

Bridging the Partisan Divide

How to Lobby Those Who Don't Agree with You



Agenda

- Introduction
 - Webinar goals
 - About this webinar
 - About Jim Driggers
- Moral psychology principles and the Moral Foundations Theory developed by Jonathan Haidt and Craig Joseph
 1. Intuitions Come First, Strategic Reasoning Second
 2. There's More to Morality than Harm and Fairness (Moral Foundations Theory)
 3. Morality Binds and Blinds
- Lobbying tips
- Questions and answers

Introduction: Webinar Goals

Webinar goals

- Discover and question your own assumptions, biases, and blind spots
- Broaden and develop your moral palate
- Inspire you to lobby using different moral foundations

Introduction: About this Webinar

About this webinar

- Slides and recording available later
- Webinar Is RESULTS sponsored, but content not RESULTS approved
- Despite stereotypes and overgeneralizations occurring in this presentation, remember everyone has unique and changing personal experiences, beliefs, and opinions.
- Firehose of information

Introduction: About Jim Driggers



About Jim Driggers

- First joined RESULTS in 1990
- Former group leader of Fremont and Contra Costa RESULTS groups
- Attended over 11 RESULTS International Conferences
- Attended, spoke, or led over 50 meetings with Congressional staff and MoC
- Was a freelance writer (Writing Jim) specializing in marketing content and business operations procedures

Principles of Moral Psychology

Presented by Jonathan Haidt in book **The Righteous Mind: Why Good People Are Divided by Politics and Religion**

Three principles of moral psychology:

1. Intuitions come first, strategic reasoning second
2. There's more to morality than harm and fairness (Moral Foundations Theory developed by Jonathan Haidt and Craig Joseph)
3. Morality binds people into groups and blinds individuals and groups

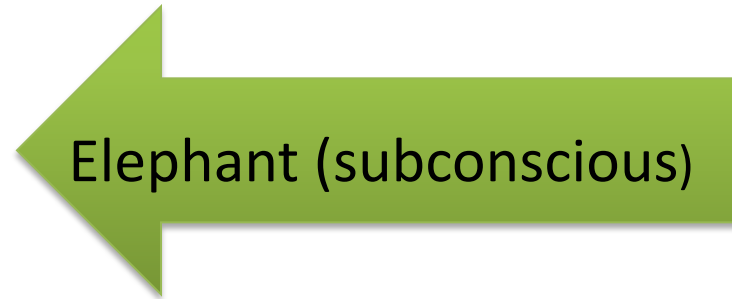
Moral Psychology Principle 1: Intuitions Come First, Strategic Reasoning Second

“The mind is divided, like a rider on an elephant, and the rider’s job is to serve the elephant.” Jonathan Haidt.

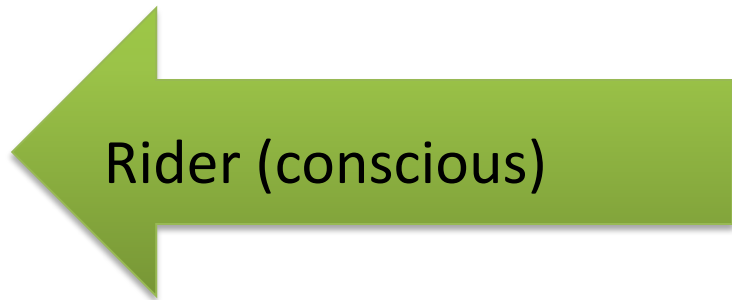


Moral Psychology Principle 1: Intuitions Come First, Strategic Reasoning Second

1. Perception
2. Pattern recognition
3. Intuition
4. Emotion



-
5. Conscious thought
 6. Reasoning /
(Rationalization)



Moral Psychology Principle 1: Intuitions Come First, Strategic Reasoning Second

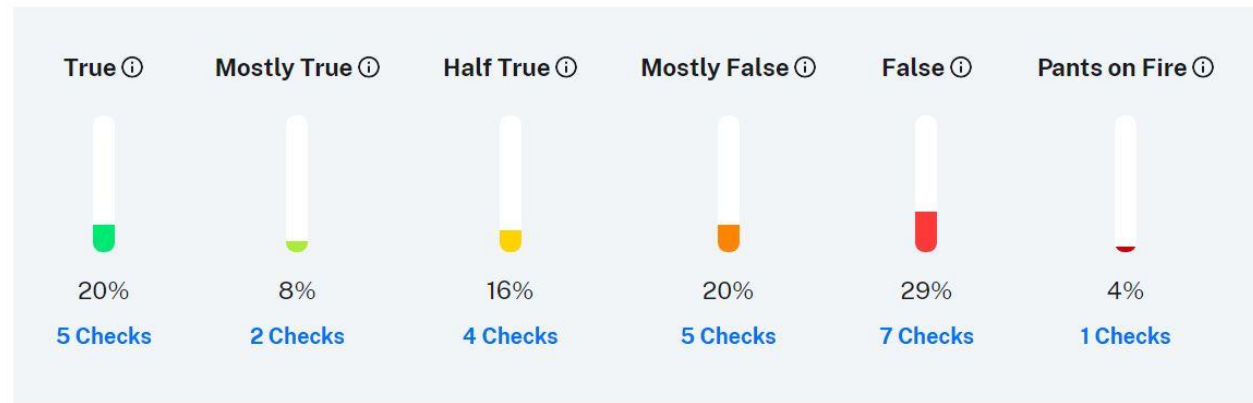
1. Perception
2. Pattern recognition
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6. Reasoning



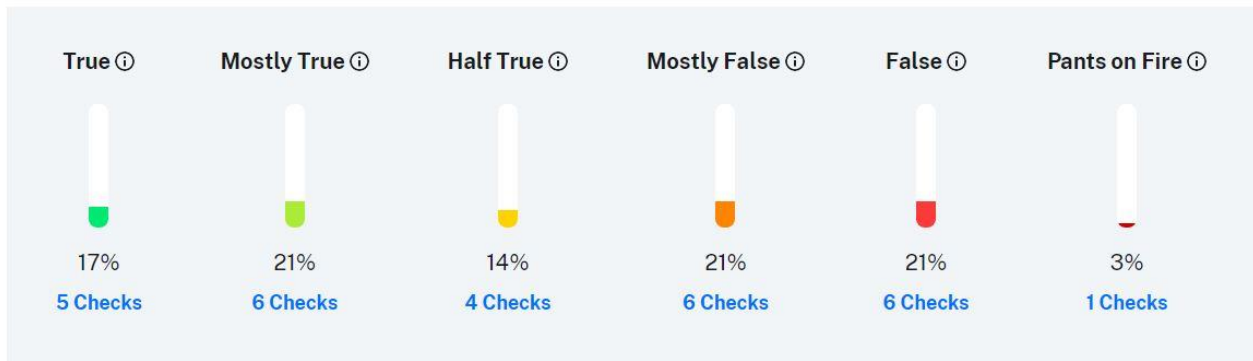
Moral Psychology Principle 1: Intuitions Come First, Strategic Reasoning Second



Sean Hannity, FoxNews



Rachel Maddow, MSNBC



Source: Politifact.com, 5/30/20

Moral Psychology Principle 2: There's More to Morality than Harm and Fairness



Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

Five Tastes

- Sweet
- Sour
- Salty
- Bitter
- Umami

Moral Foundations Theory

- Care/Harm
- Liberty/Oppression
- Fairness/Cheating
- Sanctity/Degradation
- Authority/Subversion
- Loyalty/Betrayal

Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

Care/Harm

This foundation “evolved in response to the adaptive challenge of caring for vulnerable children. It makes us sensitive to signs of suffering and need; it makes us despise cruelty and want to care for those who are suffering.”



Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

Liberty/Oppression

This foundation “makes people notice and resent any sign of attempted domination. It triggers an urge to band together to resist or overthrow bullies and tyrants.”

Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

Liberty/Oppression

“Supports the egalitarianism and antiauthoritarianism of the left . . .”

Supports “the don't-tread-on-me and give-me-liberty antigovernment anger of libertarians and some conservatives.”



Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

Fairness/Cheating

This foundation evolved to help humans reap “the rewards of cooperation without getting exploited. It makes us sensitive to indications that another person is likely to be a good (or bad) partner for collaboration and reciprocal altruism. It makes us want to shun or punish cheaters. “



Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

In **Moral Politics: How Liberals and Conservatives Think**, George Lakoff lists these models of fairness:

1. Equality of distribution (one child, one cookie)
2. Equality of opportunity (one person, one raffle ticket)
3. Procedural distribution (playing by the rules determines what you get)
4. Rights-based fairness (you get what you have a right to)
5. Need-based fairness (the more you need, the more you have a right to)
6. Scalar distribution (the more you work, the more you get)
7. Contractual distribution (you get what you agree to)
8. Equal distribution of responsibility (we share the burden equally)
9. Scalar distribution of responsibility (the greater your abilities, the greater your responsibilities)
10. Equal distribution of power (one person, one vote)

Fairness is situational and contradictory. Each model is unfair from the other models' perspective.

Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

Sanctity/Degradation

This “foundation evolved initially in response to the adaptive challenge of the omnivore’s dilemma, and then to the broader challenge of living in a world of pathogens and parasites. It includes the behavioral immune system, which can make us wary of a diverse array of symbolic objects and threats.”

Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

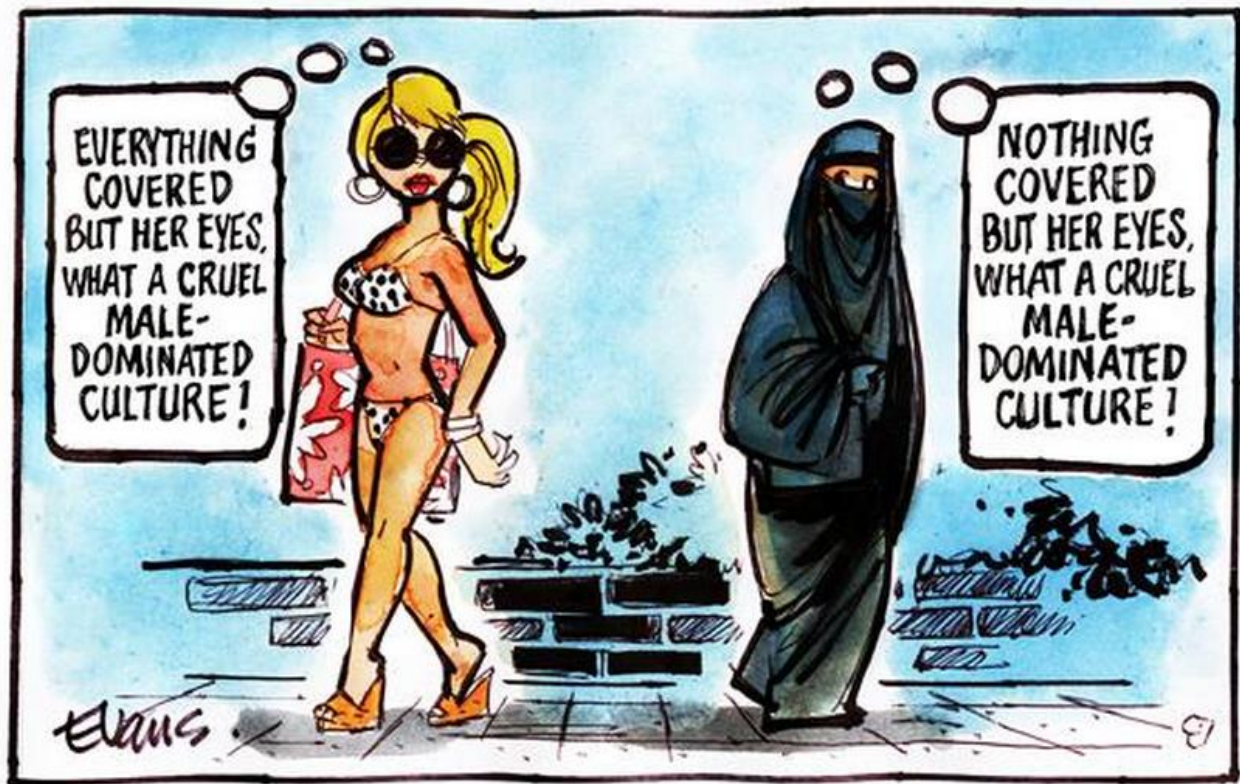
Sanctity/Degradation

This foundation “makes it possible for people to invest objects [objects, places, people, principles] with irrational and extreme values--both positive and negative--which are important for binding groups together.”

Liberal	Conservative
GMOs Environment Equity	LGBTQ Gun ownership Sanctity of life and of marriage

Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

Sanctity/Degradation



Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

Authority/Subversion

This “foundation evolved in response to the adaptive challenge of forging relationships that will benefit us with social hierarchies. It makes us sensitive to signs of rank or status, and to signs that other people are (or are not) behaving properly, given their position.”

Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

Authority/Subversion

QUESTION AUTHORITY

We're all equal, no better, no worse.

- | | |
|-------------|-----------------|
| 1. Deity | 1. Very wealthy |
| 2. Men | 2. Wealthy |
| 3. Women | 3. Middle class |
| 4. Children | 4. Poor |
| 5. Animals | 5. Very poor |
-
- | |
|----------------|
| 1. White skin |
| 2. Yellow skin |
| 3. Brown skin |
| 4. Black skin |

Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

Loyalty/Betrayal

This foundation “evolved in response to the adaptive challenge of building and maintaining coalitions. “It makes us sensitive to signs that another person is (or is not) a team player. It makes us trust and reward such people, and it makes us want to hurt, ostracize, or even kill those who betray us or our group.”

Moral Psychology Principle 2: There's More to Morality than Harm and Fairness

Loyalty/Betrayal



Team Democrat



Team Republican

Moral Psychology Principle 3: Morality Binds and Blinds

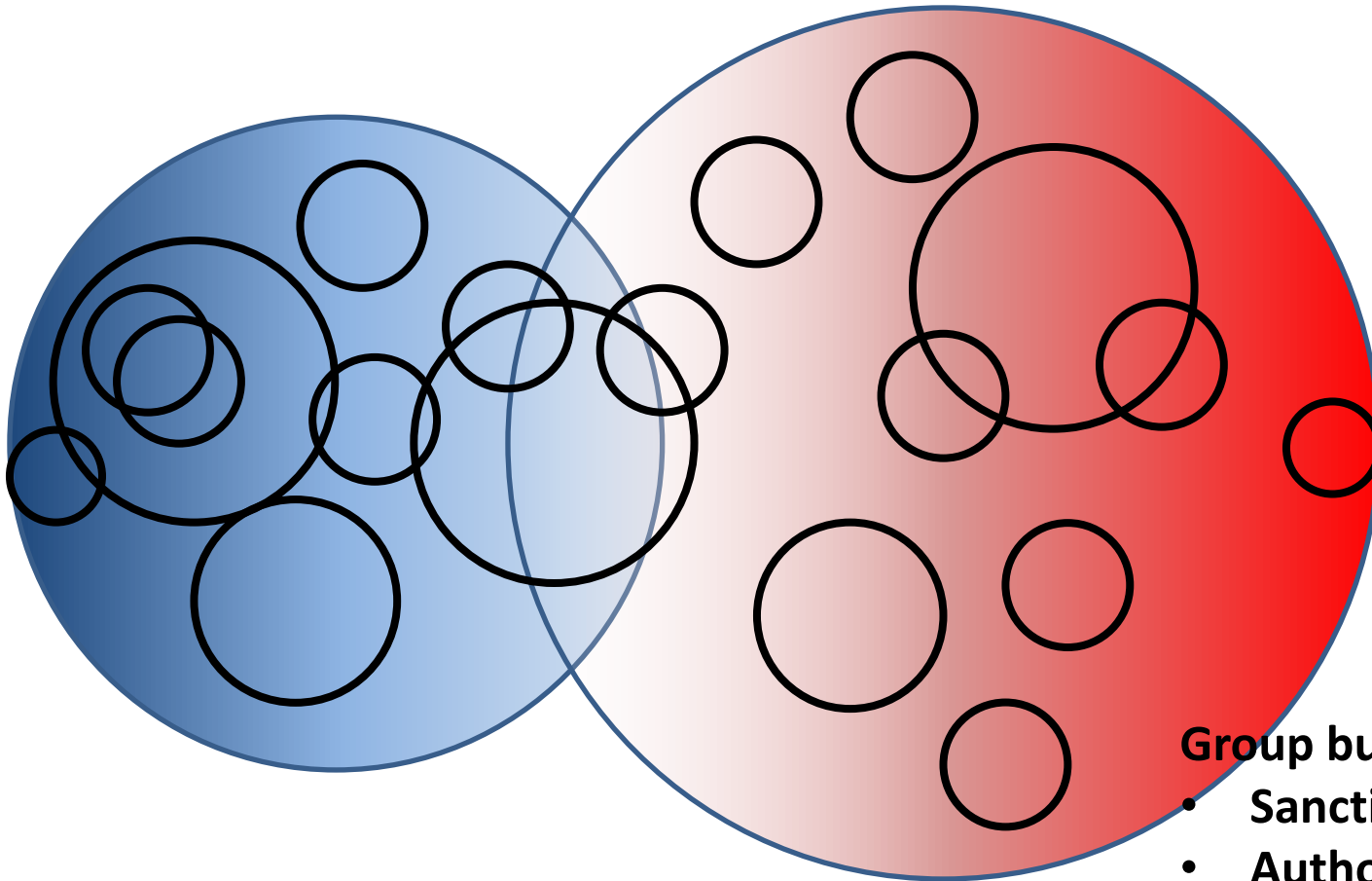
Multilevel Selection

- Evolutionary adaptations occur at the individual and group level.
- “Whatever traits make a group more efficient at procuring food and turning it into children makes that group more fit than its neighbors.”

Group building foundations:

- Sanctity/Degradation
- Authority/Subversion
- Loyalty/Betrayal

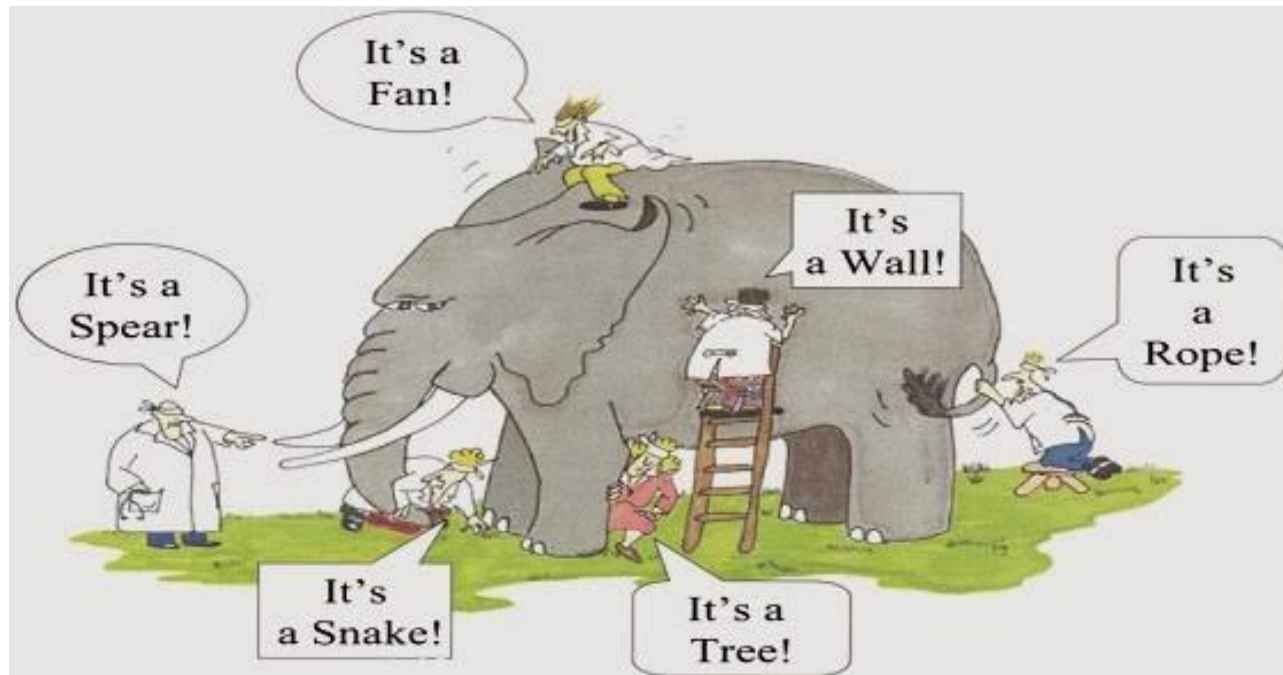
Moral Psychology Principle 3: Morality Binds and Blinds



Group building foundations:

- **Sanctity/Degradation**
- **Authority/Subversion**
- **Loyalty/Betrayal**

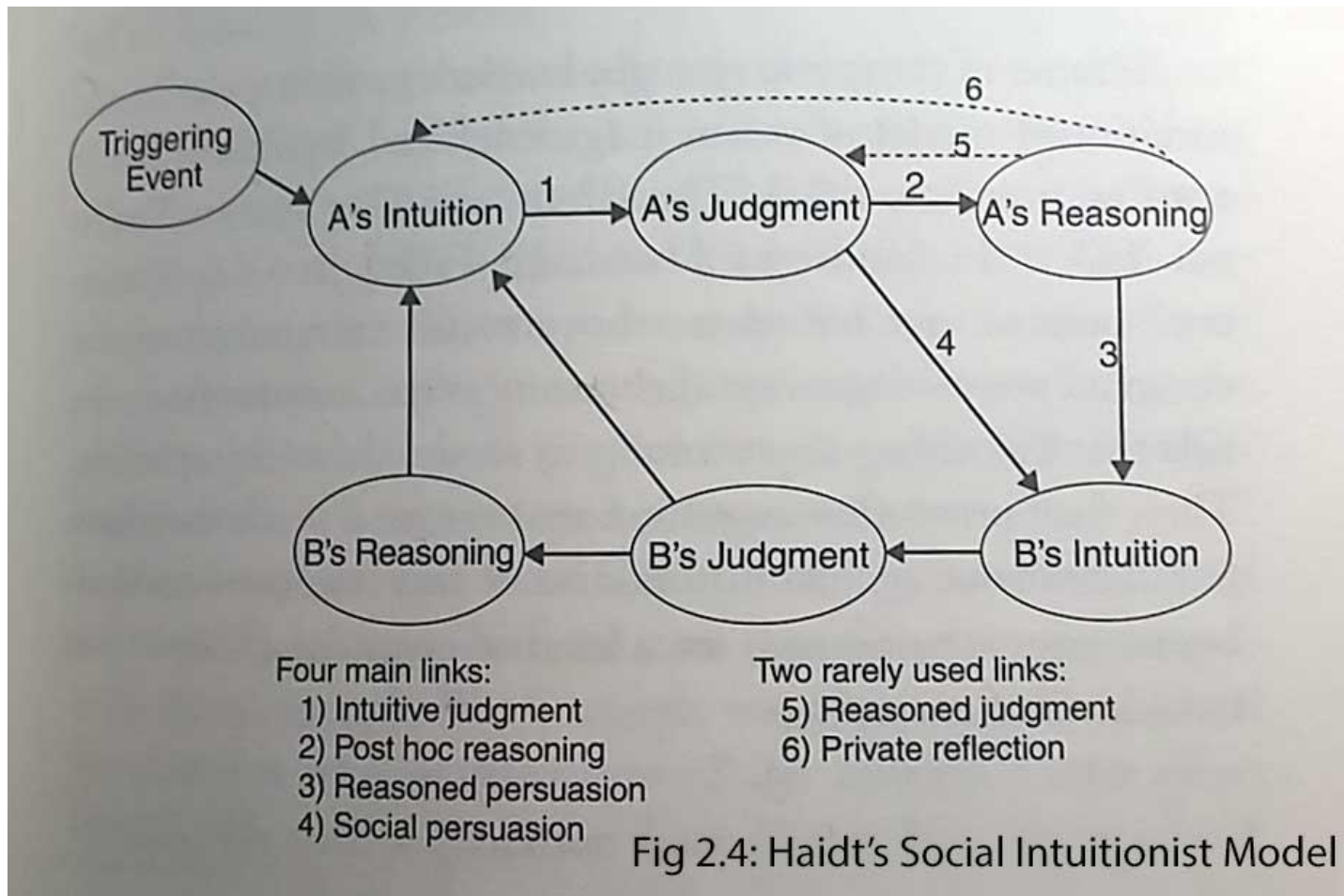
Lobbying Tip 1: We Viscerally Know Our Own “Truths”



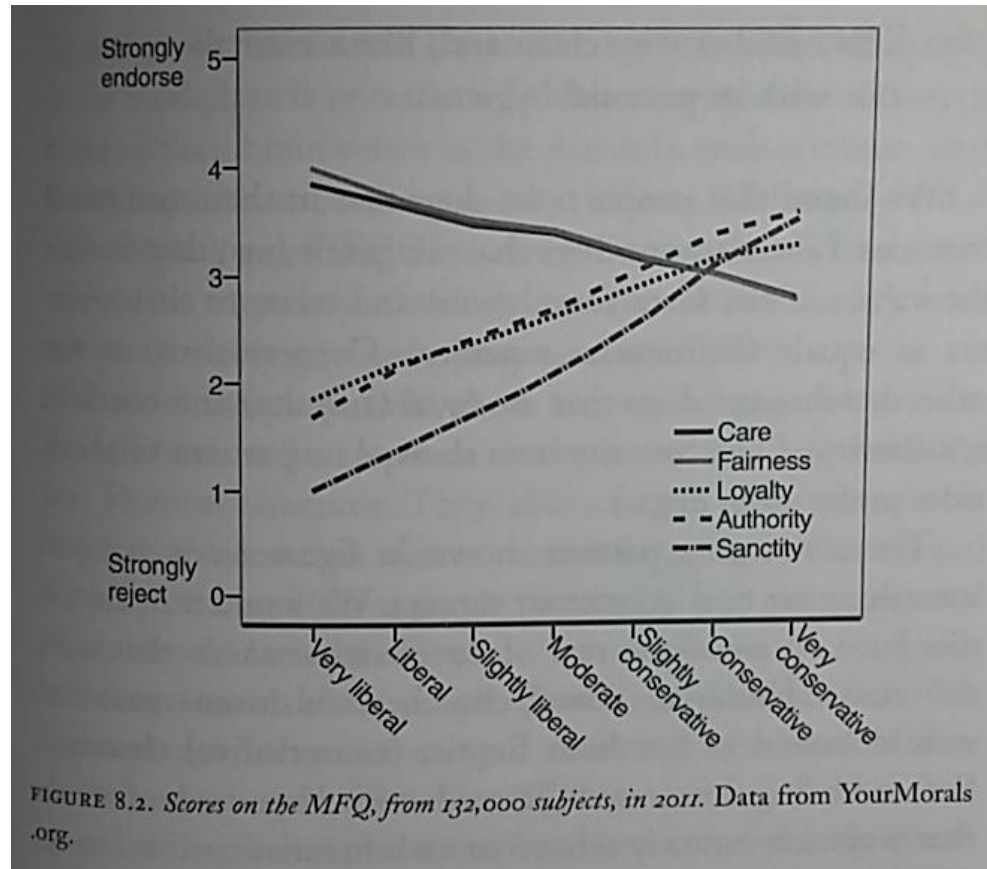
The blind people and the elephant.

1. Each of us initially has only our own perspective.
2. Individually we're all wrong. Collectively we see reality.

Lobbying Tip 2: Use Haidt's Social Intuitionist Model



Lobbying Tip 3: There's More to Morality than Care/Harm



Comparison of the relative values placed on moral foundations by liberals and conservatives

Lobbying Tip 4: Moral Foundations Theory Cheat Sheet

Foundations of Moral Decision Making by Jonathan Haidt

- Care/Harm - P1, L3, C2
- Liberty/Oppression - P2, L1, C1
- Fairness/Cheating - P3, L2, C1
- Sanctity/Degradation - P4, L3, C1
- Loyalty/Betrayal - P4, L3, C1
- Authority/Subversion - P4, L3, C1

(Numbers indicate relative value each group assigns to foundation)

Sacred Values

- (P) Progressive - Care for victims of oppression
- (L) Libertarian - Individual liberty
- (C) Conservative - Preserve the institutions and traditions that sustain a moral community

Lobbying Tip 5: Tailor Stories and Supporting Reasons to Listener's Moral Foundations

Lobbying Conservatives

Link reasons to any and every foundation other than Care/Harm (The more you emphasize Care/Harm, the more you're perceived as a liberal—someone who seeks to destroy the conservative's moral community.)

Lobbying Libertarians

Link reasons to support based on Liberty/Oppression and Fairness/Cheating foundations.

Lobbying Progressives

Link reasons to Care/Harm, Liberty/Oppression, and Fairness/Cheating in that order.

Lobbying Tip 6: Example of Tailoring



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Lobbying Rep. Tom McClintock
(R-CA)

- Tea Party Republican representing northeast California (rural, conservative district)
- Votes against foreign aid bills.
- Believes foreign aid should be funded by private donations, not U.S. taxpayers.

Lobbying Tip 6: Example of Tailoring

Here's why you should support the REACH Act.

Conservative Perspective

- Make better use of existing funding, no new funding (Liberty/Oppression)
- Includes auditing to identify and reduce corruption (Fairness/Cheating)
- Increase oversight of USAID (Authority/Subversion)
- Keep existing prohibitions on taxpayer funded abortions (Sanctity/Degradation)

Libertarian Perspective

- Make better use of existing funding, no new funding (Liberty/Oppression)
- Includes auditing to identify and reduce corruption (Fairness/Cheating)

Progressive Perspective

- The REACH act will save the lives of millions of children and mothers (Care/Harm)

Webinar Resources

- Jonathan Haidt's **The Righteous Mind: Why Good People Are Divided by Politics and Religion**
- George Lakoff's **Moral Politics: How Liberals and Conservatives Think**

Questions and Answers

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