NEW ITEMS IN THE NBMA RESOURCE LIBRARY
Words can hurt us   November 2016

TITLE: Connections: Watch your language

Author: Sally Brown
Source: Biocycle 2016 57:8:68
Abstract: There is a particular "aha" moment I remember very well. I was driving home from work with my toddler son in the back seat, cursing the driver in front of me like the Brooklyn driver I was raised to be. Max started mimicking his mommy. In one adorable rendition of a completely inappropriate expression for a 14 month old, my trash talking and driving came to a complete stop for 17 years.
I was reminded of this aha moment recently while giving a green infrastructure talk about rain garden soils and how they filter contaminants from storm water. "Contaminants" are what we have called the compounds dissolved in, and solids carried by, the storm water. They are mostly nutrients and soil particles, and are filtered out by the rain garden soils.
Document#: BIN.RI.CM.5.6

TITLE: How consumers are affected by the framing of attribute information before and after consuming the product

Author: Levin, I.P. and G. J. Gaeth
Source: J. Consumer Research 1988 15:3:374-378
Abstract: Consumers rated several qualitative attributes of ground beef that framed the beef as either "75% lean " or "25% fat." The consumers' evaluations were more favor- able toward the beef labeled "75% lean" than that labeled "25% fat." More impor- tantly, the magnitude of this information framing effect lessened when consumers actually tasted the meat. We discuss these results in terms of an averaging model, which suggests that a diagnostic product experience dilutes the impact of information framing.
Document#: BIN.RI.CM.5.7

TITLE: Changes in conflict framing in the news coverage of an environmental conflict

Author: Putnam, L.L. and M. Shoemaker
Source: J. Dispute Resolution 2007 1:10
Abstract: Conflict is not a new arena in media studies. For the most part, the media have a vested interest in conflict. Various models of news production cast different roles for the media in covering social conflicts. Several of these roles include treating the press as an unbiased participant that neither defends nor attacks the status quo. The media also serve as gatekeepers to process information, act as watchdogs to protect the public, and function as mediators to build consensus and manage community tensions.' Even though the type of role that the media play depends on particular disputes, reporters and editors are active agents who aid in identifying stakeholders, casting the issues in particular ways, and defining social conflicts.
Conflict is also a type of media framing that is employed in the production of news. Framing refers to the ways that newsmakers cast stories, highlight what is figure and ground, and impute meaning and motives. "Figure" is what takes center stage in how one sees a situation, while elements that form "ground" fall to the background or the periphery of a situation. Aspects of a story that become figure often influence how newsmakers cast the definition of an issue, problem, or event. Framing a situation as a conflict highlights incompatibilities, disagreements, or oppositional tensions between individuals, groups, and institutions. In the U.S., conflict is one of the most commonly used media frames in coverage of politics and crime, second to a responsibility frame: what or who was responsible for the problem, who should alleviate it, and what type of action is needed to address it.
Document#: BIN.RI.CM.5.8

TITLE: Choosing the right green marketing strategy

Author: J. M. Ginsberg and P.N. Bloom
Source: MIT Sloan Management Review 2004 Fall 79-84
Abstract: Green marketing has not lived up to the hopes and dreams of many man- agers and activists. Although public opinion polls consistently show that consumers would prefer to choose a green product over one that is less friendly to the environment when all other things are equal, those "other things" are rarely equal in the minds of consumers.
Document#: BIN.RI.CM.5.9

TITLE: Metaphors we think with: the role of metaphor in reasoning

Author: Thibodeau, P.H. and L. Boroditsky
Source: Plos One 2011 6:2:e16782

Abstract: The way we talk about complex and abstract ideas is suffused with metaphor. In five experiments, we explore how these metaphors influence the way that we reason about complex issues and forage for further information about them. We find that even the subtlest instantiation of a metaphor (via a single word) can have a powerful influence over how people attempt to solve social problems like crime and how they gather information to make ''well-informed'' decisions. Interestingly, we find that the influence of the metaphorical framing effect is covert: people do not recognize metaphors as influential in their decisions; instead they point to more ''substantive'' (often numerical) information as the motivation for their problem-solving decision. Metaphors in language appear to instantiate frame-consistent knowledge structures and invite structurally consistent inferences. Far from being mere rhetorical flourishes, metaphors have profound influences on how we conceptualize and act with respect to important societal issues. We find that exposure to even a single metaphor can induce substantial differences in opinion about how to solve social problems: differences that are larger, for example, than pre-existing differences in opinion between Democrats and Republicans

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