Understanding citizens

Innovative ideas for the integration of values diversity into policymaking and politics
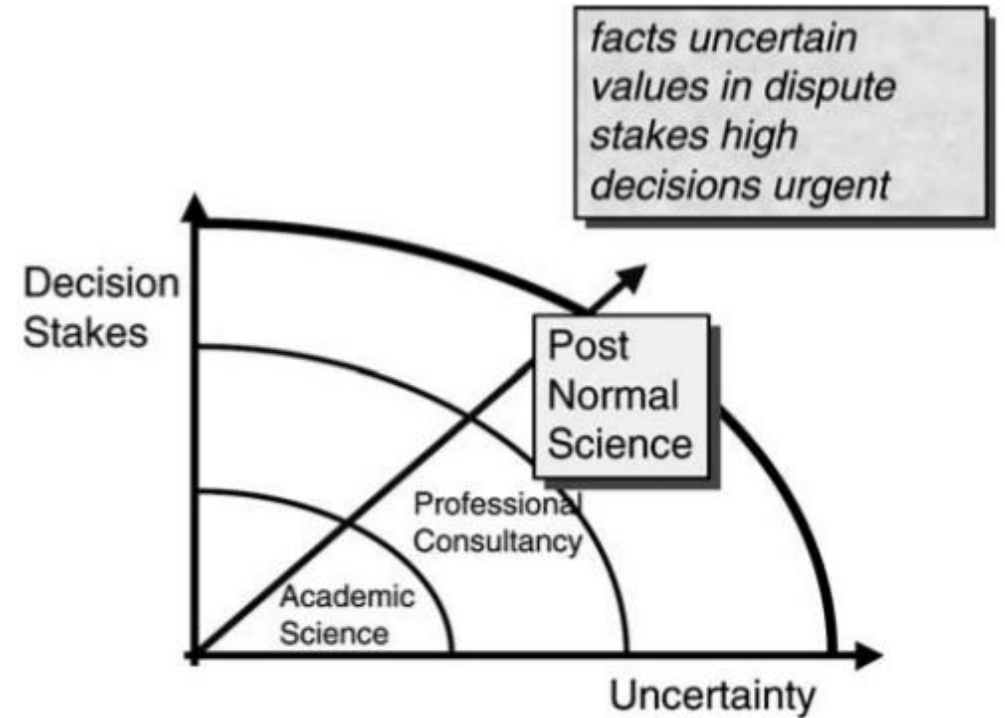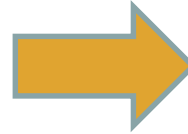
Dr. Mario Scharfbillig

Joint Research Centre, European Commission

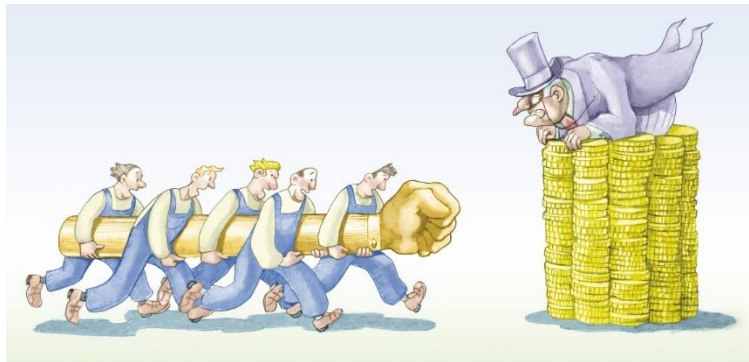Unit for Science for Democracy and Evidence-Informed Policymaking

Wicked Problems
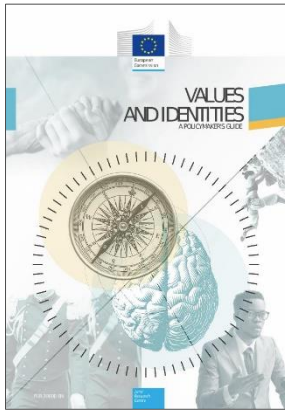

facts uncertain
values in dispute
stakes high
decisions urgent

Decision Stakes

Post Normal Science

Professional Consultancy

Academic Science

Uncertainty

Source: Munda (2004)

Old Politics

New Politics
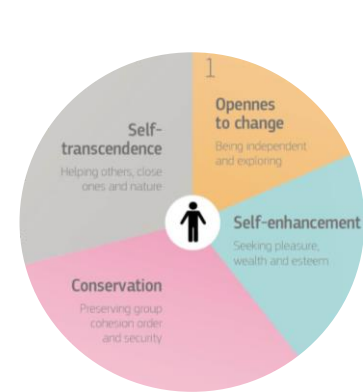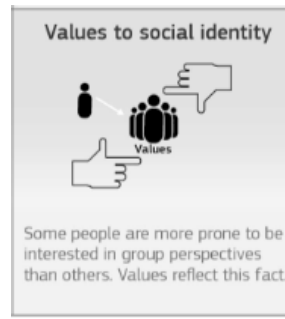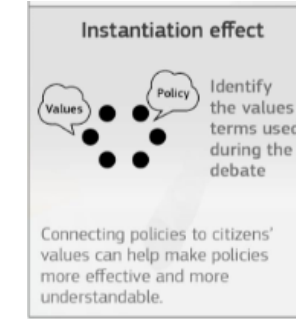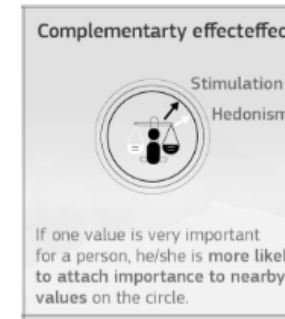
Added conflict line

Evolution of political conflicts

Figure 1: Cultural and economic issue salience in political manifestos in 21 western democracies.

Source: Hall (2020).[33]

How it works

Opposition effect
Openness to change
Conservation
If one value is very important for a person, he/she is **less likely** to attach importance to values **further away** on the circle

Complementarty effecteffect
Stimulation
Hedonism
If one value is very important for a person, he/she is **more likely** to attach importance to nearby **values** on the circle.

Instantiation effect
Values
Policy
Identify the values terms used during the debate
Connecting policies to citizens' values can help make policies more effective and more understandable.

Values to social identity
Values
Some people are more prone to be interested in group perspectives than others. Values reflect this fact.

Higher-Order values

Personal values
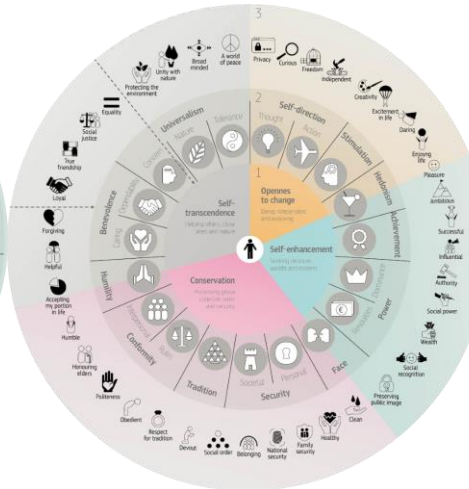
Values terminology
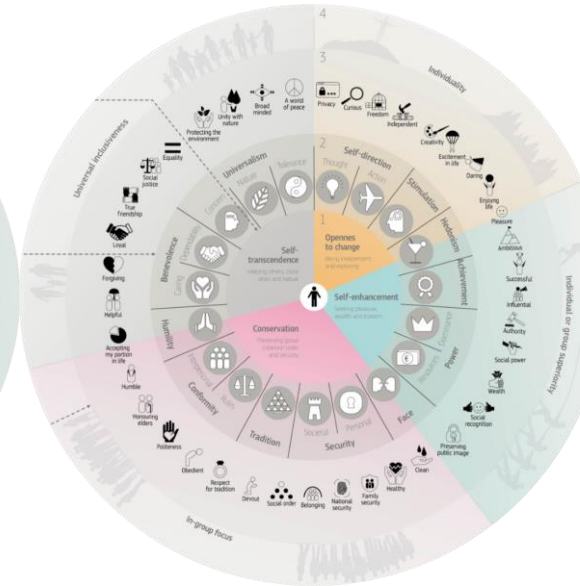
Social identities

Big picture

European Commission
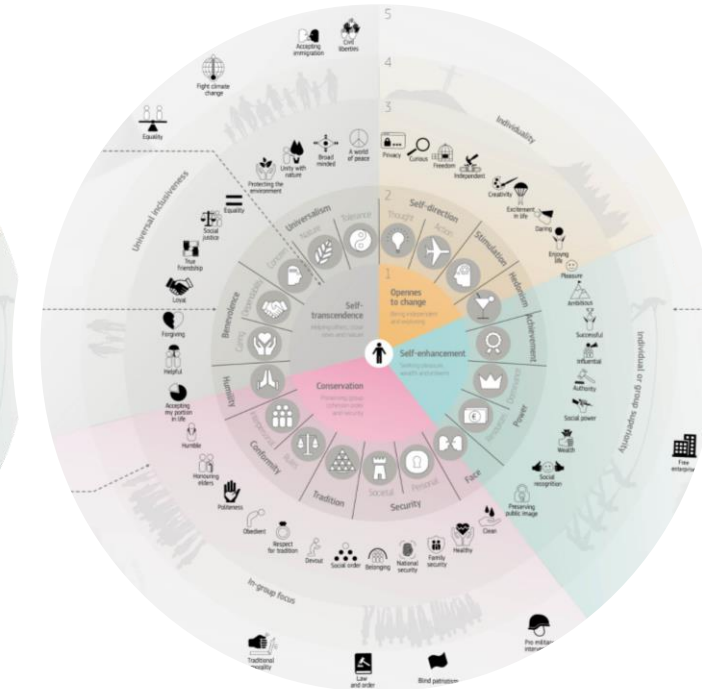
4 key pressure points

Attention economy

Choice architecture
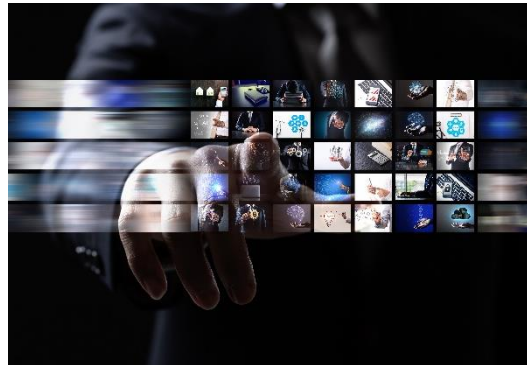
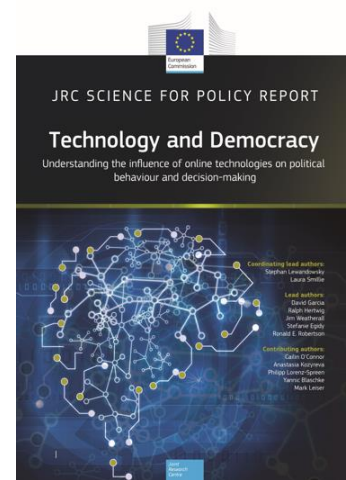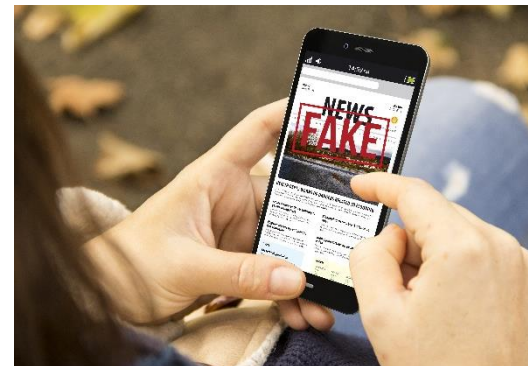**Algorithmic content curation**
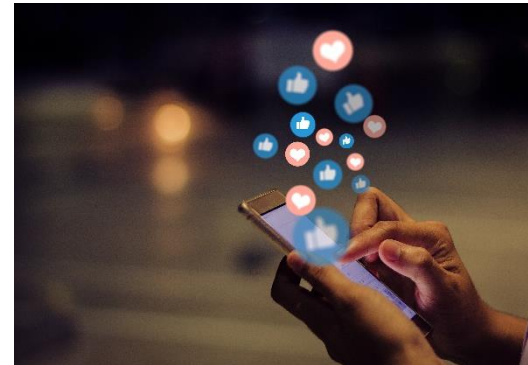
Misinformation & disinformation

TOOL TYPE 1. – Heightened understanding, contains:

- Discover one's own values priorities and values blind spots using a survey.

- Use a Fast-track Values Assessment to identify whether a policy is highly value-laden.

- Use a Fast-track Identities Assessment to identify whether a policy is highly identity-laden.

- Include questions on values in citizen polling (e.g. Eurobarometer) to uncover underlying psychological drivers of opinions and attitudes.

TOOL TYPE 2.– Co-creation, contains:

- Use Citizen Engagement and Deliberative Democracy processes to understand values diversity, particular issue frames diversity and break down identity barriers.

- Employ a Values4Policy workshop to learn about and discover how policy problems and proposed solutions can be perceived through different values lenses

- Use Strategic Foresight incorporating values, employing a values explainer and values detector to uncover diverse values-driven scenarios.

TOOL TYPE 3. – Communication

- Communicate using values frames for effective communication, but consider the ethical implications.

- Employ a values text-mining and media-monitoring tool to learn about one's own values in relation to communication habits and about the way citizens express their values around policy topics.

European Commission

VALUES
AND IDENTITIES
A POLICYMAKER'S GUIDE

Thank you for listening!

Questions? Ideas? Write us:

jrc-enlightenment2@ec.europa.eu

or tweet #Enlightenment2

@scharfbillig

Scharfbillig

CC on Participatory and Deliberative Democracy

- Enrich the EU knowledge base and provide guidance for researchers and policymakers
- Build capacity in citizen engagement and participatory governance
- Implement diverse perspectives in policymaking from practitioners in the field, civil society organisations and citizens
- Develop and experiment with new public spaces for citizen engagement
- Foster our Community of Practice (CoP) on Participatory and Deliberative Democracy in continuing to share knowledge on best practices in the field and build on these insights for more participatory governance models in the EU and beyond.

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Meaningful and Ethical Communications

1. The Science

State-of-the-art scientifc reviews

2. The Behaviour

New research: Framing with values

3. The Communicators

Understanding the front line professionals

4. The Citizens

Listening to what they think

European Commission

Self-assessment

You   EU Citizen (average)

Welcome to the Personal Values Self-Assessment

The Personal Values Questionnaire is based on the theory of personal values developed by the social psychologist Shalom Schwartz and colleagues and which has been empirically tested in more than 80 countries.

At the end of the questionnaire you will receive an automatically generated personal values assessment. This can help you understand: which personal values are most important to you, and how your values differ from an average EU citizen.

This self-assessment tool is part of an initiative by the European Commission's Joint Research Centre to help policymakers in the European Institutions and EU Member States deliver better policies by knowing their own values priorities and potential blind spots.

No policymaker? You can of course take the self-test just the same.

Confidentiality:
This questionnaire includes questions that could be considered s
is completely voluntary. All of your answers are confidential and
by your computer. No data will be sent.. If you agree to these te
questionnaire".

Start questionnaire
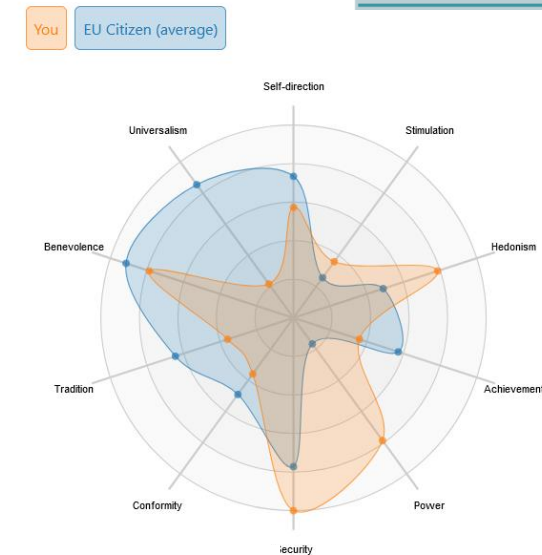
How to read the graph?

What does it mean?

Whether your values are close to the average of EU citizens or far away from them is neither good nor bad.

Explaining the values

average)

Value	Defining goal
Self-Direction	Independent thought and action—choosing, creating, exploring

Universalism

Tradition

Rapid Assessments

EUSurvey
Political sensitivity assessment based on social identities

Start

Contains questions intended to find sensitive issues (e.g. Smith 2006)

People sometimes change their support or opposition to a policy proposal as they gain more information about the issue. How likely is it that having more information will change **your** support or opposition?
Reset to initial position
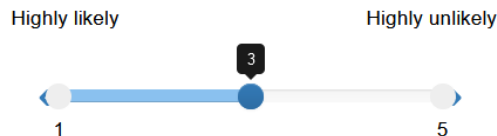
Highly likely   Highly unlikely
3
1   5

How likely is it that **citizens** having more information about an issue or proposal will change their support or opposition?
Reset to initial position

Highly likely   Highly unlikely
3
1   5

Political sensitivity assessment based on values and morals - Results

Thank you for answering the Political sensitivity assessment based on values and morals for policymakers.

Summary

Your Score   41

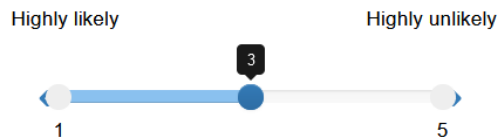**Maximum Score**   60

Scores by Question

People sometimes change their support or opposition to a policy proposal as they gain more information about the issue. How likely is it that having more information will change your support more...
Your answer   ✔ 3   3 out of 5 points

How likely is it that citizens having more information about an issue or proposal will change their support or opposition?
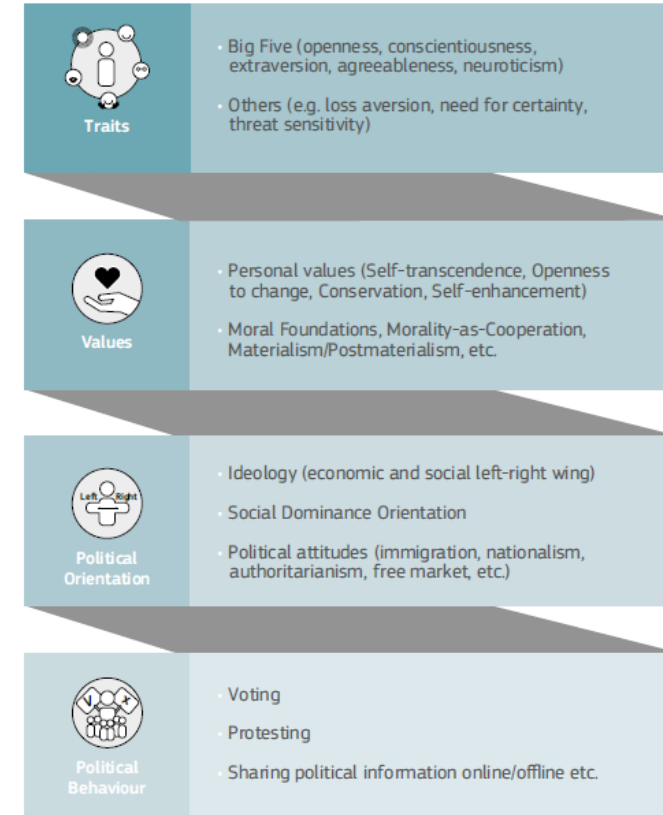Your answer   ✔ 3   3 out of 5 points

Overall score

Take a look at your overall score. Generally, it means this:

< 36 points = The policy issue is likely not very value laden.
36-46 points = Values likely play a relevant role in the policy issue.
> 46 points = The policy issue is likely highly value laden.

- First indication of political sensitivity,
- to be discussed in the policy making team to overcome individual biases
- high scores indicate need for better processes and consultation

European Commission

Surveys using values

- Assumption of many social scientists: morals and values are the core to peoples attitudes (e.g. Graham, Haidt & Nosek 2009, Graham et al. 2013, Schwartz 1992)

- People may be bad in expressing their true underlying moral drivers (Haidt 2001, Skitka et al. 2010, 2020)

- So direct elicitation methods may fail (e.g. citizen engagement, "Have your say", stakeholder engagement)

- Empirical evidence correlating values judgements with attitudes towards policies may uncover important relations

Traits
- Big Five (openness, conscientiousness, extraversion, agreeableness, neuroticism)
- Others (e.g. loss aversion, need for certainty, threat sensitivity)

Values
- Personal values (Self-transcendence, Openness to change, Conservation, Self-enhancement)
- Moral Foundations, Morality-as-Cooperation, Materialism/Postmaterialism, etc.

Political Orientation
- Ideology (economic and social left-right wing)
- Social Dominance Orientation
- Political attitudes (immigration, nationalism, authoritarianism, free market, etc.)

Political Behaviour
- Voting
- Protesting
- Sharing political information online/offline etc.

European Commission

Values4Policy Workshops

- Role playing to understand different lenses for policy problem, policy option and communication exploration
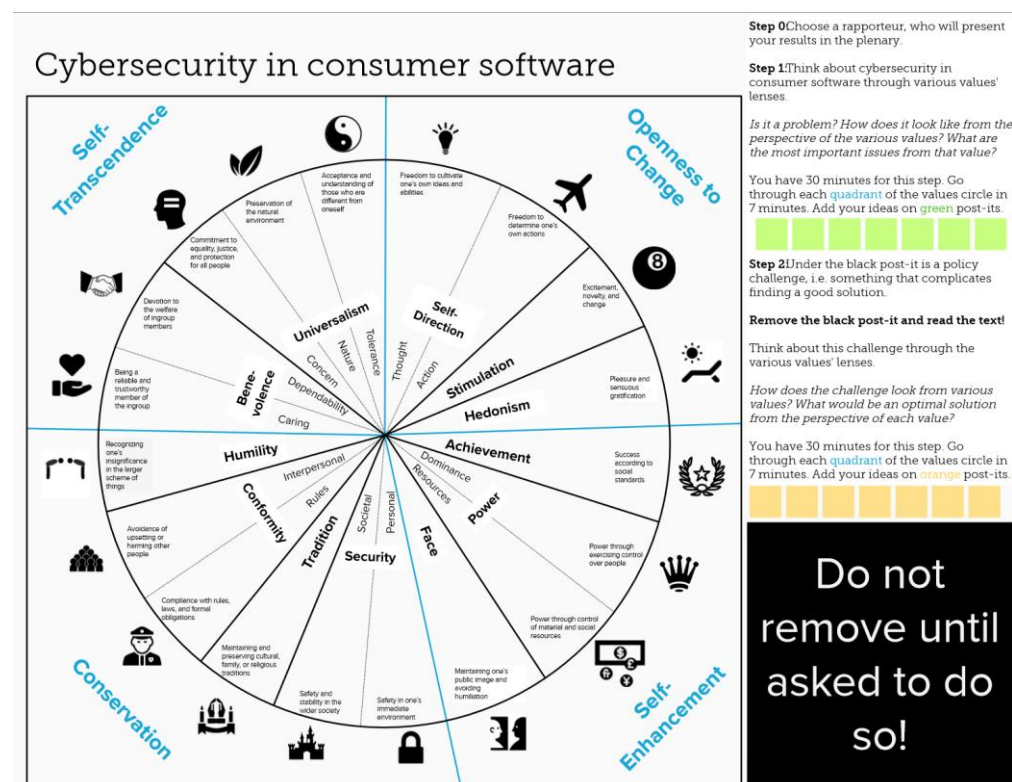
Goal:

Apply values lenses to the policy topic

Task:

1) Discuss IF and why the topic is a problem through various values (30min)

10 min break

1) Choose one policy option and discuss if that respond to the values perspective (25min)

Where:

In the same group as before

Values in Foresight

- Foresight is a systematic, participatory process, building future intelligence with a medium-to-long-term perspective aimed at improving present-day decisions

- Values are an important process in the development of society and the evaluation of those processes by individual and groups

- Use roles strengthening the knowledge of values in STEEPV framework: "values explainer", "values detector"
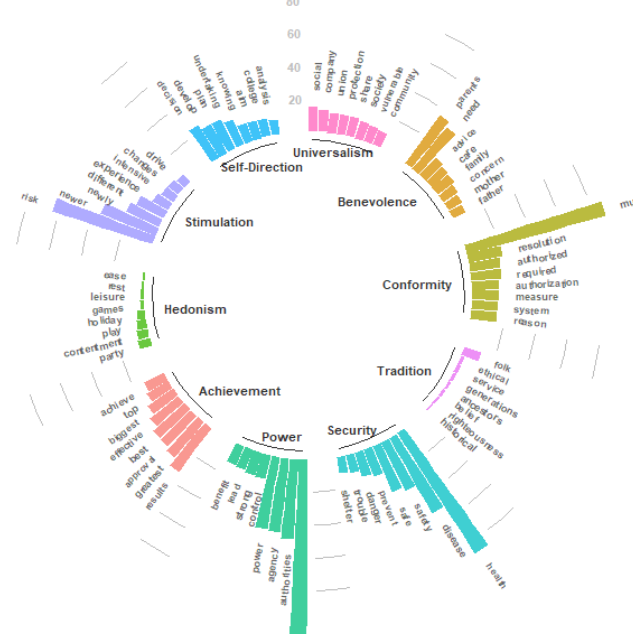
Values text-mining and media-monitoring

Using text documents:

- Speeches
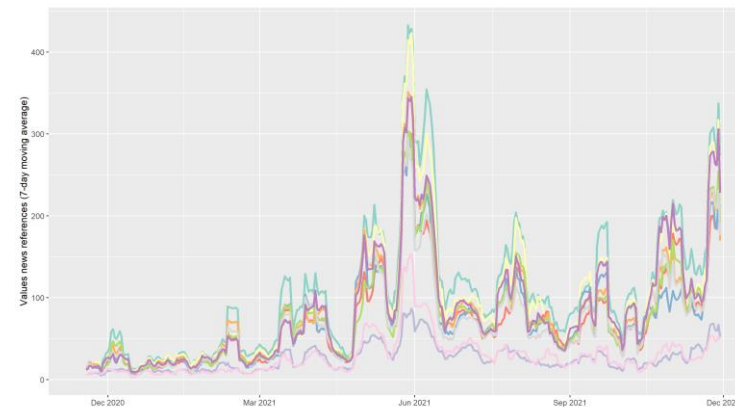- Social media
- European Media Monitor
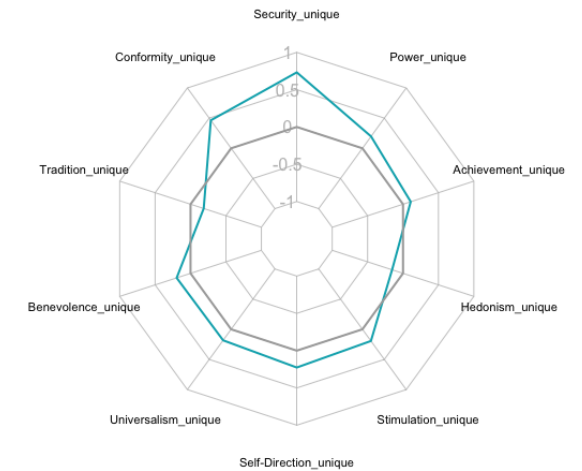
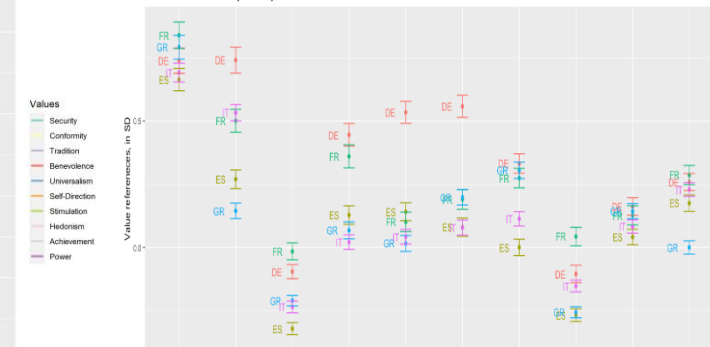multilingual dictionary (soon AI driven)

Most used words

Comparison to baseline texts

Evolution over time

Country comparisons

Using values communication

Main Objectives

1

Values Frame
Persuasiveness

Investigate the level of
persuasiveness of
different values frames on
different policy issues

2

Values Frame
Ethicality

Assess the ethical concerns
of citizens towards multiple
values frames used by public
institutions

Side conditions

Assess the specific objectives for three
different policy areas

For each policy area, investigate
attitudes and behavioral measures

Use real incentives for the behavioral
measures

Conduct the study in four different
countries, one from each EU region:
CZ, SE, FR, EL (>2000 participants)

Ask participants if they perceive this as
appropriate behavior from
governmental organizations.