# The Science of what makes people care.

Summary

John Newton

- Worked in the slave trade in Europe in the mid 1700s
- Converted to an Anglican priest, wrote "Amazing Grace"
- 1787 founded the organization called Society for Effecting the Abolition of the Slave Trade
- Studying this campaign is a great way to understand how to get people to care and change their perspective on a social issue.
- Their campaign included a very impactful logo printed on off links and snuff boxes and were sent all over Europe.
- Part of the campaign they created what is known as the first "info-graphic", this cutout of a slave trade ship showing the horrors of how people were treated. They printed them and put them it in pubs across Europe.
- They Boycotted Sugar, targeting moms (who made the food decisions) reducing the demand for sugar by 30%
- Their work succeeded, in 1807 parliament passed the Abolition of Slave Trade act.

DESCRIPTION OF A SLAVE SHIP.
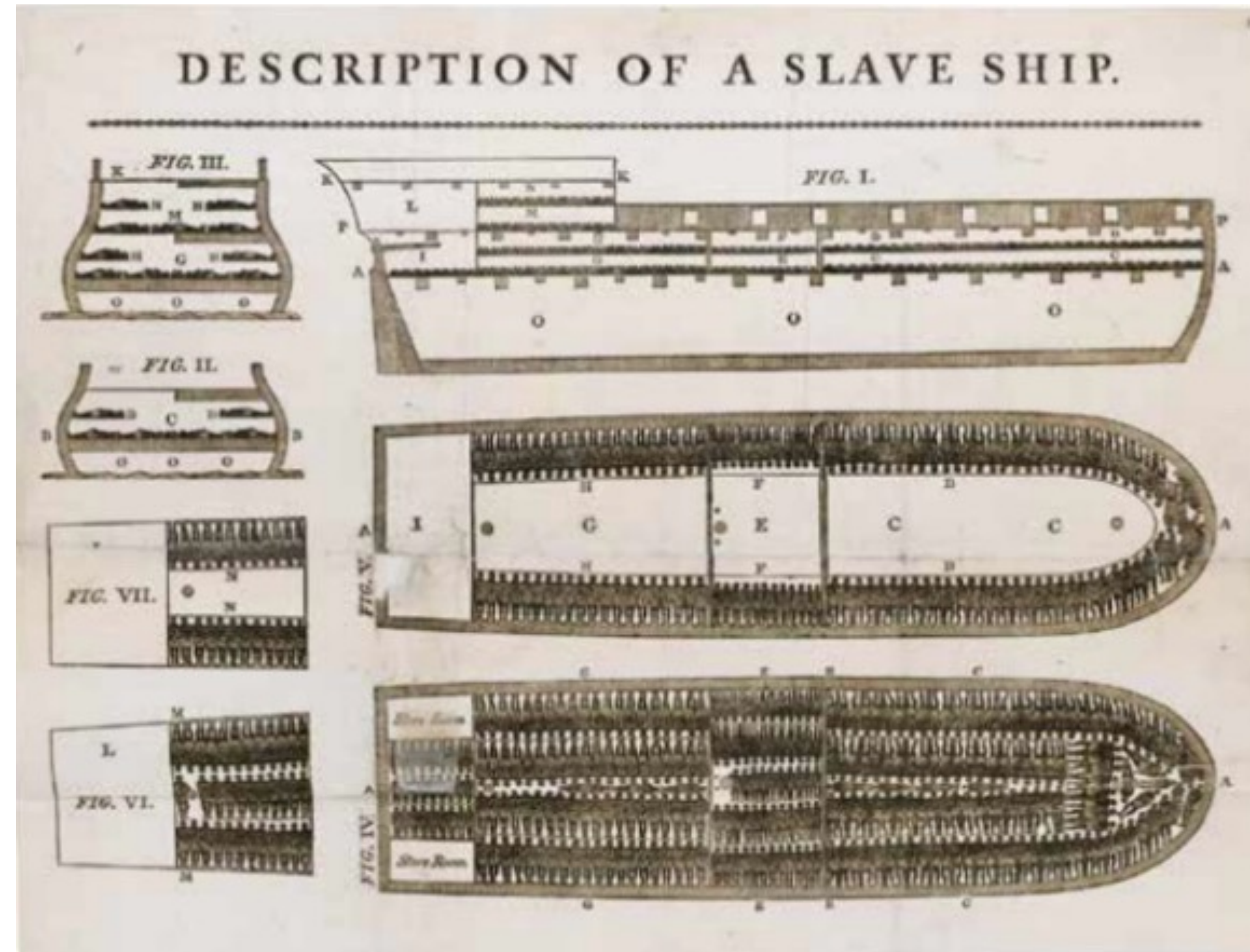
Snowy Egrets

- Another great example where action/campaigning changed perceptions and affected real change.
- Late 1800s the demand for Snowy Egret feathers soared for women's hats.
- Feathers from an estimated 130,000 birds were purchased in a 9 month period
- Harriet Hemenway and her cousin Minna Hall set off a campaign to boycott HATS targeting the places most women hung out at.
- Asked women to join "the society for birds", got 900 women involved in Massachusetts.
- Their efforts culminated in the passing of the *Migratory Bird Act* by congress on March 4th, 1913.

1. Join the Community
2. Communicate in Images
3. Invoke Emotion with Intention
4. Create Meaningful CTAs
5. Tell Better Stories

Join the community.

- Identify a group whose change in behavior could make a profound difference for your issue or inspire others to take action, and figure out how to bring that group value. (*Adventurous Environmentalist, good job R&R!*)
- People engage and consume information that affirms their identities and aligns with their deeply held values and worldview, and avoid or reject information that challenges or threatens them. ("*Trophy Hunting*")
- **Don't just build a message - join the community.**

Q: HOW are we joining the adventurous environmentalist community? Can we join the community more online?

Communicate in images

- Are you using abstract concepts to describe your organization, issue, or solutions? Try creating a picture in the mind of your audience of what that concept looks like. Use visual language to help people connect with your work.
- Use imagery that creates the picture in ones mind of a feeling.
- Make sure imagery is authentic.

Q: HOW can we make our imagery more intriguing, honest and relatable?

Invoke emotion with intention

- Getting people to care requires a nuanced approach to emotion.
- "Pulling on heartstrings" may actually result in your community tuning you out entirely.
- Create a feeling of AWE.
- Another pleasant emotion, *pride*, can be exceptionally powerful. Researchers have found that people anticipating feeling pride in helping the environment were more likely to take positive action than those anticipating guilt for having failed to do so.
- Think about what you're trying to get people to do and how they would feel if they were doing it. Then think about stories that would make them feel that way

Q: What are we trying to get people to do? How do we want them to feel?
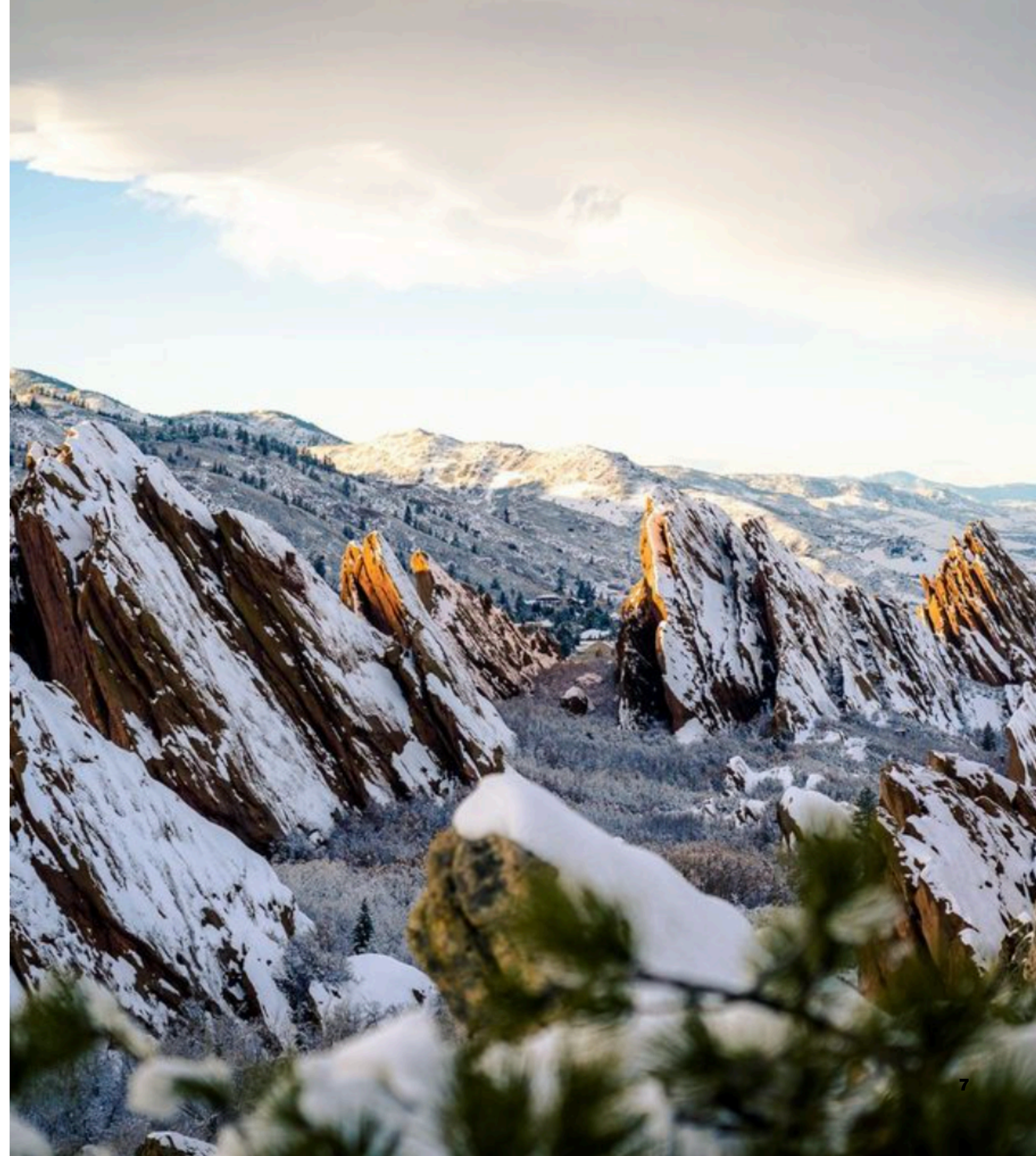
Create Meaningful CTAs

- People need to see how their action will affect a problem.
- If people believe they have no power to produce results, they will not attempt to make things happen.
- How do we make people feel like their action matters?
- People need to know how to do the thing you are asking them to do, and be able to easily incorporate it into their daily routines and habits.

Q: What action can we ask people to take other than just influencing their mindset/decision making at the ballot box? Can we call people to take action for active conservation issues in Colorado?

Tell Better Stories

- Storytelling is the best tool we have for helping people care about issues. (*Real People / Day in the Life*)
- Stories have the unique power to convey new perspectives and thereby lower counter-arguing, increase perspective and empathy, and capture and maintain people's attention.
- Stories have characters; a beginning, middle, and end; plot, conflict, and resolution. If you do not include these elements, you are not telling a story.
- Allow people to put the pieces together for themselves. "The audience actually wants to work for their meal," We're born problem solvers. The absence of information draws us in.
- Are we telling stories with a beginning/middle/end or just simply sharing a message?

Q: HOW are we leaving space and letting the viewers ? Are our stories interesting enough for someone to listen even if they don'e initially care about the issue?

Thank you.