I2S News

July/August 2015, #25

WELCOME

Welcome to the July/August I2S News. As always we provide a digest of resources recently added to the Integration and Implementation Sciences website. These include tools for framing and designing metaphors, a relevant journal and network, as well as a list of conferences that may be of interest.

We are also pleased to announce the publication of Gabriele Bammer's new edited book which explores different perspectives on change, with chapters on advertising, anthropology, art, demography, economics, education, evolutionary biology, global environmental change, industrial innovation, international relations, materials conservation, media advocacy, organisational change, philosophy, politics, psychiatry, security-based intelligence and sociology. The opening chapter describes the method used to bring these insights together and the closing synthesis chapter relates the book's insights to the assessment of research impact. *Change! Combining analytic approaches with street wisdom* is published by ANU Press and is available online in open access at http://press.anu.edu.au?p=319221.

For those interested in ignorance, the Massive Open Online Course developed by Mike Smithson and Gabriele Bammer is now in self-paced mode (which means you can do it at your own speed, but there may not be a cohort of co-learners). Register at: https://www.edx.org/course/ignorance-anux-igno101x. Ignorance! provides a comprehensive framework for understanding how people think about unknowns, how they deal with them, and how certain kinds of ignorance are enshrined in cultures and social institutions.

Gabriele Bammer and Peter Deane

CONTENTS

Featured Tools
- Framing: A Quick Guide
- Framing: Don't Think of an Elephant
- Metaphors: Conceptual and Conduit
- Metaphors: Understanding and Designing

Featured Videos
- Policy Improvements through Research: Knowledge vs Politics (John Young)
- Policy Entrepreneur Tools: The RAPID Alignment, Interest and Influence Matrix (John Young)

Recent LinkedIn Group Posts and Discussions
- Systems Thinking Meets Cost-Benefit Analysis

Featured Journal
- Human Ecology Review

Featured Network
- Collaborative Action Research Network

Upcoming Conferences
- Conference List

About I2S News
- Aims and how to contribute, subscribe and un-subscribe

FEATURED TOOLS

Framing: A Quick Guide

An excellent introduction to creating powerful messages or 'framing' is provided by the Massive Open Online Course (MOOC) entitled *Framing: Creating powerful political message* by Delft University of Technology. While the MOOC is focused on politics, the lessons are more broadly applicable. Many examples, taken from political life, are also provided in the MOOC. The MOOC was available free online through edX, but is currently closed.

Issues covered are:
- The characteristics of a good frame
- When you step into your opponent's frame
- Patterns in the game of framing and reframing
- The 3P model
- Using the downsides of your opponent's values
- Hijacking your opponent's values
- Meta-framing
- Sharing and transcending a dilemma
- Creating a monopoly of emotion

(More details are provided at http://i2s.anu.edu.au/resources/framing-quick-guide.)

Course details: *Framing: Creating powerful political messages*. Delft University of Technology, edX Massive Open Online Course (MOOC) (details at: https://online-learning.tudelft.nl/courses/framing-learn-how-to-debate-and-create-political-messages/). This course is currently not available, but keep an eye out for it through the edX website: https://www.edx.org/. An introduction to the course is provided on YouTube at: https://youtu.be/bN_C4V5J014.

Framing: Don't Think of an Elephant

In this classic introduction to framing, Lakoff argues that: "Frames are mental structures that shape the way we see the world. As a result they shape the goals we seek, the plans we make, the way we act, and what counts as a good or bad outcome of our actions. In politics our frames shape our social policies and the institutions we form to carry out policies. To change our frames is to change all of this. Reframing is social change." In addition, "All words are defined relative to conceptual frames. When you hear a word, its frame (or collection of frames) is activated in your brain" (p.xv). Although the book's focus is on how progressives can combat framings used by conservatives, it is also more generally relevant.

Lakoff also differentiates framing from spin and propaganda. He argues that framing is normal. Every sentence we say is framed in some way. Spin is the manipulative use of a frame, e.g., an attempt to put an innocent frame on something embarrassing to make it sound normal or good. Propaganda is also manipulative - attempt to get the public to adopt a frame that is not true and is known not to be true for the purposes of gaining or maintaining political control.

Lakoff suggests four important guidelines for dealing with opponents:
- Show respect
- Respond by reframing
- Think and talk at the level of values
- Say what you believe.

Other tips include: stand up for your values with dignity and strength; display moral outrage with controlled passion; be calm; be good humoured; hold your ground, always be on the offense, not defense; avoid the usual mistakes - don't just argue against/negate, reframe; remember - once your frame is accepted into the discourse, everything you say is just common sense - that's what common sense is, i.e., reasoning within a commonplace accepted frame; always reframe opponents' questions rather than answering in their frame; be sincere; rhetorical questions can be useful; tell a story; be prepared; if an opponent is being disingenuous point this out then reframe.

The book provides many rich examples.

Book details: Lakoff, G. (2004). *Don't Think of an Elephant! Know your values and frame the debate. The essential guide for progressives*. White River Junction, Chelsea Green Publishing: Vermont, USA.

Metaphors: Conceptual and Conduit

Conceptual metaphors help make integrative research more successful. They require "deep and continued dialogue," a shared context for communication, and iteration until shared meaning is established.

Conceptual metaphors contrast with conduit metaphors, which assume that words and sentences on their own can convey thoughts and feelings. Conduit metaphors lead to an illusion of communication, but may not lead to real communication.

Digital poster details: Newell, B. (2013). The Communication Illusion, digital poster #655, from the *First Global Conference on Research Integration and Implementation* in Canberra, Australia, online and at co-conferences in Germany, the Netherlands and Uruguay, 8-11 September, 2013. (Online: http://i2sconference.digitalposter.com.au/posters-list/655).

Metaphors: Understanding and Designing

Metaphors help people "understand the unfamiliar" and "make someone realise they've only been looking at one side of a thing." Metaphors assist in closing "the gap in people's ability to grasp something, or speed up what they're already on track to see."

Designing metaphors involves generating multiple possible comparisons to find those that work well. Strategies include:
- deliberately miscategorising the thing you are trying to explain (to generate thought-provoking ideas)
- breaking "the thing you want to explain into its components, then connect them to some other idea or domain of life"
- repurposing existing metaphors
- looking for "common conceptual domains in which analogical mappings are easy to find", such as sport or a car.

Erard suggests: "To design metaphors, it helps to have a metaphor for metaphor. I think of it as a room: the windows and doors frame a view toward the reality outside. Put the windows high, people see only the trees. Put them low, they see the grass. Put the window on the south side [in the northern hemisphere], they'll see the sun." He continues: "Sometimes the room can be empty. Sometimes the views from the room are a bit forced. Or perhaps they're new and therefore uncomfortable. In those situations, you have to direct people's attention. You have to give them furniture to sit on that makes your architectural choices unavoidable."

To judge a successful metaphor, look for cognitive rather than emotional responses. A successful metaphor will be rich in imagery and potential associations and is likely to generate surprise.

Article details: Erard, M. (2015). *See Through Words*. Aeon magazine. Online article: http://aeon.co/magazine/culture/how-to-design-a-metaphor/.

For these and more tools, such as
- A Compendium of Modelling Techniques
- Assessing Evidence: Quality and Recommendations

See: http://i2s.anu.edu.au/resources/tools

FEATURED VIDEOS

Policy Improvements through Research: Knowledge vs Politics by John Young

We live in an increasingly interconnected world where there are few simple policy solutions to complex, often "wicked" problems, and an increasing number of stakeholders with multiple, often divergent incentives are involved in decision-making. While there is often convincing research-based evidence about what works and what doesn't work, there is no simple mechanism to translate that into effective policy and practice. Recognising this, and learning from recent research into complexity, networks, political incentives, innovation systems and new communication technology, the Overseas Development Institute's (ODI) Research and Policy in Development (RAPID) Programme has developed a range of tools and approaches for researchers, policy makers, practitioners and intermediaries to promote greater use of research-based evidence. This video provides an overview of the programme's work, some of the tools and approaches, and examples of how this approach can deliver better policy.

This video " Knowledge vs Politics: How Research can Contribute to Better Policy" presented by John Young was a plenary talk at the First Global Conference on Research Integration and Implementation held in Canberra, Australia, online and at co-conferences in Germany, the Netherlands and Uruguay, 8-11 September, 2013. Watch on YouTube at: https://youtu.be/AB2nZHdcDKA.

Policy Entrepreneur Tools: The RAPID Alignment, Interest and Influence Matrix by John Young

Introduces a range of tools for being more influential in bringing about evidence-based policy and practice change. The tools were developed by the ODI (Overseas Development Institute) Research and Policy in Development Programme (RAPID). In this videoed workshop participants had the opportunity to try out the Alignment, Interest and Influence Matrix (AIIM) tool, which is designed to help to identify their main audiences (stakeholders) and to determine how to engage

with them to promote interventions based on research evidence. The tool can also be used to identify indicators to monitor and evaluate research uptake and impact. There is a "Tools for Policy Entrepreneurs" handout to accompany the video at: http://i2s.anu.edu.au/sites/default/files/monday1245young_workshop-handout.pdf (PDF 398KB).

The video "Tools for Policy Entrepreneurs: The RAPID Alignment, Interest and Influence Matrix (AIIM)" presented by John Young was a workshop at the *First Global Conference on Research Integration and Implementation* held in Canberra, Australia, online and at co-conferences in Germany, the Netherlands and Uruguay, 8-11 September, 2013. Watch on YouTube at: https://youtu.be/blLt5-VWo2A.

RECENT LINKEDIN GROUP POSTS AND DISCUSSIONS

The LinkedIn Global Network for Research Integration and Implementation has recently featured:
- A post by Lewis Atkinson on systems thinking meets cost-benefit analysis. The post links to the video and transcript of a seminar presented at the Australian Institute of Aboriginal and Torres Strait Islander Studies on "A Cost Benefit Analysis of the Yuendumu Mediation and Justice Committee - the economic case for local dispute management services" by Anne Daly, Greg Barrett and Rhiân Williams. This provides a simple explanation of how to do a cost-benefit analysis on an intervention in a complex social system.

FEATURED JOURNAL

Human Ecology Review

The *Human Ecology Review* "publishes peer-reviewed research and theory on the interaction between humans and the environment and other links between culture and nature...". The journal is explicitly interdisciplinary and sometimes deals with issues around different ways of knowing and other aspects of research integration and implementation methods and this is where it intersects with I2S. Relevant papers in recent years covered such issues as paradoxes and contradictions in integrative research; integrating differing disciplinary perspectives; and the dynamic tension between trust and skepticism.

The *Human Ecology Review* is the official journal of the Society for Human Ecology. Since mid-2014 it is published semi-annually in open access online format by ANU Press.

- Website: http://www.humanecologyreview.org/
- Human Ecology Review at ANU Press: http://press.anu.edu.au/titles/human-ecology-review/
- Impact factor: N/A

For these and more journals, such as
- Action Research
- Implementation Science

See: http://i2s.anu.edu.au/resources/journals

FEATURED NETWORK

Collaborative Action Research Network

Collaborative Action Research Network (CARN) "aims to encourage and support action research projects (personal, local, national and international), accessible accounts of action research projects, and contributions to the theory and methodology of action research." The network has a focus on increasing the visibility of action research, supporting action researchers broadly and in fostering connections between action research practitioners, notably through regional networks. The members of CARN come from a wide range of backgrounds, such as "educational, health, social care, commercial, and public services settings". There is a yearly CARN conference and a yearly bulletin is published.

"CARN was founded in 1976 in order to continue the development work of the Ford Teaching Project in UK primary and secondary schools".

- Website: http://www.esri.mmu.ac.uk/carnnew/index.php

For this and more professional associations & networks, such as
- Philosophy of / as Interdisciplinarity Network
- Society for Social Studies of Science

See: http://i2s.anu.edu.au/resources/associations_networks

UPCOMING CONFERENCES

Conferences which have not been listed in previous newsletters are marked [NEW].

Interdisciplinarity, Transdisciplinarity and Action Research Methods
- 8-10 September 2015, International Transdisciplinarity Conference: Sustainability and Health - Emerging Topics and New Challenges for Inter- and Transdisciplinary Research, Basel, Switzerland (http://www.transdisciplinarity.ch/e/Network/international/2015/index.php)
- 22-25 October 2015, 37th Association for Interdisciplinary Studies (AIS) Conference: Impact for the Common Good, North Andover, Massachusetts, United States of America (http://www.merrimack.edu/academics/education/2015-ais-conference/index.php)
- 4-7 November 2015, Action Learning, Acton Research Association (ALARA) World Congress 2015 - ALARA 9th Action Learning Action Research and 13th Participatory Action Research World Congress: Collaborative and Sustainable Learning for a fairer world: Rhetoric or Reality? Pretoria, South Africa (http://alarassociation.org/pages/events/alara-world-congress-2015)
- 6-8 November 2015, Collaborative Action Research Network (CARN) Conference 2015: Challenges for change and empowerment, Braga, Portugal (http://www.carn2015.com/)

Systems, Modelling and Simulation
- 7-8 September 2015, UK Systems Society 19th Annual Conference – Delivering 'Gaols'? Bristol, United Kingdom (http://www.ukss.org.uk/sites/ukss.org.uk/files/docs/UKSS%20Conference%202015%20First%20Call.pdf)

- 9-11 September 2015, Nostradamus - Conference on Prediction, Modeling and Analysis of Complex System Dynamics, Paris, France (http://nostradamus-conference.org/Home.html)
- 14-18 September 2015, The 11th Conference of the European Social Simulation Association, Groningen, The Netherlands (http://www.essa.eu.org/)
- 22-24 September 2015, YoungOR (Operational Research) 19 Biennial Conference, Birmingham, United Kingdom (http://www.theorsociety.com/Pages/Conferences/YOR19/YOR19.aspx)
- 28 September - 2 October 2015, European Conference on Complex Systems (CCS'15), Tempe, Arizona (http://www.ccs2015.org/)
- [NEW] 16-17 October 2015, World Complexity Science Academy VI Conference: Systemic Actions in Complex Scenarios, Amsterdam, The Netherlands (http://www.wcsaglobal.org/inventing-the-future-in-an-age-of-contingency/)
- 20-15 October 2015, Systems Thinking in Action Conference, Washington DC, United States of America (http://conference.stiatemenos.com/stia2015/)
- 26-28 October 2015, 29th European Simulation and Modelling Conference (ESM'2015), Leicester, United Kingdom (http://www.eurosis.org/cms/?q=node/3114)
- 23-25 November 2015, 6th International Conference on Complex Systems Design & Management (CSD&M), Paris, France (http://www.csdm2015.csdm.fr/-Scientific-Mission-.html)
- 29 November - 4 December 2015, Modelling and Simulation Society of Australia and New Zealand Congress, Brisbane, Australia (http://www.mssanz.org.au/modsim2015/index.html)
- 6-9 December 2015, Winter Simulation Conference: Social and Behavioural Simulation, Huntington Beach, United States of America (http://wintersim.org/2015/)
- 18-19 January 2016, 7th International Conference on Computer Modelling and Simulation, Brisbane, Australia (http://www.iccms.org/)
- 5-8 January 2016, 49th Hawaii International Conference on System Sciences (HICSS 48), Kauai, Hawai'i, United States of America (http://www.hicss.org/)
- [NEW] 3-6 April 2016, Symposium on Theory of Modeling and Simulation (within the 2016 Spring Simulation Multi-conference), Pasadena, California, United States of America (http://tms-devs.org/)
- [NEW] 12-16 June 2016, 11th International Conference on Systems of Systems Engineering (SoSE): SoSE and Cyber Physical Systems, from Academia to Application and Back, Kongsberg, Norway (http://2016.sosengineering.org/)

Team Science and Project Management
- [NEW] 11-13 October 2015, Project Management Institute (PMI) Global Congress 2015, Orlando, Florida, North America (http://congresses.pmi.org/northamerica2015/home)
- 27-29 October 2015, International Centre for Complex Project Management 6th Annual Conference: Building Capacity in Complex Environments, Canberra, Australia (http://www.iccpmconference.com/)

Uncertainty, Risk and Decision Making
- 16-18 September 2015, 9th International Conference on Scalable Uncertainty Management (SUM 2015), Quebec, Canada (http://www.fernuni-hagen.de/wbs/sum2015_draft/)
- 15-17 October 2015, 4th International Symposium on Integrated Uncertainty in Knowledge Modelling and Decision Making (IUKM), Nha Trang, Vietnam (http://www.jaist.ac.jp/IUKM/IUKM2015/)

- 5-7 November 2015, 1st International Conference on Anticipation, Trento, Italy (http://www.projectanticipation.org/index.php?option=com_content&view=article&id=47&Itemid=546)
- 6-9 December 2015, Society for Risk Analysis Annual Meeting, Washington DC, United States of America (http://www.sra.org/events/sra-2015-annual-meeting)
- [NEW] 10-14 September 2016, Thematic Group on Sociology of Risk and Uncertainty (TG04) at the 3rd International Sociological Association (ISA) Forum of Sociology, Vienna, Austria (http://www.isa-sociology.org/forum-2016/tg/tg.php?n=TG04)

Bridging the Gap from Research to Policy and Practice
- 25-26 September 2015, 3rd Biennial Society for Implementation Research Collaboration (SIRC): Advancing Efficient Methodologies through Community Partnerships and Team Science, Seattle, Washington, United States of America (http://www.implementationnetwork.com/conferences/sirc-3rd-biennial-conference)
- [NEW] 11-13 November 2015, Annual Institute of the Society of Policy Scientists: Integrative Development for Human Dignity, Washington D.C., USA (http://policysciences.org/institute.php)
- [NEW] 14-15 December 2015, 8th Annual Conference on the Science of Dissemination and Implementation, Washington D.C., United States of America (http://www.academyhealth.org/Events/events.cfm?ItemNumber=13518)
- 5-6 October 2016, 3rd Biennial Australian Implementation Conference, Melbourne, Australia (http://www.ausimplementationconference.net.au/)

Other (including Sustainability Science)
- 12-14 August 2015, 6th Annual VIVO 2015 Conference, Cambridge, Massachusetts, United States of America (http://vivoconference.org/)
- 1-2 October 2015, 7th International Conference on Science in Society: Educating Science, Chicago, Illinois, United States of America (http://science-society.com/the-conference)
- 1-4 October 2015, Asia-Pacific Science, Technology and Society Network 2015 Biennial Conference Disasters, Controversies and Public Engagement, Kaohsiung, Taiwan (http://apstsn.org/2015-biennial-conference/)
- 14-16 December 2015, Science and Governance theme at the 6th Annual Conference on Earth System Governance: Democracy and Resilience in the Anthropocene, Canberra, Australia (http://www.earthsystemgovernance.org/canberra2015/)
- [NEW] 26-29 June 2016, Society for Ecological Economics (ISEE) 2016 Conference: Transforming the Economy - Sustaining Food, Water, Energy and Justice (http://www.isecoeco.org/isee-2016-conference/)
- 12-15 October 2016, XXI International Conference of the Society for Human Ecology: Shaping a Liveable Future: Research – Education – Policy, Santa Ana, California, United States of America (http://societyforhumanecology.org/call-for-participation/)

ABOUT I2S NEWS

The aim of this newsletter is to provide regular (bi-monthly) updates about new resources added to the Integration and Implementation Sciences website (http://i2s.anu.edu.au/resources). These resources are useful for researchers interested in Integration and Implementation Sciences (I2S), which underpins the investigation and tackling of complex real world problems, by:
- Synthesizing knowledge from different disciplines and stakeholders,
- Understanding and managing diverse unknowns, and
- Providing integrated research support for policy and practice change.

In general, each issue features tools (concepts and methods), case studies and/or approaches relevant to I2S - either a useful compilation or one or more examples of note. We also provide information about journals, professional associations & networks, professional development courses and conferences where researchers can learn from others, report their findings and interact with like-minded peers. The newsletter also reports on discussions in the LinkedIn group "Global Network for Research Integration and Implementation": http://www.linkedin.com/groups/Global-Network-Research-Integration-Implementation-4888295.

I2S News is archived at: http://i2s.anu.edu.au/what-i2s/i2s-publications/i2s-news.

Useful links:
- I2S website: http://i2s.anu.edu.au
- I2S on YouTube: https://www.youtube.com/user/i2sTalks
- LinkedIn group "Global Network for Research Integration and Implementation": http://www.linkedin.com/groups/Global-Network-Research-Integration-Implementation-4888295

To subscribe or unsubscribe to the newsletter go to "I2S News" at http://i2s.anu.edu.au or contact Peter Deane at peter.deane@anu.edu.au. To contribute material please contact Peter Deane at peter.deane@anu.edu.au.