German Environment Agency

Umwelt Bundesamt

7th European Environmental Evaluators Network Forum

How to make your evaluations last

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POLICY EVALUATION

POLICY MAKING

UNDERSTANDING

CIPHERS

TECHNICAL TERMS

NEUROSCIENCE LINGUISTICS

FRAMING

BURDEN

RELIEF

TAX BURDEN

TAX RELIEF

NARRATIVE:

Taxes means: harming people. However fights againts (higher) taxes, relieves citizens of a burden.

However fights for tougher taxation, harms people.

This frame defines tax cuts as the only ethically correct option and defines tax increases as morally wrong.

ALL THINKING

IS PHYSICAL

IT CHANGES THE BRAIN PHYSICALLY

Leben oder Sterben

$$90 : 10$$

What CAN we think?

- Thinking is physical
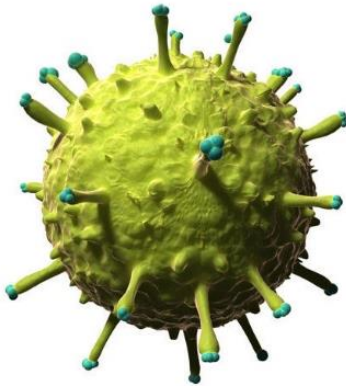- Thinking is not rational

A deer in the fog

What CAN we think

- Thinking is physical

- Thinking is not rational

- Language / frames responsible for how our brain processes facts

A virus / A beast
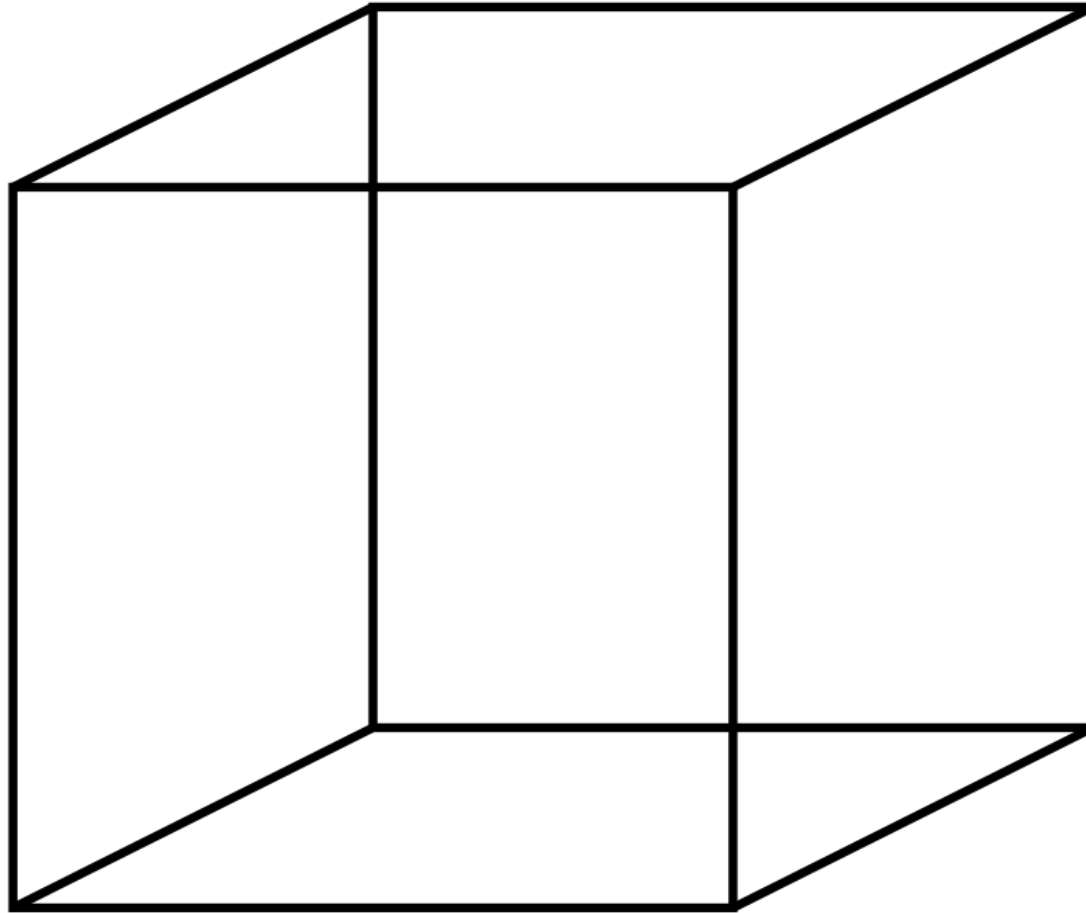
What CAN we think?

- Thinking is physical

- Thinking is not rational

- Language / frames responsible for how our brain processes facts

- Thinking: happens unconsciously nearly 100% of the time

PAYING : CONTRIBUTING

Framing principles

- Every word activates a frame

A cube

Framing principles

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- Mutual inhibition: conflicting frames cannot be thought simultaneously

Framing principles

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- Frames trump facts

Framing principles

- Every word activates a frame
- Conflicting frames cannot be thought simultaneously (mutual inhibition)
- Frames trump facts
- Verbal repitition strengthens frames (=neuronal links): Hebbian Learning

WE ARE NOT „FAKE NEWS"

WE DON'T WANT TO

Framing principles

- Every word activates a frame
- Conflicting frames cannot be thought simultaneously (mutual inhibition)
- Frames trump facts
- Verbal repitition strengthens frames (=neuronal links): Hebbian Learning
- Negating a frame means activating it

FURNITURE

BLC

ANIMAL

BLC

CHAIR
CAT

Basic Level Cognition

- Basic-Level Cognition: Embodied knowledge

Communication using basic level cognition is most effective:

- Activates the largest number of brain circuits (motoric simulation, emotions, smells)
- Activates mental pictures
- Processes the fastest
- Is remembered easiest

Framing principles

- Every word activates a frame
- Conflicting frames cannot be thought simultaneously (mutual inhibition)
- Frames trump facts
- Verbal repitition strengthens frames (=neuronal links): Hebbian Learning
- Negating a frame means activating it
- Simple language activates neuronal complex frames

SIMPLE LANGUAGE

SIMPLE LANGUAGE

MEANINGFUL FRAME

TECHNICAL TERMS CAN BE SIMPLE, CLEAR, PROPERLY FRAMED - AND STILL BE CORRECT.

Some examples

- Environmental costs

- Ambitious goals

- Climate neutral

- Renewable energy

- Product responsibility

Recommended reading

- **WEHLING / LAKOFF: THE LITTLE BLUE BOOK: THE ESSENTIAL GUIDE TO THINKING AND TALKING DEMOCRATIC**

- **GEORGE LAKOFF: DON'T THINK OF AN ELEPHANT!: KNOW YOUR VALUES AND FRAME THE DEBATE**

- **GEORGE LAKOFF: THE POLITICAL MIND: A COGNITIVE SCIENTIST'S GUIDE TO YOUR BRAIN AND ITS POLITICS**

- **CRIME STUDY: HTTP://NEWS.STANFORD.EDU/NEWS/2011/FEBRUARY/METAPHORS-CRIME-STUDY-022311.HTML**

Let us define our communication

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Contact me any time!

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