FRAME WORKS

On Culture: Americans Want Transformative Change

Thu, Oct 31, 2024 at 12:41 PM



Friends and partners,

I am very excited to share *The State of American Culture: 2023-2024*: our latest annual update on findings from the Culture Change Project.

SHOW ME THE UPDATE

As we approach a monumental election and continue to grapple with

ongoing social turmoil, our research is revealing a remarkable trend: **Americans increasingly desire fundamental, transformative change—but have a hard time envisioning it.**

Across the political spectrum, Americans are critical of the status quo and the systems we see as rigged. At the same time, our research shows that people have difficulty picturing what change could look like or how we'd get there. This disconnect between knowing the scope of our problems and not knowing what can fix them creates a dangerous willingness to hand over power to someone who can come in and change everything.

Those of us working for social change have a mandate to *show* what change could look like and leverage this cultural moment to catalyze change toward justice—not authoritarianism.

How we respond to this desire for change will vary depending on what happens in the election and its aftermath. Yet recognizing the depth of both this desire and the struggle to envision a better future is critical as we figure out how to move forward.

This is just one of several notable findings we've identified in our fourth year of the Culture Change Project, which we've outlined in two new resources. The **update** explores the most striking shifts and patterns we're seeing; what those trends mean for those working for social change; and a preview of the questions we'll be investigating as the Culture Change Project continues. The **full report** provides additional data, analysis, and more information on our methodology.

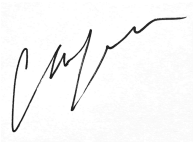
TAKE ME TO THE UPDATE

TAKE ME TO THE REPORT

The election next week will fundamentally alter our political ecosystem—and the lives of Americans—for years to come. That feels and *is* pressing. It's also true that elections are situated within a greater cultural context. It is that context that can ultimately lead us to lasting social change. Regardless of the outcome this November, we must continue this work to shift mindsets and change culture to build a more just world. These new findings illuminate both obstacles

and opportunities in navigating this challenging cultural terrain together.

In partnership,



Clara Blustein Lindholm
Director of Research Interpretation, Culture Change Project

UP NEXT!

HOW TO TALK ABOUT RIGGED SYSTEMS | COMING SOON!

A few months ago, we shared two tips for communicating about rigged systems, or what we refer to in our research as the "system-is-rigged" mindset—the idea that our systems are rigged by a powerful few to benefit themselves and hurt the rest of us. In the coming months, we'll be sharing a full report with recommendations for how to navigate this complicated and highly contested cultural terrain in ways that allow us to productively critique power while *avoiding* activating fatalism.

NEW FROM FRAMEWORKS

OP-ED IN U.S. NEWS: WHY WE CONTINUE TO FAIL OUR NATION'S KIDS

There's a gap between how much Americans say we care about kids and what we're willing to do for them. In this new op-ed, FrameWorks CEO Nat Kendall-Taylor and Leading for Kids President David Alexander discuss how cultural mindsets influence our investments in kids in the United States—and how we can change culture to better care for our nation's children.

TAKE ME TO THE ARTICLE

FIRESIDE CHAT: LEVERAGING POPULAR MEDIA TO CHANGE CULTURE

In this conversation, FrameWorks CEO, Nat Kendall-Taylor, and vice president of cultural strategy, Ishita Srivastava, discuss the importance of putting framing research into the hands of storytellers shaping pop culture. Check out the video for an overview of what cultural strategy is, how it works, and the power it holds for those working to use narrative change to advance social justice.

SHOW ME THE VIDEO

SPOTLIGHT ON CULTURE CHANGERS

COMNET '25 | REGISTRATION IS OPEN!

Several members of our team recently attended ComNet '24 and can't say enough about the value of connecting with colleagues to discuss communications, trends, and the state of the mission-driven world. This year's agenda focused on our changing culture—from artificial intelligence, to seemingly competing and polarized values, to the future of communications in 2030. Click the link above to sign up for next year's event!

THE WORKERS LAB | WHAT YOUNG GIG WORKERS SAY ABOUT THE FUTURE OF WORK

The Workers Lab just released a report designed to give voice to young gig workers and their visions for the future. The report outlines the experiences of gig workers aged 16-24 who are navigating the challenges of nonstandard work. Read the report for insights on labor policy, the ethical development of AI, and how we can create a more inclusive economy.

AGE WAVE AND JOHN A. HARTFORD FOUNDATION | HEALTH CARE AT THE CROSSROADS

Results from this new survey pinpoint where the healthcare system is meeting the needs and preferences of older adults and where it's falling short. By identifying the care priorities of older adults, the survey results provide insights into the challenges shaping America's healthcare system and potential opportunities to ensure that we all have the age-friendly care we need to thrive.

FRAMEWORKS
Culture Change
Project

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