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# A Tall Tale: How Stories Can Change U.S. Public Opinion

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# A Tall Tale: How Stories Can Change U.S. Public Opinion

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## Story Frames Move Public Opinion More Than Fact Frames

### Why Foreign Aid?

- US Foreign Aid represents ~1% of the US budget
- Majority of Americans believe US Foreign Aid to be 28% of the US budget

### Why Stories?

- Recent studies reveal that narratives following the “Universal Story Structure” change brain chemistry resulting in participants being 33% more likely to donate to a cause (Zak 2012)

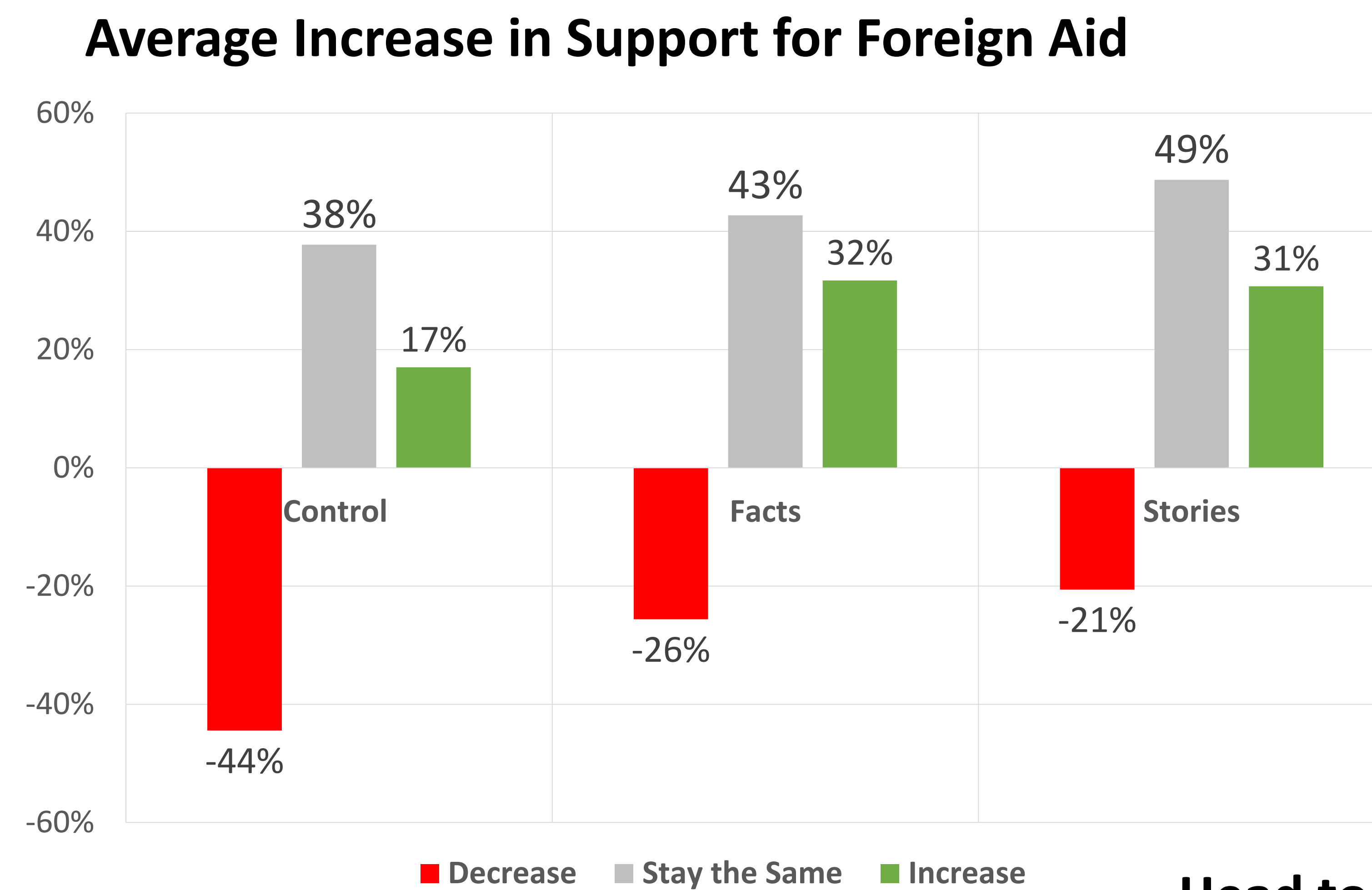
### Hypothesis

- Story frames will prove more persuasive than fact frames

### Methods

- Ordered Logit Test with Odds Ratio: Used to predict how effective each story was at moving public opinion
- Compare and contrast regression analysis of story and fact frames

## Stories vs. Facts

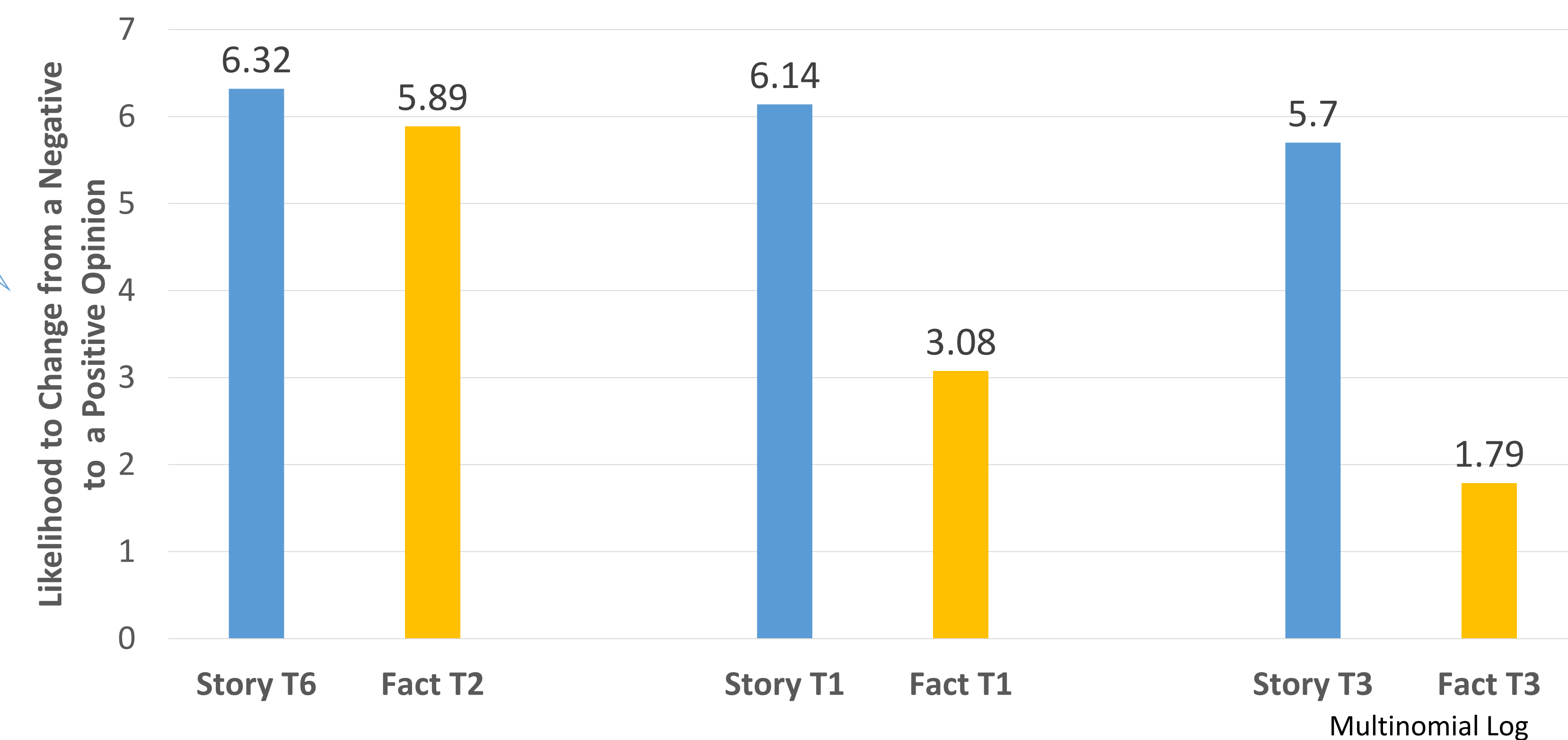


Stories Double Foreign Aid Support

### Results 1

- Story frames are more effective at garnering support for foreign aid than are fact based frames

## Head to Head: Stories Are More Powerful



Stories Change Negative Opinions to Positive Opinions

### Results 2

- The 3 most persuasive story frames are more persuasive than the 3 most persuasive fact frames

### Implications

- Policy Makers **should use stories frames to increase support for misconstrued issues**
- Those treated with a story frame are up to **6 times more likely** to support an increase in foreign aid than those in the control group that supported a decrease in foreign aid