Reframing the Public Conversation: Affordable Housing, Opportunity and Community Development

Tiffany Manuel, Ph.D.

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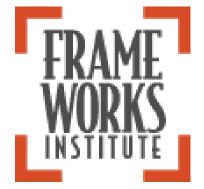
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Vice President for Knowledge, Impact and Strategy Enterprise Community Partners, Inc.

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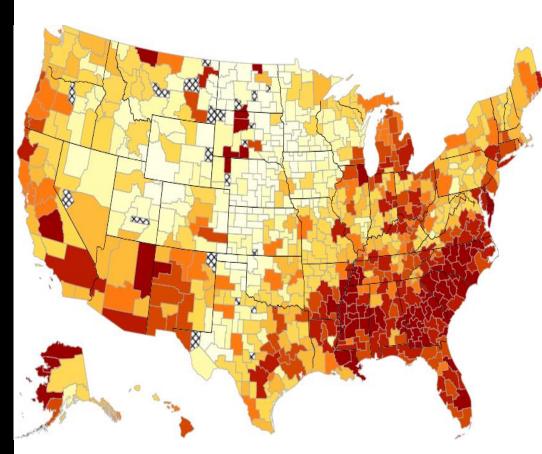




National Center for Healthy Housing

THE PROBLEM

Too many people don't have a fair shot at success in life because of where they live ...and it's hard to build the public will to do something about it.



Public Will is Tougher to Build Than Many Realize...

HOKADE

Housing and Community Development Experts

THE BACKFIRE EFFECT!

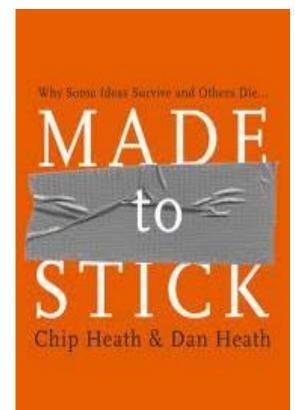


Public and Policymakers The **backfire effect** occurs when, in the face of contradictory evidence, established beliefs do not change but actually *get stronger*. The **backfire effect** has been demonstrated empirically in a multitude of studies conducted over more than a decade, where people are given data that either reinforces or goes against their existing biases – their confidence in their prior position *increases regardless* of the evidence they were faced with.

Surviving the Backfire:

Use of Good Social Science

- Identify the central message what's our evidence-base and what's the core story we have to tell;
- Figure out what is counterintuitive about the message -why is it backfiring?
- Communicate your message in a way that breaks your audience's guessing machines (fast associations);
- 4. Once their guessing machines have failed, help them refine their machines.



Surviving the Backfire: Understanding What's Backfiring and Why

"You Don't Have to Live Here"

Why Housing Messages Are Backfiring and 10 Things We Can Do About It





Tiffany Manuel, PhD Vice President Knowladge, Impact, and Strategy Enleginse Community Partners, Inc. TManuel@EnlerpriseCommunity.org



Nat Kendall-Taylor, PhD Chief Executive Officer FrameWorks Institute rikendall-taylor@trameworks/nst

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The Separate Fates and Zero-Sum Thinking Backfire

This issue has nothing to do with me. It's not my responsibility to solve other people's problems.

The Thin Understanding of Cause and Effect Backfire

What has changed? Why is this happening to so many people these days? Responsibility and Self-Makingness Backfire

The Mobility. Personal

Buy the house you can afford or move. Stop making poor decisions and asking me to pay for them.

The NIMBY and Natural Segregation Backfire

Who wants to live next to poor people? I worked to get out of that ghetto.

The Facts Don't Fit the Frame Backfire

Most people I know are doing pretty OK. These data don't sound right to me.

HOUSING MESSAGE BACKFIRES

> The Crisis and Fatalism Backfire

So, you're saying we have to address poverty and change the housing market? Good luck! How can we ever hope to change issues this big?





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Tiffany Manuel, PhD Vice President Knowledge, Impect, and Strategy Enterprise Community Partners, Inc. TManuel@EnterpriseCommunity.org



Nat Kendail-Taylor, PhD Chief Executive Officer FrameWorks Institute nkendail-taylor@frameworksinstitute.org

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Tiffany Manuel, PhD

DrTiffanyManuel

www.EnterpriseCommunity.org