

Contemporary Issues in Global Health

Lecture 2: Framing

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1

Frames and metaphors are hard-wired into our neural circuitry



Hospital Elements | 70 icons

FLATICON

George Lakoff https://www.youtube.com/watch?v=S_CWBjyIERY

2

From a policy perspective frames are ideational variables

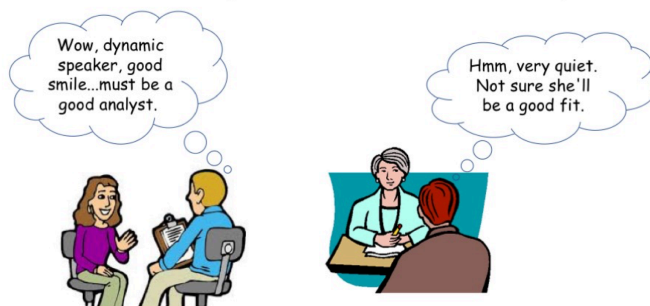
“ With respect to social problems, the central ideational variable is the “frame” – the way in which an issue is understood and portrayed publicly”

Shiffman J (2009) A social explanation for the rise and fall of global health issues. BWHO 87: 608-13.

3

Bounded rationality

Bounded Rationality: What You See Is All There Is (WYSIATI)



We limit decisions to information right in front of us, and fill in the rest with our own story—the more coherent our story, the stronger its effects on us.

4

Cognitive bias

For a list of these, see
https://en.wikipedia.org/wiki/Cognitive_bias



5



We respond to visual cues

6



We are easily manipulated!

7

Critical thinking: a self-defence toolkit!



"I expect you all to be independent, innovative, critical thinkers who will do exactly as I say!"

8