Effective Communication in a Polarized Era

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Today’s Priorities

• Family

• Community

• Health
Thank you for your service to others.
What should we do?
A strategy

• Inform the public

• Means: Education/exposure

• “If we tell them what we know, they will change how they think and what they do.”
Opportunity Awaits...
A Common Result
Topics

• How do people process information?

• How can we build and maintain credibility?
Principles

• Human attention is extraordinarily limited.

• Competition is everywhere.

• Learning requires co-production.
Competition is Growing

- [Image: http://static.guim.co.uk/sys-images/Guardian/Pix/pictures/2013/7/23/1374573546005/Pile-of-smart-phones-008.jpg]
how to get attention

- Immediate relevance to core concerns
- Consistent with values
- Actionable
Principles

• Human attention is extraordinarily limited.

• Competition is everywhere.

• Learning requires co-production.
A “BREXIT” ERROR

- Brexit is a novel term.
- “Brexit” makes its consequence seem simple.
- REMAIN advocates who used this term helped LEAVE.
Benefit of “Brexit”
Benefit of Remaining

BRITAIN STRONGER IN EUROPE
Symptoms of “organization-centered” mindset (Andreasen pp. 41-48)

1. Our mission is inherently good.

2. Customers are deficient
   • They are ignorant and lack motivation

3. Consumers are treated as a mass.
   • “We want to reach everyone...”

4. Competition is ignored.
Attributes of a “consumer-centered” mindset

1. The organization’s mission is to meet the target audience’s needs and wants.

2. The customer has perceptions, needs, and wants to which we must adapt.
how to get attention

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Opportunity Awaits...