# Fictionalizing Facts, Factualizing Fiction:

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

ACTIVE VISTA

DAKLA

#### 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."

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#### "Maganda noong panahon ni Marcos."





## The Power of Narratives

How Narratives are Central to the Human Experience









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#### Where does art come to play?

#### Art is a process of narrative making.





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DAK |LA



## 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.







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ACTIVE VISTA

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#### Disinformation is a journey.

#### Actions

(6) Leads Others: Engaged becomes the engager; Focuses on training others; Easily confused with staff

Organising others, recruiting donors, serving on board

(5) Ongoing, Collaborative Actions: Major investments of time, money, and social capital often blur; your org/campaign = source of passion

Publishing about your campaign, public speaking, deep volunteer involvement

(4) Multi-Step Assignments / Actions representing significant contribution of time, money, or social capital

Joins 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, DD, media, social media

Visits website / soc media attends an event



ENDORSING

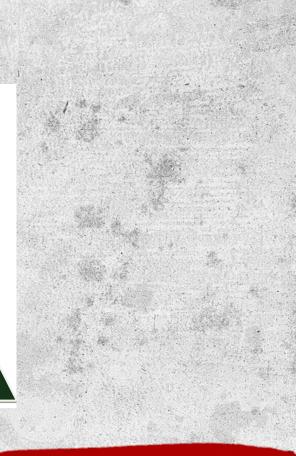
CONTRIBUTING

FOLLOWING

OBSERVING

Mobilization Lab. (2019). Campaign Accelerator Toolkit.

London.





# Disinformation takes place in the context of community.

### NORMS and MESSENGERS



# We experience disinformation in echo chambers.

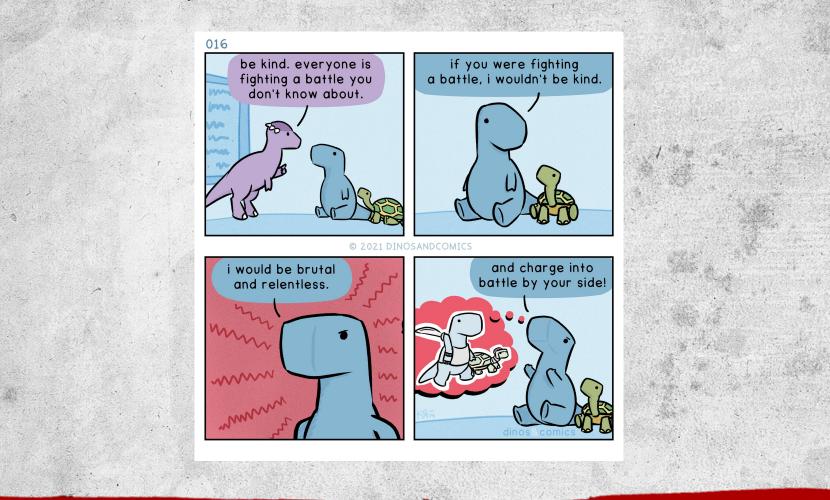
### LISTENING and HEARING



## Synthesis and Challenge for Artists

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









### 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.

Allst

## **Resist!**

