2015-04-17

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

Matthew B. Young
Matthew Benson Young, mattbyoung21@gmail.com

Follow this and additional works at: https://scholarsarchive.byu.edu/fhssconference_studentpub

Part of the Political Science Commons

The Annual Mary Lou Fulton Mentored Research Conference showcases some of the best student research from the College of Family, Home, and Social Sciences. The mentored learning program encourages undergraduate students to participate in hands-on and practical research under the direction of a faculty member. Students create these posters as an aide in presenting the results of their research to the public, faculty, and their peers.

BYU ScholarsArchive Citation

This Poster is brought to you for free and open access by the Family, Home, and Social Sciences at BYU ScholarsArchive. It has been accepted for inclusion in FHSS Mentored Research Conference by an authorized administrator of BYU ScholarsArchive. For more information, please contact scholarsarchive@byu.edu, ellen_amatangelo@byu.edu.
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

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

Stories vs. Facts

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

Results 2

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

Results 1

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