FRAME WORKS

On Culture: The latest insights from the Culture Change Project

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Friends and partners,

We have new research to share!

CHECK IT OUT

Last summer, we released a comprehensive report outlining findings from our research on Americans' shared patterns in thinking amidst social and political upheaval. A major theme of that report was that, although individualistic thinking remained the dominant way of

making sense of the world, people were starting to reckon with the ways in which systems, institutions, and environments affect our lives in ways we hadn't seen previously.

We now have NEW data that can help us make sense of how recent events are affecting American cultural mindsets—and there have been a *lot* of recent events. The Supreme Court overturned Roe v. Wade. We had a controversial midterm election. Anti-CRT and anti-trans rhetoric has led to actual book banning. Inflation has been… a thing. Throughout this time, research from the Culture Change Project has helped us answer some emerging questions, some of which include:

1. Has the increase in systemic thinking continued?
   Short answer: Increases in systemic thinking seem to be leveling off, but patterns vary across issues.

2. As political and economic controversies have expanded, has the "system is rigged" mindset expanded, too?
   Short answer: Yes—the mindset is being applied to issues well beyond the economy.

3. Given all that has transpired, how are people thinking about gender? About the Supreme Court? About our political institutions more generally?
   Short answer: It's complicated...

In this new research update, we'll walk you through how Americans are thinking about these important topics—starting with updates on issues we've been tracking for the duration of the Culture Change Project (like health, racism, and the economy), followed by findings on new issues we're exploring (like gender, the Constitution, the Supreme Court, and more). We'll also share some lingering questions we're grappling with, and what we hope to pursue in future research.

SEE WHAT WE'VE FOUND

Want to go more in-depth into the findings, the data, or the research methods? You can check out the full Spring 2023 Research Report here.

We look forward to keeping you updated as we continue to learn more about these trends. **In the meantime, don't miss the poll question below to weigh in on the topic areas you'd like to see us explore in the future!**

In partnership,



Carinne Wheedan, Director of Communications

POLL

We are continuing to explore how cultural mindsets shape public thinking about currently relevant issues.

What topic would you most like to see us explore?

Anti-"wokeness" discourse

The role of AI and other technologies in our lives

Mental health

Other

See below for what we learned from April's On Culture *poll, and how it's helping shape our future research.*

MORE ON CULTURE CHANGE

ARTICLE: Neither Soldiers Nor Angels: Putting Care Workers into Context

The COVID-19 pandemic brought new attention to care work and a heightened appreciation for those working on the "frontlines" of care for older people and people with disabilities. But as the pandemic becomes a less prominent part of public discourse, is care work still on people's minds? The answer is yes—but with an important twist.

In a new article in Generations Now, FrameWorks' director of research, Bec Sanderson, discusses the need to build a more productive understanding of what care is, how care work supports everyone, and how we as a society should be supporting care workers.

READ THE ARTICLE

OPINION: What's behind the pressure to censor social studies? American cultural mindsets.

As almost every state has seen an attempt to ban "critical race theory" in some form, it's important to take a look at where this pressure is coming from. Check out a new opinion piece in EdSurge from FrameWorks' CEO, Nat Kendall-Taylor, on how understanding cultural mindsets about race—and systems in general—can inform the discussion.

"We need to look at the cultural mindsets that make it possible for the term 'systemic racism' to become a topic of educational controversy. These mindsets point to the need for more explanatory stories — in our public discourse and in public education — about social systems of all kinds and systemic racism in particular."

READ THE ARTICLE

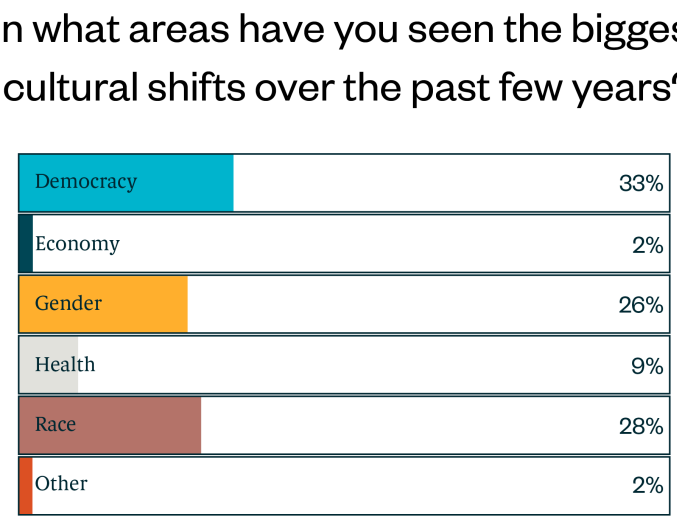
WEBINAR: A conversation about perceptions of government, hosted jointly with the Partnership for Public Service

We invite you to join us in conversation with the Partnership for Public Service on **Tuesday, May 16 at 2:00 p.m. ET** for the upcoming webinar: "*Perceptions of Government: Where We Are Now, Where We Go Next.*" In this conversation, we'll discuss each organization's new research on Americans' perceptions of our political system—from democracy to the Constitution—and how government can play a role in systemically addressing injustice and improving people's lives.

REGISTER HERE

UP NEXT

In the last installment of *On Culture*, we asked about the areas in which you've seen the biggest cultural shifts. Here's what we heard from you:



Democracy, gender, and race are the areas where you have most noticed cultural changes.

We want to learn more about what's behind these shifts—here's what we're planning to explore:

DEMOCRACY
We are currently wrapping up research to map the ways in which people

are thinking about democracy during this politically tumultuous time. We expect to be able to share our findings in June or July.

GENDER
In the research update linked above, you'll see our initial findings on how people are thinking about gender. We are currently having conversations about these findings with issue-area researchers and advocates to better understand what they mean for people who communicate about these topics, and plan to share additional resources based on what we learn in the coming months.

RACE
We're expanding our Culture Tracking Survey to measure a larger set of mindsets around race and racism. This will give us a finer-grained understanding of how public thinking is evolving on this issue in the future.

FRAMING RECOMMENDATIONS COMING SOON!
How can we communicate about our economic and political systems being rigged in ways that fuel systemic action without activating fatalist or even racist and xenophobic thinking?

By the end of this summer, we'll share findings from qualitative and quantitative research on how to frame conversations about "the system." Stay tuned!

MEET OUR ADVISORY BOARD

To help us interpret what we're finding and determine the best questions to ask moving forward, we've been working with progressive, advocacy, and nonprofit leaders across numerous issue areas—from government to the economy to social justice to birth equity.



Dr. Abdul El-Sayed

physician, epidemiologist, educator, and public communicator

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