



In partnership with



Moving Mindsets

A programme to inform and measure social and narrative change

Mindsets - and moving mindsets - are critical to social change

Tracking how mindsets move is critical to those of us seeking social change: what dominates, how different mindsets relate, and where they are in flux.

Mindsets are the deep, enduring patterns of thinking that underlie surface attitudes and opinions. They shape how we see the world and how we act. Understanding mindsets means understanding how people think - and so how they might think differently.

When mindsets move, they open up new possibilities for changes in behaviour, policy, and even institutions.

By understanding mindsets, we can understand the roots of conflict and create ways to depolarise culture, and we can help push cultural change in directions that reduce inequities.

The Mindsets Programme will:

- Explore the most common, default ways of thinking on social issues: the dominant mindsets that often reinforce the status quo - and the recessive mindsets that, with reinforcement, can propel change.
- Track if, and how, mindsets move over time.
- Identify the challenges and opportunities that these moves present to us to tell new stories to support social progress.

We already have a well-developed set of methods for tracking mindsets that was developed in the US. And during the first year of this project we will create a UK-specific tracking tool.

To find out more about the Mindsets Programme, contact FrameWorks UK's Director of Evidence, Tamsyn Hyatt, at thyatt@frameworksuk.org.