

# Fictionalizing Facts, Factualizing Fiction:

Art, Narratives, and Social &  
Behavior Change vs. Disinformation

**DAKILA**

▲ACTIVE ▼VISTA▲





# 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

Shaping and  
Maintaining  
**How the World  
is Understood**

Science  
Beliefs  
Opinions  
Traditions  
Culture  
Consciousness

**Narrative**

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.



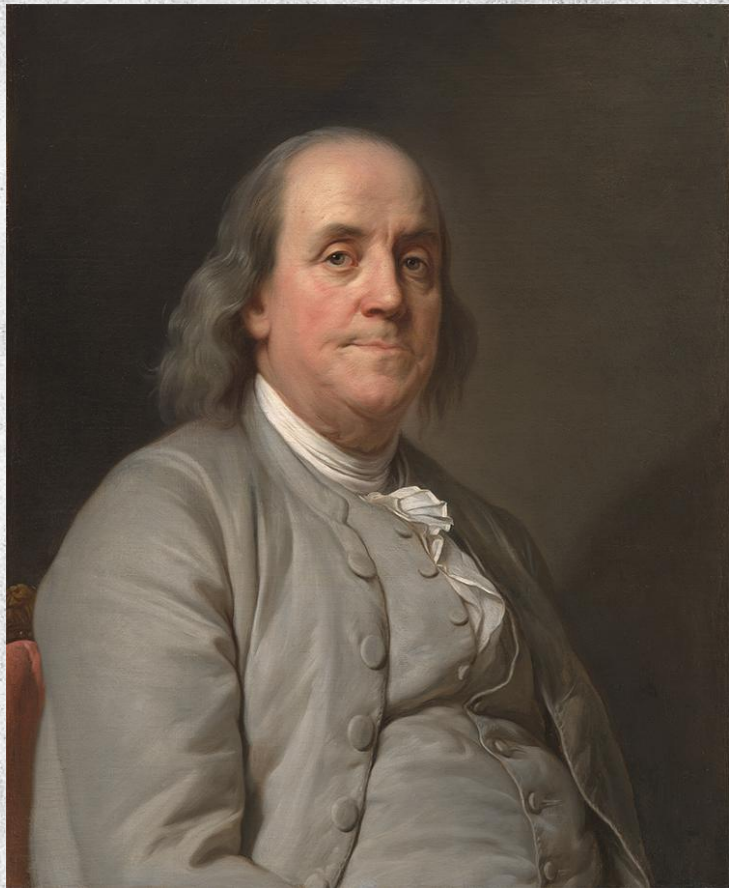




# Art and Social & Behavior Change

How does art help in changing our behavior?





CUE	BEHAVIOR
Messenger	We are heavily influenced by who communicates information to us
Incentives	Our responses to incentives are shaped by predictable mental shortcuts
Norms	We are strongly influenced by what others do
Defaults	We 'go with the flow' of pre-set options
Salience	Our attention is drawn to what is novel and seems relevant to us
Priming	Our acts are often influenced by subconscious cues
Affect	Our emotional associations can powerfully shape our actions
Commitments	We seek to be consistent with our public promises and reciprocate acts
Ego	We act in ways that make us feel better about ourselves

*Dolan, P., Hallsworth, M., Halpern, D., King, D., Metcalfe, R., & Vlaev, I. (2012). Influencing Behaviour: The Mindspace Way. Journal Of Economic Psychology, 33(1), 264-277.*

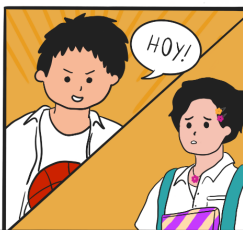


# #ALTER PINAS



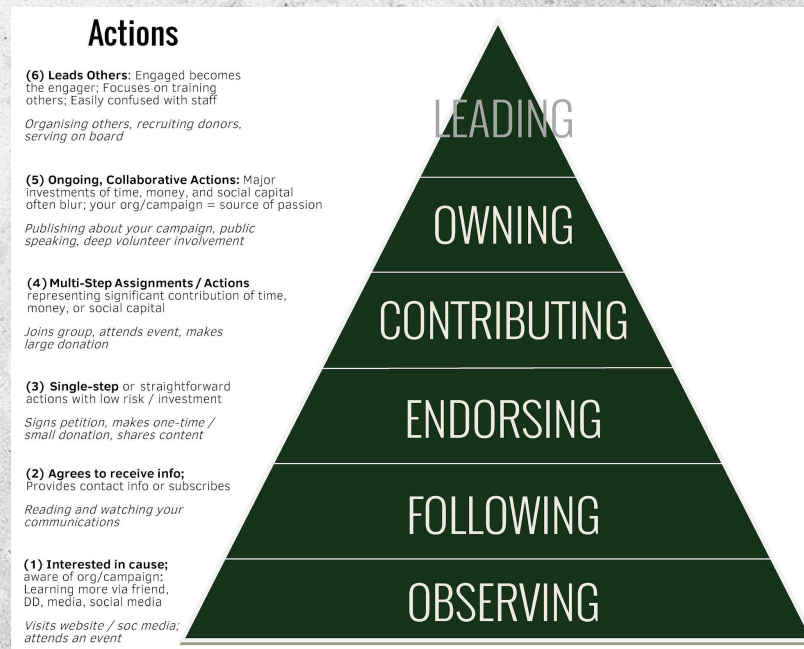
ACTIVE VISTA

# #ALTER PINAS



ACTIVE VISTA

# Disinformation is a journey.



*Mobilization Lab. (2019). Campaign Accelerator Toolkit.  
London.*



**Disinformation takes place in  
the context of community.**

**NORMS and MESSENGERS**



**We experience disinformation in  
echo chambers.**

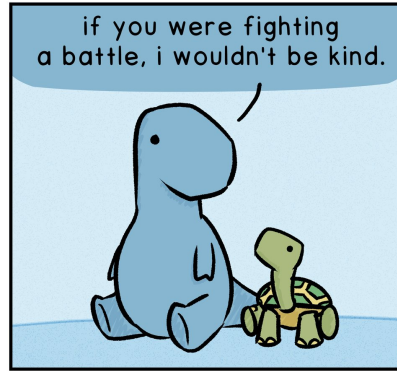
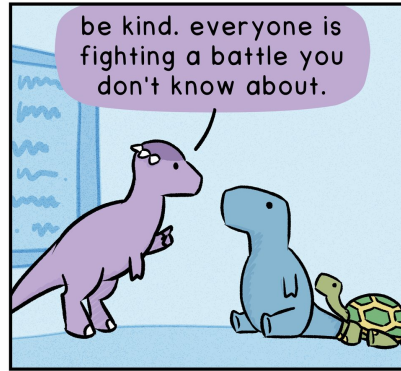
**LISTENING and HEARING**



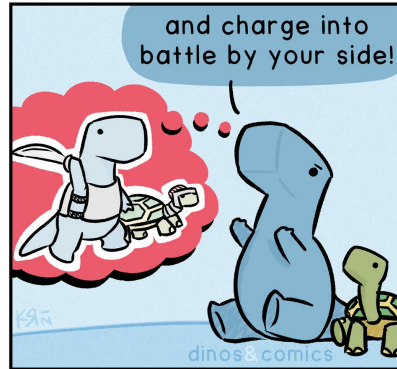
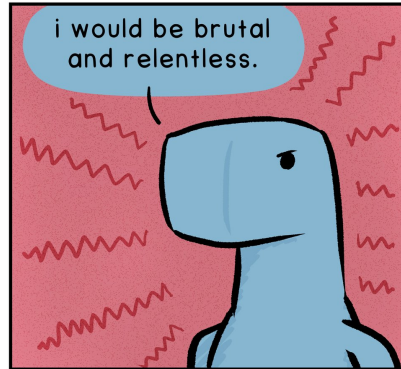
# Synthesis and Challenge for Artists

1. Breaking through vs. Reaching out
2. Radical Empathy
3. Creative Resistance
4. Disruptive Kindness





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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!