Fictionalizing Facts, Factualizing Fiction:

Art, Narratives, and Social & Behavior Change vs. Disinformation
Asking the difficult questions

Do you believe that art can change the world?
Art and Narratives

What are narratives? What are they for?
“Kaya may mahirap kasi tamad.”
“Maganda noong panahon ni Marcos.”
The Power of Narratives

How Narratives are Central to the Human Experience
THE POWER OF NARRATIVES
How Narratives are Central to the Human Experience

Narrative

Shaping and Maintaining
How the World is Understood
- Science
- Beliefs
- Opinions
- Traditions
- Culture
- Consciousness

Shaping and Maintaining
How the World is Experienced
- Technology
- Motivations
- Attitudes
- Laws
- Politics
- Material
Where does art come to play?

Art is a process of narrative making.
I'M NOT SURE HOW TO LOOK AT ART.

WHAT'S SPOTTER NOW?

SOMETHING BIG.

A REVELATION.

SUDDENLY YOU JUST UNDERSTAND.

NOT SURE HOW TO MAKE IT HAPPEN.

HOW ABOUT LIFT ME UP SO I CAN SEE BETTER.
Art and Social & Behavior Change

How does art help in changing our behavior?
<table>
<thead>
<tr>
<th>CUE</th>
<th>BEHAVIOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messenger</td>
<td>We are heavily influenced by who communicates information to us</td>
</tr>
<tr>
<td>Incentives</td>
<td>Our responses to incentives are shaped by predictable mental shortcuts</td>
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<tr>
<td>Norms</td>
<td>We are strongly influenced by what others do</td>
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<tr>
<td>Defaults</td>
<td>We ‘go with the flow’ of pre-set options</td>
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<tr>
<td>Salience</td>
<td>Our attention is drawn to what is novel and seems relevant to us</td>
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<tr>
<td>Priming</td>
<td>Our acts are often influenced by subconscious cues</td>
</tr>
<tr>
<td>Affect</td>
<td>Our emotional associations can powerfully shape our actions</td>
</tr>
<tr>
<td>Commitments</td>
<td>We seek to be consistent with our public promises and reciprocate acts</td>
</tr>
<tr>
<td>Ego</td>
<td>We act in ways that make us feel better about ourselves</td>
</tr>
</tbody>
</table>

Disinformation is a journey.


Actions

(6) Leads Others: Engaged becomes the engager; Focuses on training others, eager confused with staff.
Organising others, recruiting donors, serving on board.

(5) Ongoing, Collaborative Actions: Major investments of time, money, and social capital.
Often our: your org/campaign = source of passion.
Publishing about your campaign, public speaking, deep volunteer involvement.

(4) Multi-Step Assignments / Actions
Representing significant contributions of time, money, or social capital.
Join group, attends event, makes large donation.

(3) Single-step or straightforward actions with low risk / investment.
Signs petition, makes one-time / small donation, shares content.

(2) Agrees to receive info;
Provides contact info or subscribes.
Reading and watching your communications.

(1) Interested in cause;
Aware of org/campaign.
Learning more via friend, org, media, social media.
Visits website / soc media, attends an event.
Disinformation takes place in the context of community.

NORMS and MESSENGERS
We experience disinformation in echo chambers.

LISTENING and HEARING
Synthesis and Challenge for Artists

1. Breaking through vs. Reaching out
2. Radical Empathy
3. Creative Resistance
4. Disruptive Kindness
be kind. everyone is fighting a battle you don't know about.

if you were fighting a battle, i wouldn't be kind.

i would be brutal and relentless.

and charge into battle by your side!
No matter how it’s done or what it’s made, art always has something to change about the world; and that’s enough power for us to make us artists.
Thank you.

Resist!