



Draper Richards Kaplan

FOUNDATION

How What You Say Impacts What People Hear

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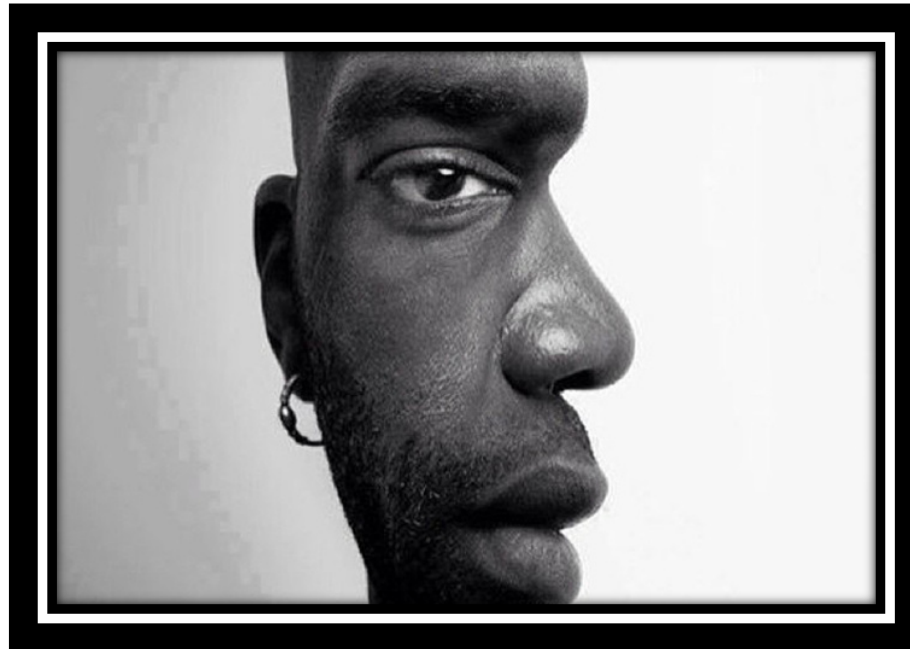
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Framing: Words Matter

What is framing in the context of messaging?

- The recognition that people have different associations with concepts.
- The strategic use of words and metaphors to evoke the associations that lead people toward seeing the world how you want them to see it.



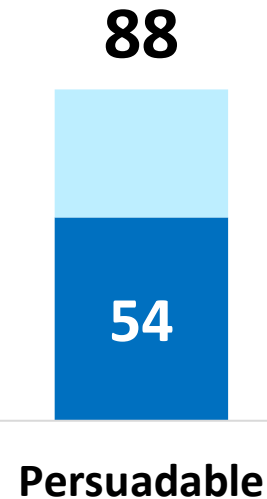
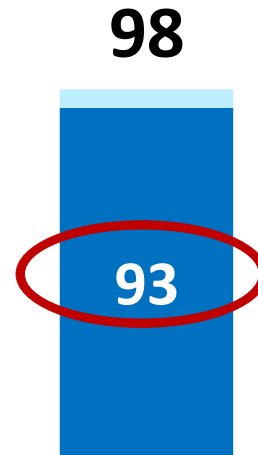
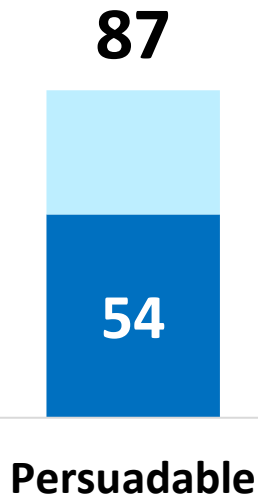
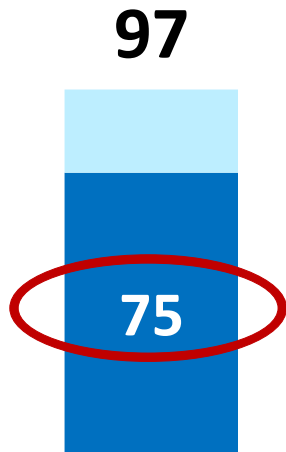
Problems versus Solutions

Framing issues as “solutions to implement” increases the intensity of agreement with a key audience.

Do you agree or disagree with the following statement:

Having too many Americans unable to earn a good living, pollution and damage to our climate, and low-quality public schools are all **problems we need to start solving now.**

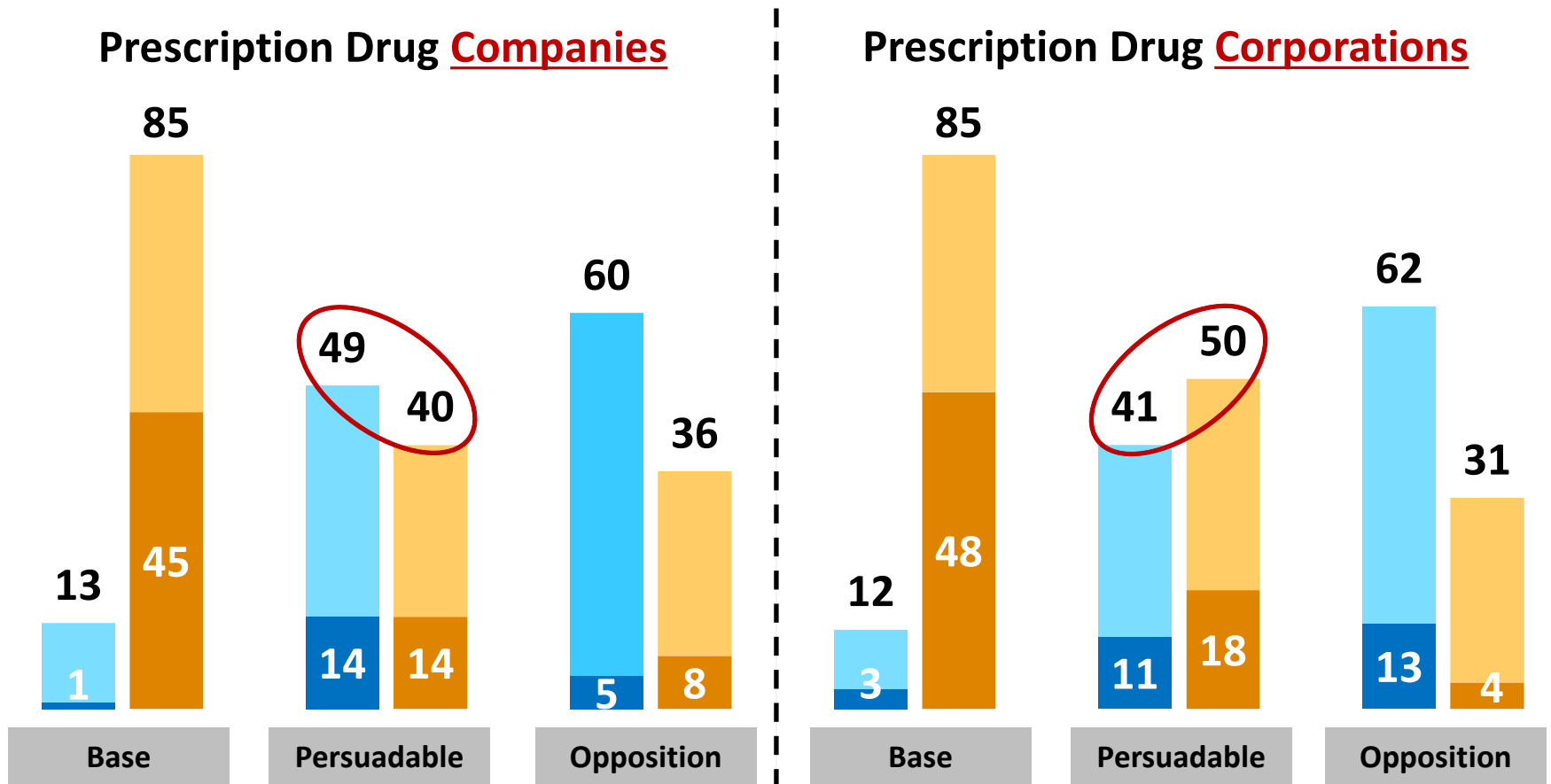
Making sure Americans can earn a good living, reducing pollution and damage to the climate, and improving our schools are all **solutions we need to start implementing now.**



Total Agree
Strongly Agree

Companies versus Corporations

There is no difference to the cohorts with strongly held views on prescription drugs, but to the persuadable middle, it flips their views.



Very favorable

Somewhat favorable

Very unfavorable

Somewhat unfavorable

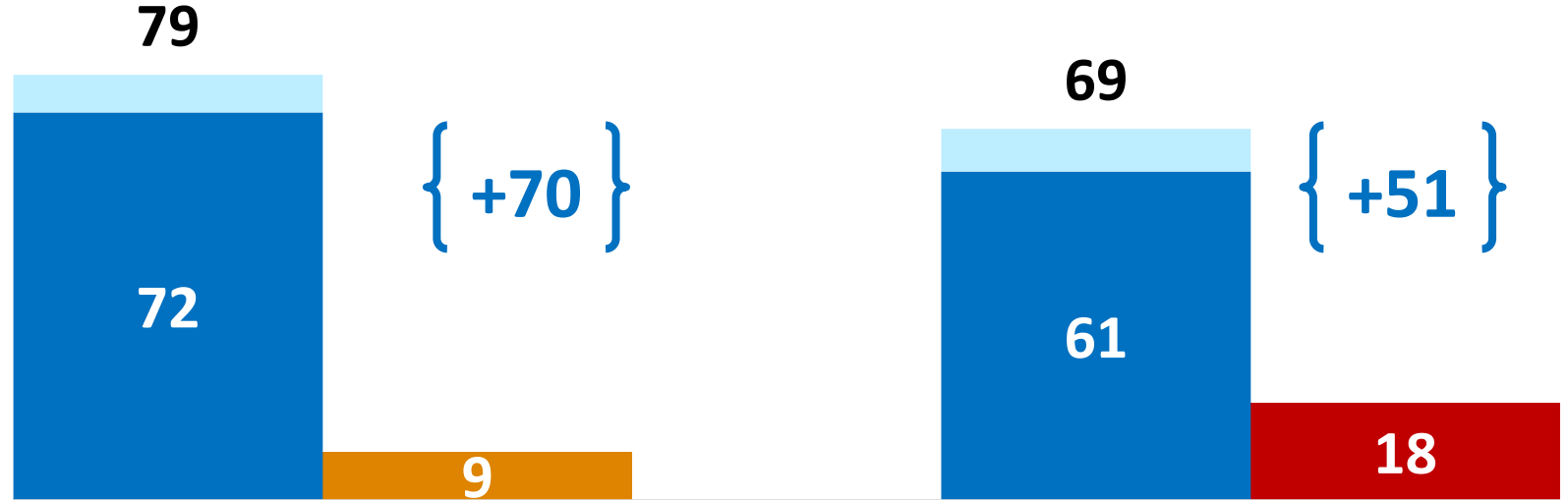
There is a reason opponents of Social Security and Medicare call them “Entitlement Programs.”

And which of the following ways to reduce the deficit do you prefer?

Raising taxes on the wealthiest 2% of income earners

Making cuts to Medicare and Social Security

Making cuts to entitlement programs



11 point decrease in intensity

Darker blue = strongly prefer



Context

Problem:

Studies show a child of a high-income family hears 30 million more words by the time they are 5 years old than a child of a low-income family.

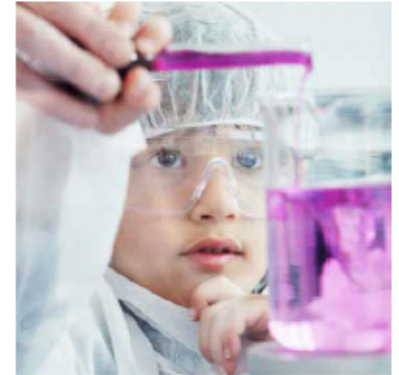
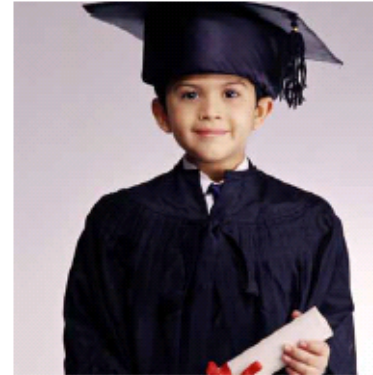
Goal:

Our client wanted to launch a PSA-style campaign to encourage low-income parents to close the word gap by talking to their child.

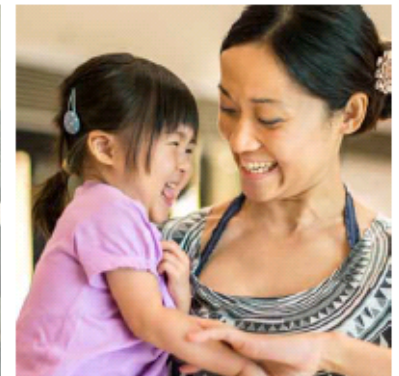
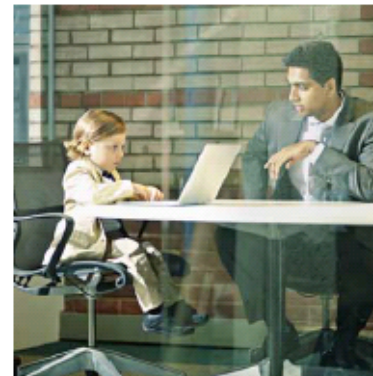


Hypothesis

Parents want their children to succeed. Tapping into that value can motivate them to take action.



We developed creative materials and tried this in focus groups with low-income parents in three different markets.



Results

**“Success”
came across
as elitist and
patronizing.**

**Parents care
more that
their children
grow up to be
happy, not
successful.**

“I just have issues with this – you get the college. **One’s expectation of successful is doctors, lawyers. Your middle class or your person helping build a car or something like that...it is making it seem like that that’s not successful.” – Oklahoma Mother**

" You know talking to them yes will shape them; will help to develop them. **But it’s not going to guarantee that they're going to be happy." – Texas Mother**

"Not everyone is going to be in a white collar job and I thought it should have represented all people, and I didn’t think it was. It seemed a little elitist to me." – California Father

Results

OLD

Parents want their children to ~~succeed~~.

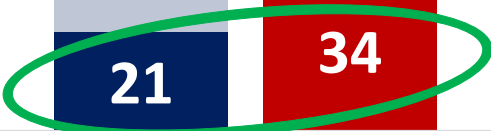
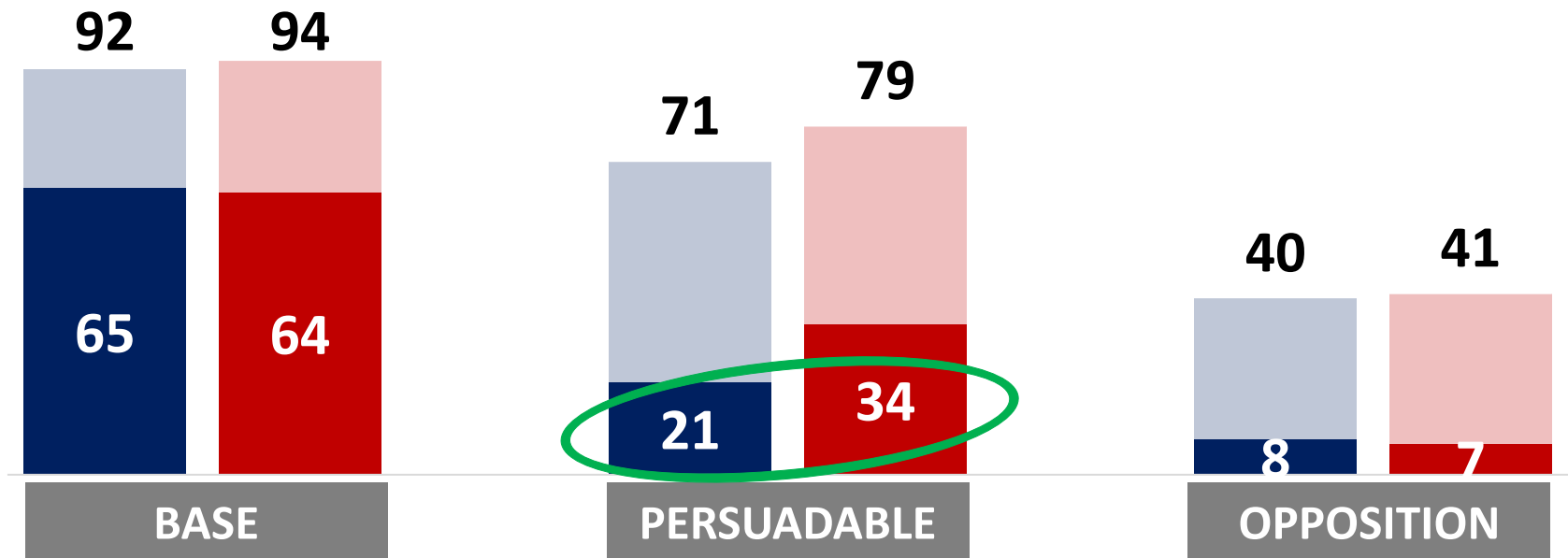
NEW

Parents want their children to pursue their dreams

We have since tested this concept in other contexts, and we consistently see benefits in using this aspirational value.

Making public college debt-free for students will help their ability to succeed.

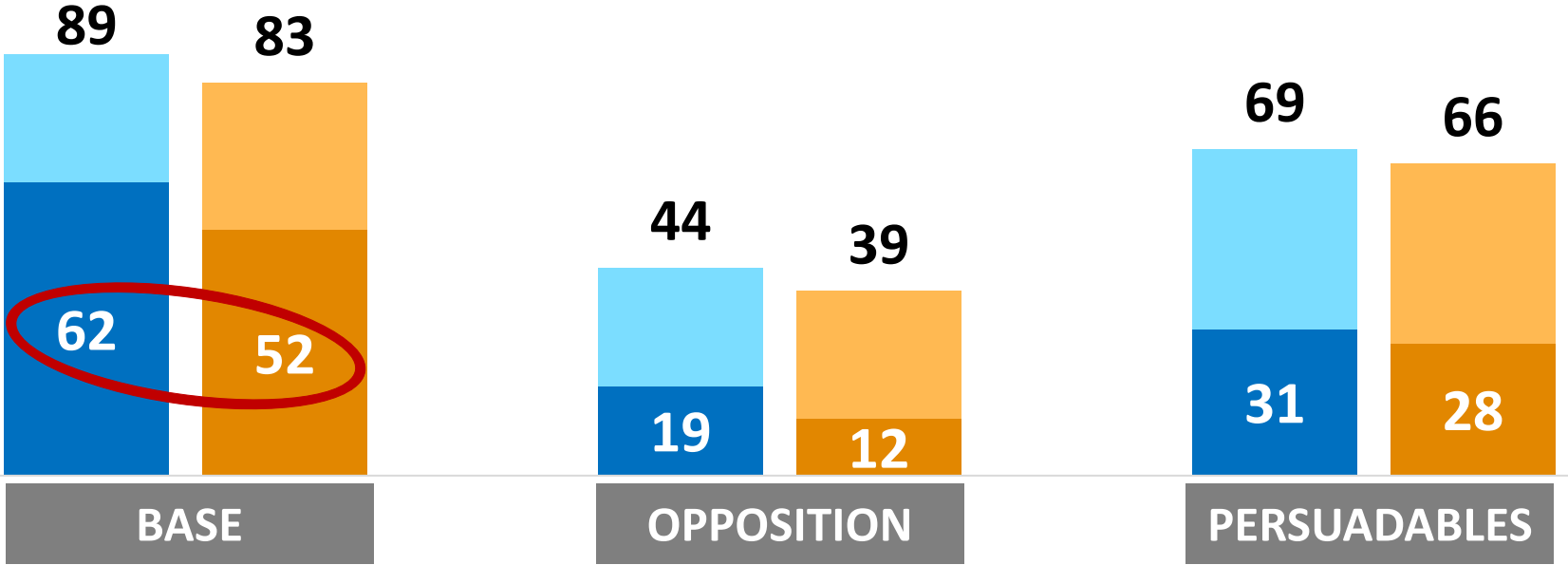
Making public college debt-free for students will help their ability to pursue their dreams.



“Pursuing their dreams” is a more motivating outcome than success or “economic stability.”

Ensuring that all children have access to a quality education will help them pursue their dreams.

Ensuring that all children have access to quality education will help them achieve economic stability.



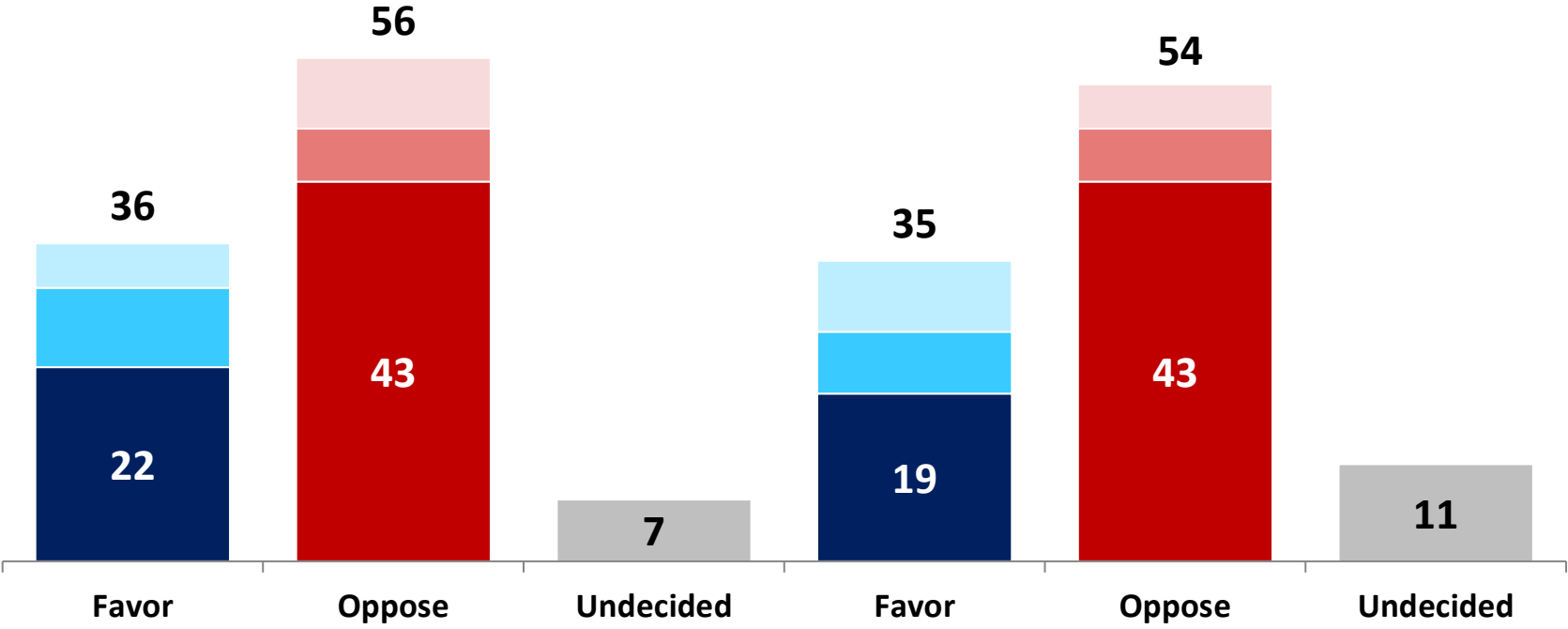


The Impact of Numbers

Sometimes there is no impact when there is no difference in order of magnitude.

This law would increase prices by \$100/\$170 dollars per year the average household. Given this, do you favor or oppose?

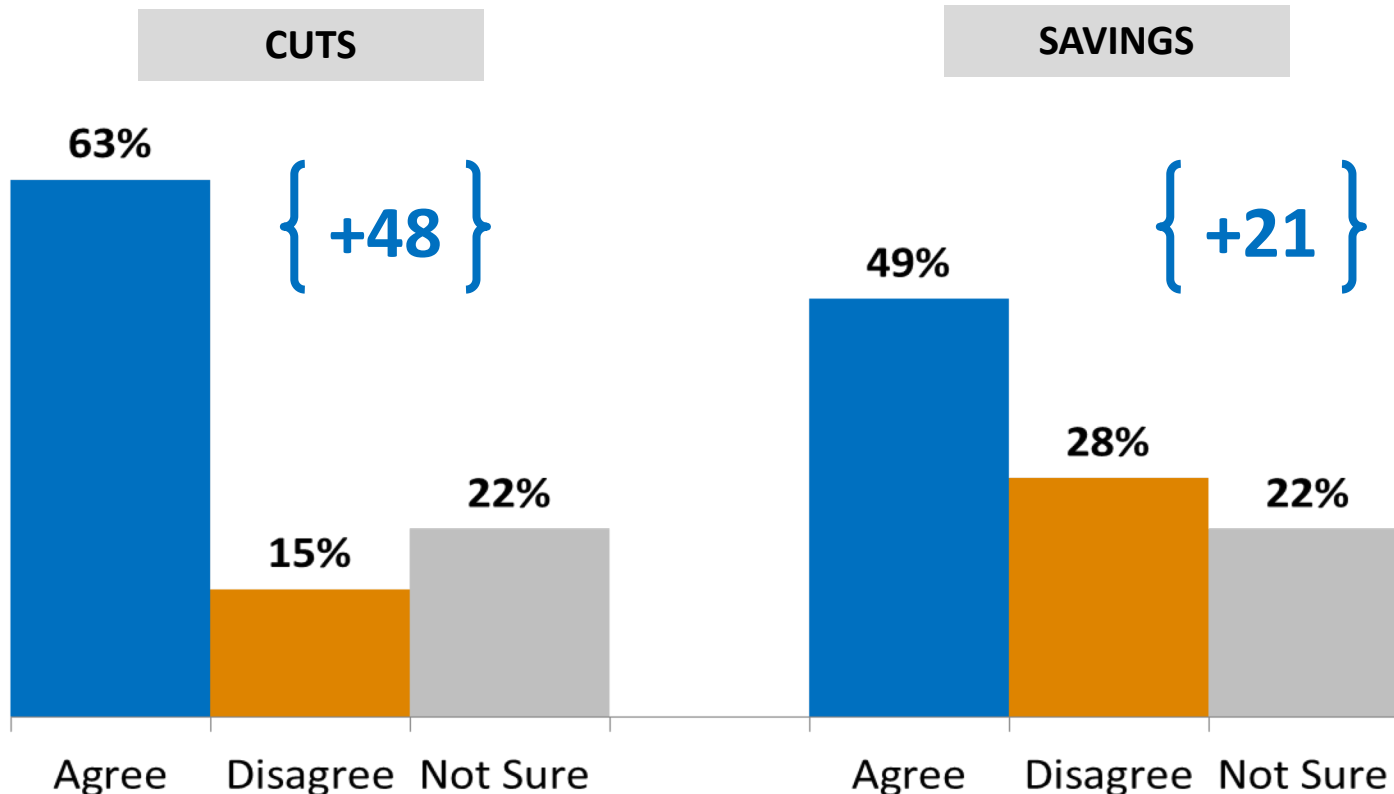
\$100 dollars/year \$170 dollars/year



■ Undecided – lean favor
■ Favor – not so strongly
■ Favor – strongly
■ Undecided – lean oppose
■ Oppose – not so strongly
■ Oppose – strongly

However, the action taken still matters.

Some people say that the new health care law will result in \$575 billion of [CUTS/SAVINGS] to Medicare once it is fully implemented. They say we should not consider any additional [CUTS/SAVINGS] until we see what happens.



*Split sampled questions

Math can confuse in communication

Trimesters



Millions, Billions, Trillions



How many Justices?



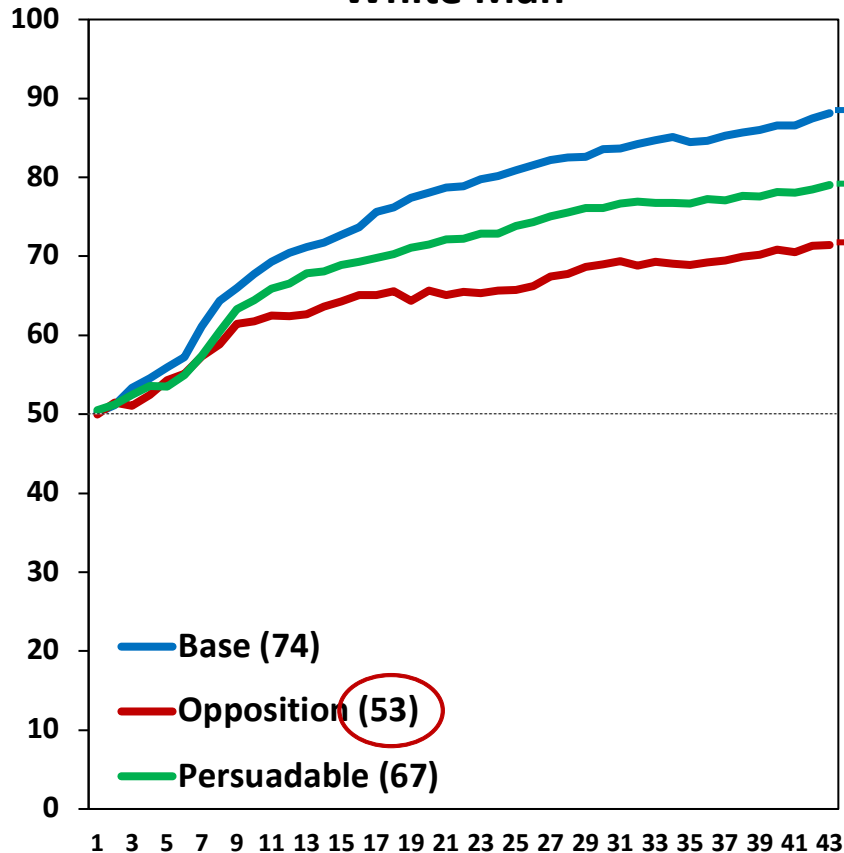


Messengers

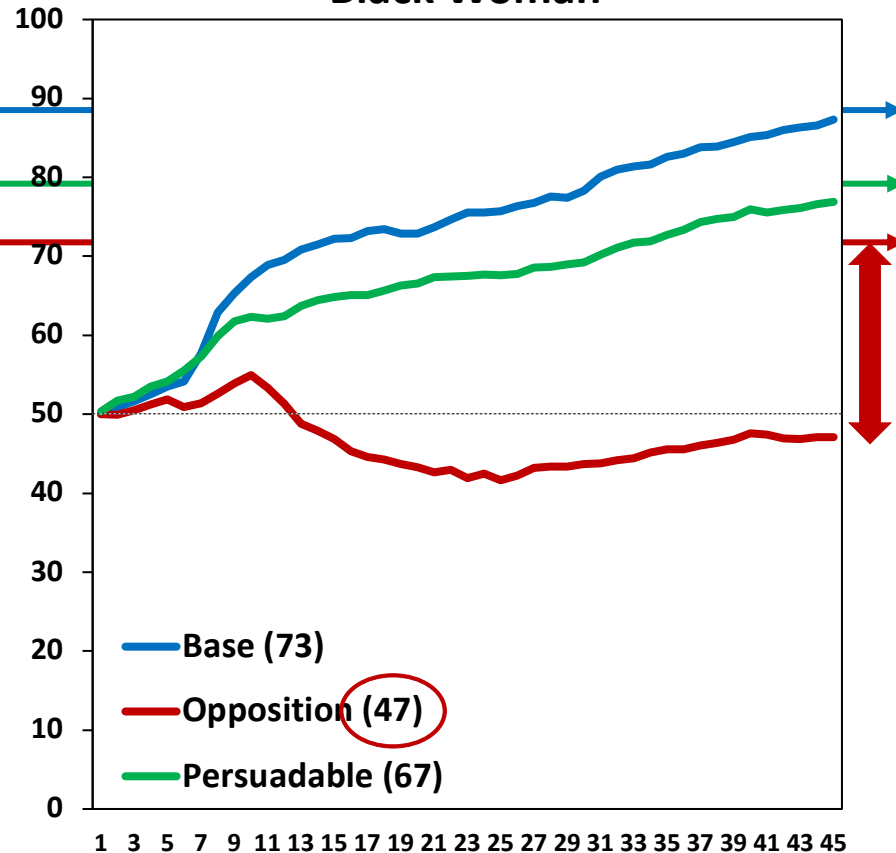
Messenger Matters

Same message, different voice.

White Man



Black Woman



*Split Sampled

Today in Politics

Politicians versus people. Trust and sincerity are key.





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