## PUBLIC HEALTH



## POLITICAL SCIENCE



## ANTHROPOLOGY & PSYCHOLOGY



## SOCIOLOGY



## COMMUNICATIONS, CAMPAIGNS, & MEDIA



## ADMINISTRATION



## DESIGN & DIGITAL MEDIA











# A Peek into the *Swamp*



<http://www.frameworksinstitute.org/pubs/mm/immigration/page5.html>



## **“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

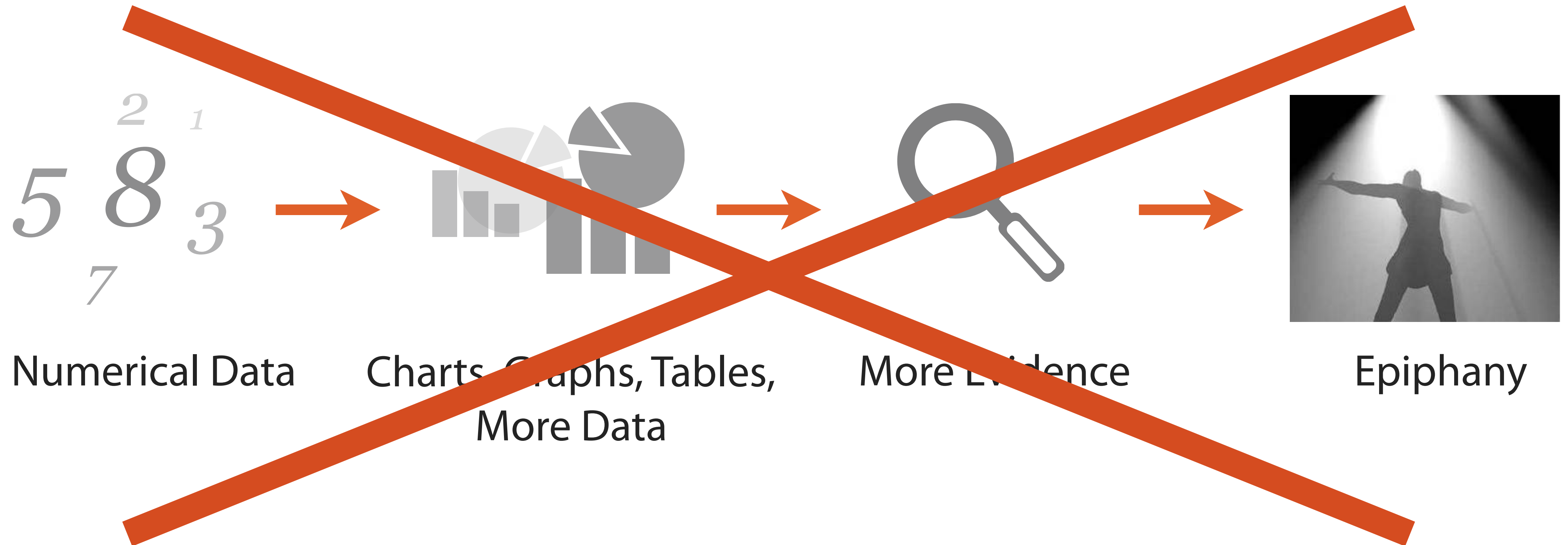




# **The FrameWorks Immigration Narrative**



# Providing More Data is Not the Answer



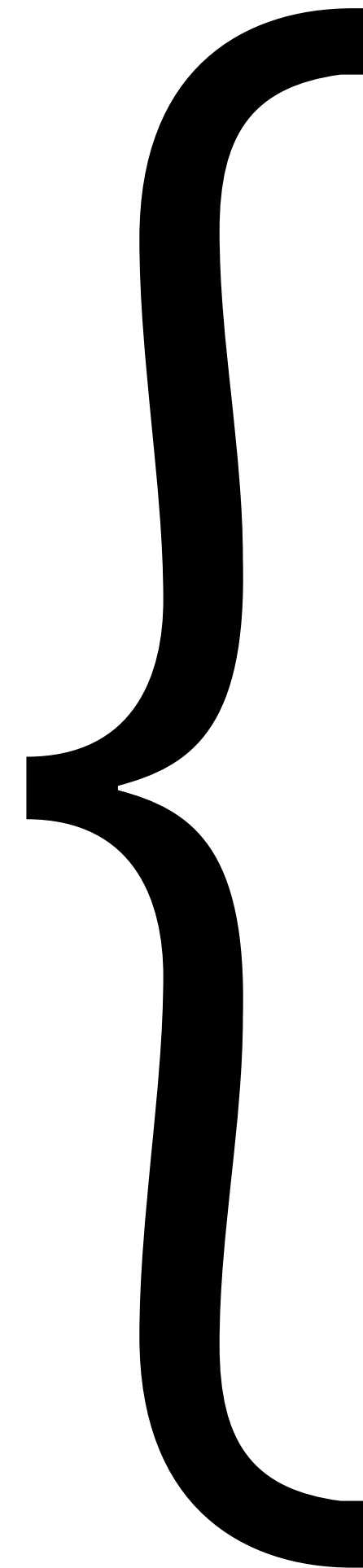


# To Frame is to Make a Set of Choices





**Narrative**  
(what is the issue about)



**Shared Values**  
(why the issue matters)

**Explanation**  
(how this issue works)

**Solutions**  
(what to do and why)

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**Understanding, Efficacy, Support**



# Elements of the Immigration Narrative

*How does this enhance our shared prosperity?*

*Why does this matter?*



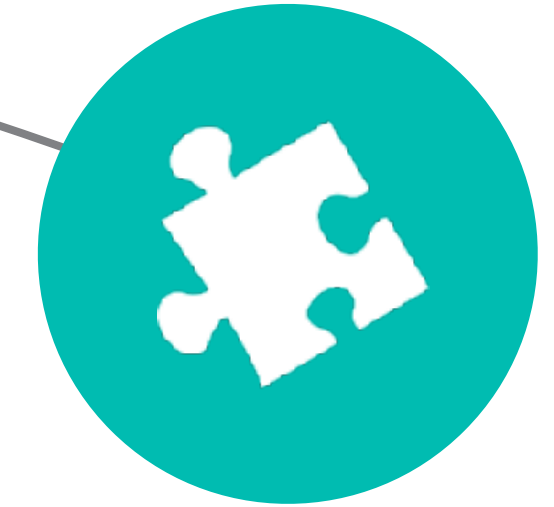
MORAL: "We need to treat everyone with the compassion they deserve as human beings. No matter where we were born, we are all people and are all entitled to the same basic respect."

PRAGMATISM: "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."

**Explanation**

Taking away DACA and TPS and stripping 1 million people of their work authorization would have a negative impact in our economy and our shared prosperity. For example...[employers lose valuable knowledge and have to spend more money hiring and training new workers; we lose a significant portion of our tax base; small business will close and deprive local communities of economic drivers ...]

*What can we do about it?*



We need better policies to ensure that the US economy prospers. One thing we could do is...[offer permanent work authorization to DACA and TPS recipients ; provide a practical way for people living here without documentation to become citizens.]



## ***Using the Moral/Humanitarian Value***

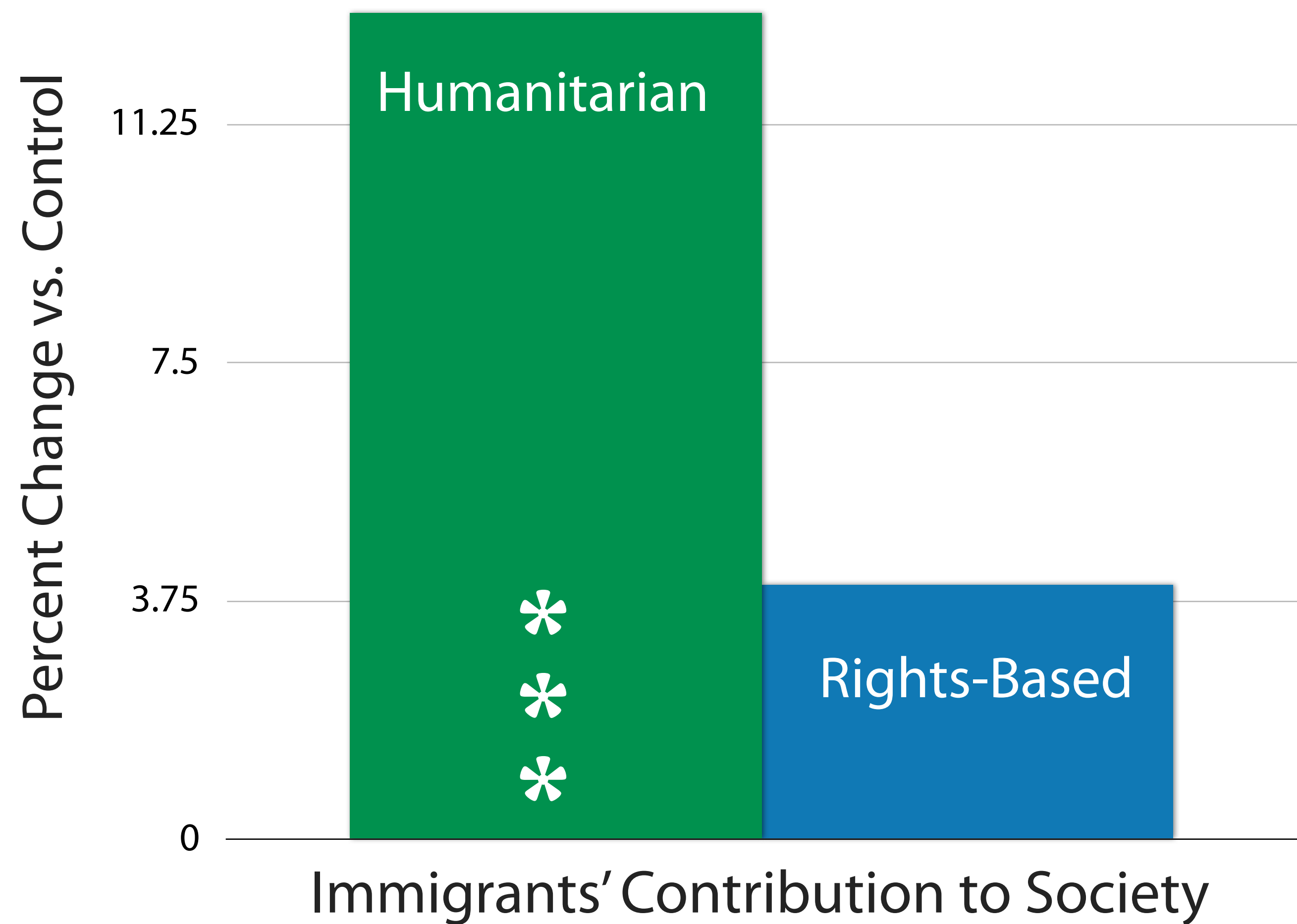


- Reference shared humanity and common interests: *"We need to treat everyone with the compassion they deserve as human beings. No matter where we were born, we are all people and are all entitled to the same basic respect."*
- Demonstrate how current system does not recognize immigrants' humanity: *"Our 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."*



# 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.



# 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.



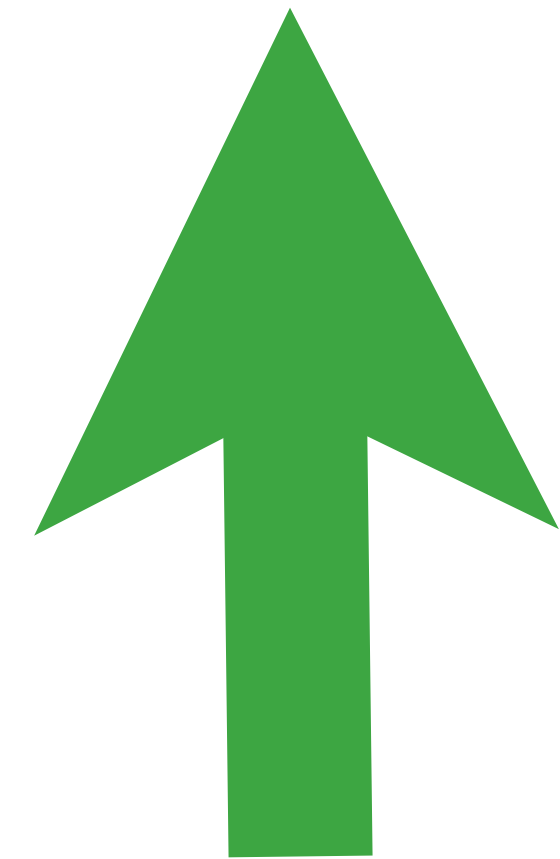
Exposed to a *Moral Argument* appeal, people's support for immigration reform went up.

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.



## BEFORE

Using data from two publications—a report that estimates the gross domestic product (GDP) declines that would accompany removing all unauthorized workers from the country and a survey that estimates the share of DACA recipients who are employed—we estimate that ending DACA would result in a loss of \$460.3 billion from the national GDP over the next decade. Ending DACA would remove an estimated 685,000 workers from the nation's economy.

Altogether, the 10 states demanding that the Trump administration end DACA—Alabama, Arkansas, Idaho, Kansas, Louisiana, Nebraska, Tennessee, Texas, South Carolina, and West Virginia—stand to lose more than \$8 billion annually in state GDP if they get their wish.



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## AFTER

A foundation of the United States is our shared belief the dignity of our fellow human beings. This is why our federal government's moves to end the DACA program and deport 800,000 people—Dreamers—from the only country they have ever called home is so wrong. Mass deportation of is not just impractical; it is an insult to our shared values as Americans.

The deportation of DACA recipients—talented, fully vetted young people with work permits—also goes against our economic interests, both in nationally and at the state level. The economic impact of removing DACA recipients from our economy will be staggering, costing our economy nearly half a trillion dollars in lost GDP over the next ten years. The 10 states demanding that the Trump administration end DACA would lose more than \$8 billion annually in state GDP as a result.

Our outdated immigration system and failed foreign policy created conditions that left DACA recipients and their families with few choices. Now, we must and work together to protect Dreamers and make the immigration system work for all of us. Passing a clean DREAM Act is the way to start.



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

# Thank you!



[www.frameworksinstitute.org](http://www.frameworksinstitute.org)



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