



**Narrative Initiative**

# **2024 NARRATIVE ELECTION GUIDE FOR IMMIGRANT FUTURES**

**How to Counter Fear and Change Attitudes in this  
Election Season and Beyond**

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September 30, 2024

# Agenda

- Audience Insights
- Narrative Framework
- Designing Narrative Interventions
- Q&A



**Rinku Sen**  
Narrative Initiative



**Riki Conrey**  
Harmony Labs

A photograph of a woman holding a paper airplane aloft at a protest. In the foreground, another woman wearing a yellow headband and glasses is visible. The background shows a traffic light and a clear sky. The image is overlaid with a semi-transparent dark blue filter.

# AUDIENCE INSIGHTS

DEFINE

AMERICAN

HARMONY  
LABS

# Move Them

*or*

# Lose Them

## Strategies for deepening engagement with moveable audiences

Findings from a 2023-2024 research partnership between Define American and Harmony Labs to understand the patterns of people who are moderate and open to change on issues concerning immigrants and immigration policy.

# About the Research

Harmony Labs used a year of media consumption data to understand how this “middle” engages with media in their daily lives—and any potential opportunities for future intervention.

# Scripted TV.

# Film.

# Social Media.

# Online/TV News.

- Who are the moveable middle?
- What media ecosystems draw them in?
- To what extent are audiences exposed to pro- and anti-immigrant narratives?
- How might this exposure affect their attitudes around immigration and immigrants?



STRIVE & CREATE

**PEOPLE POWER**



**COMMUNITY**  
Collective solutions  
can solve complex  
systemic problems.

**IF YOU SAY SO**



**AUTONOMY**  
There's no one way to  
succeed, so freedom and  
fun are paramount.

WE

ME

**ORDER**  
Playing by the  
rules is the key to  
success.



**TOUGH COOKIES**

**AUTHORITY**  
Strong leadership  
and hard work are  
necessities.



**DON'T TREAD ON ME**

PROTECT & PRESERVE

STRIVE & CREATE

BASE

DOING MY OWN THING

TAKING RESPONSIBILITY

WE

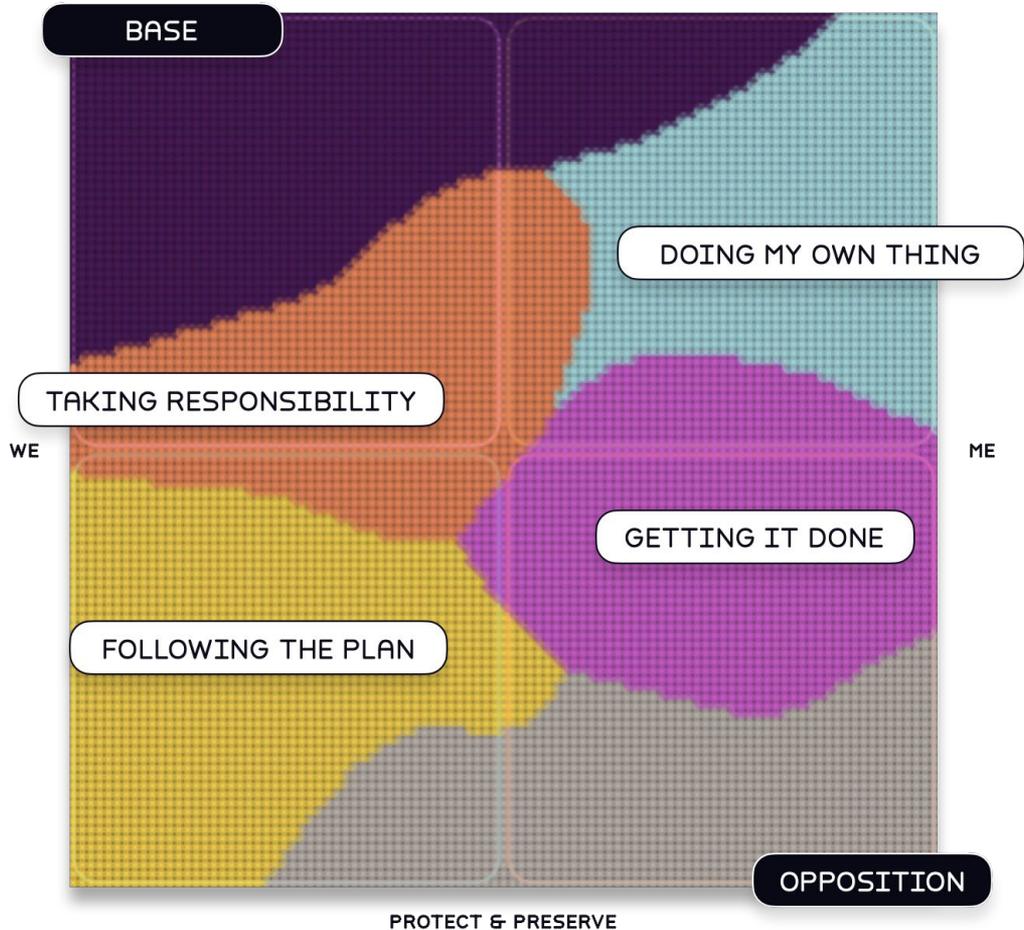
ME

GETTING IT DONE

FOLLOWING THE PLAN

OPPOSITION

PROTECT & PRESERVE



# Taking Responsibility

Their media features:

**Solving personal and family-centered dilemmas.**

Values: Order and Equity

Attitude: Neighborly and Conversational

Digital Platforms



More likely to be:

- Ages 35-50 & 65+
- Black, Latine, AAPI
- Women



# Taking Responsibility for self, family and community



STRIVE & CREATE

BASE

DOING MY OWN THING

TAKING RESPONSIBILITY

WE

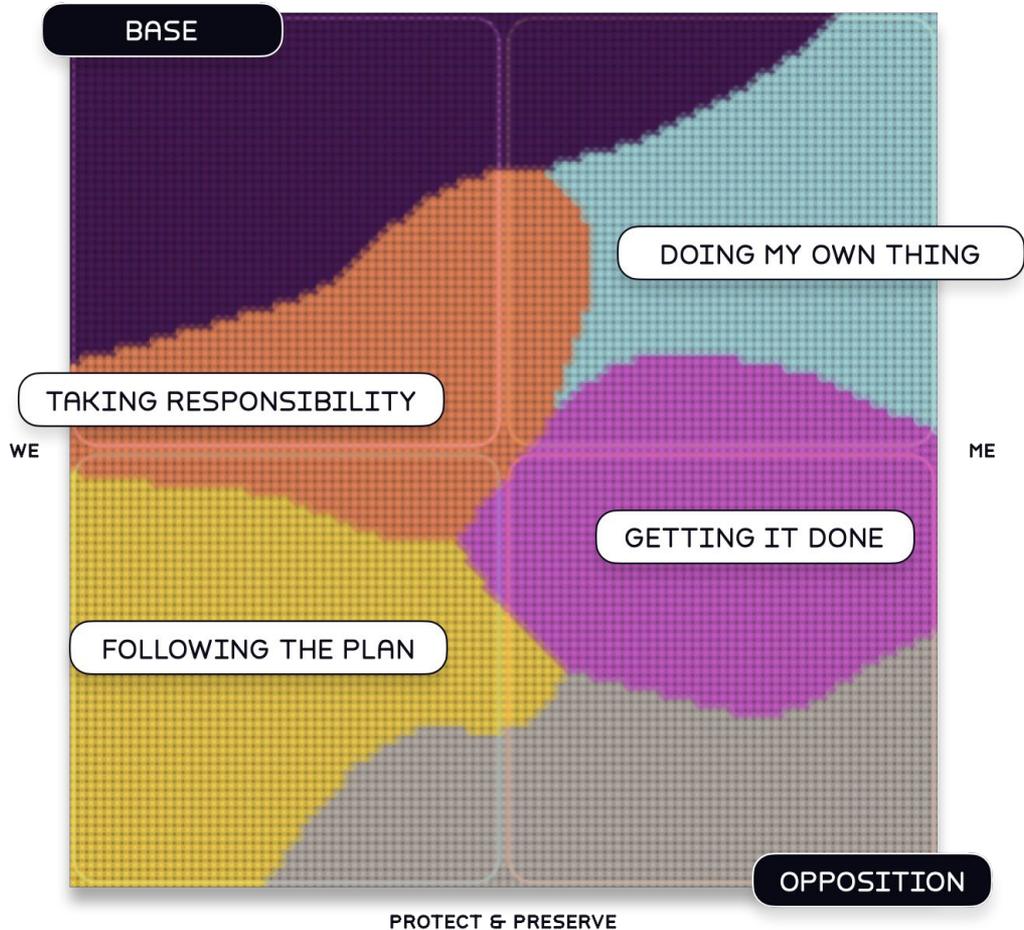
ME

GETTING IT DONE

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PROTECT & PRESERVE



# Doing My Own Thing

Their media features:

**Forging their own path, taking risks, and having fun.**

Values: Adventure and Independence

Attitude: Irreverent and Fun

Digital Platforms



More likely to be:

- Ages 18-50



# Doing My Own Thing

for me, myself and I



STRIVE & CREATE

BASE

DOING MY OWN THING

TAKING RESPONSIBILITY

WE

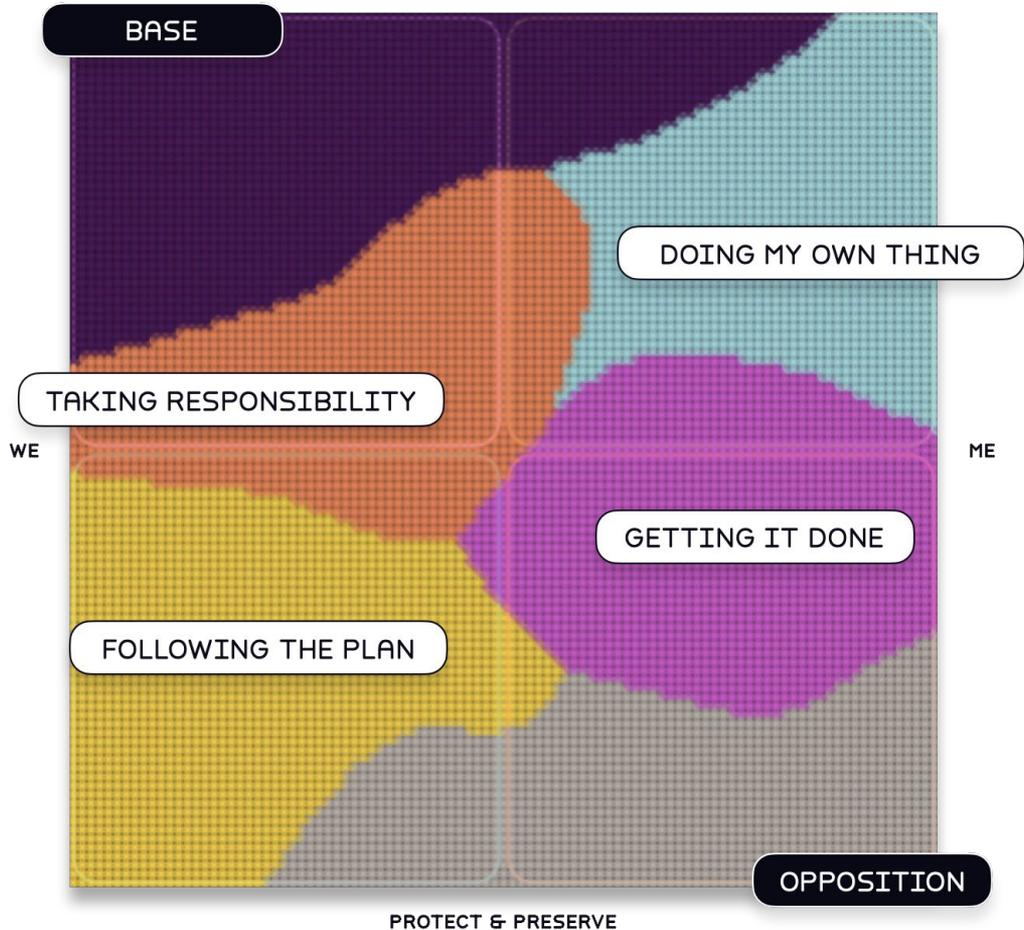
ME

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# Following the Plan

Their media features:

**Taking charge, protecting the community, resolving conflict, and restoring safety.**

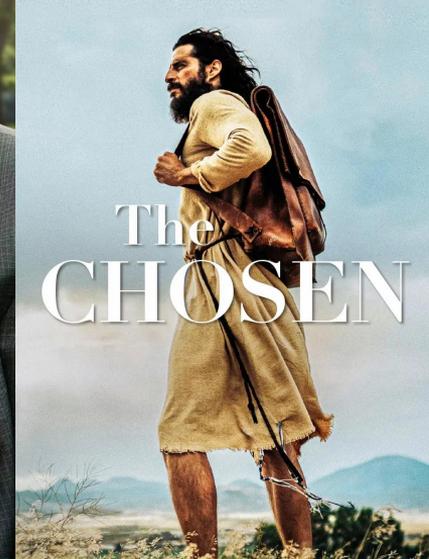
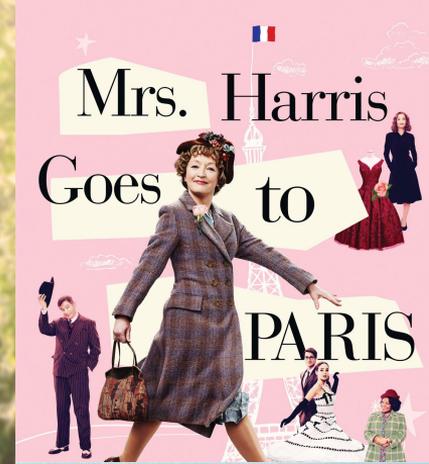
Values: Order and Helping

Attitude: Predictable and Comfortable

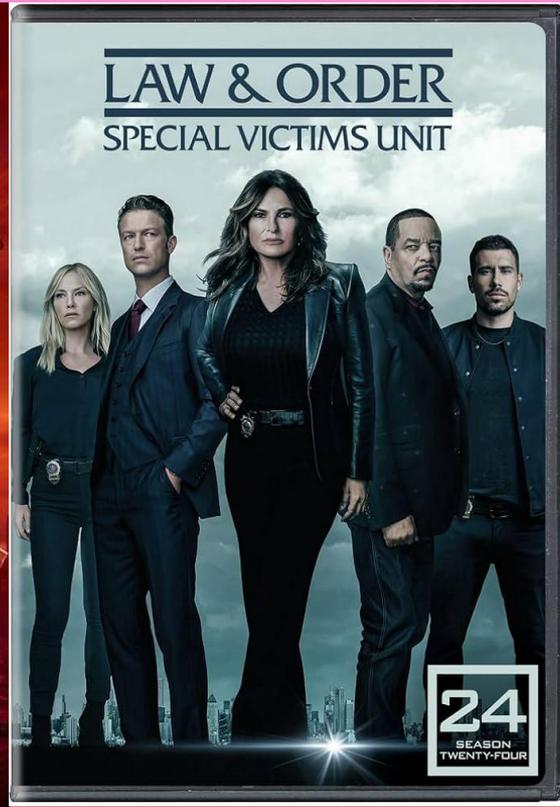
Digital Platforms More likely to be:



- Ages 50+
- Women



# Following the Plan of God, family and community



STRIVE & CREATE

BASE

DOING MY OWN THING

TAKING RESPONSIBILITY

WE

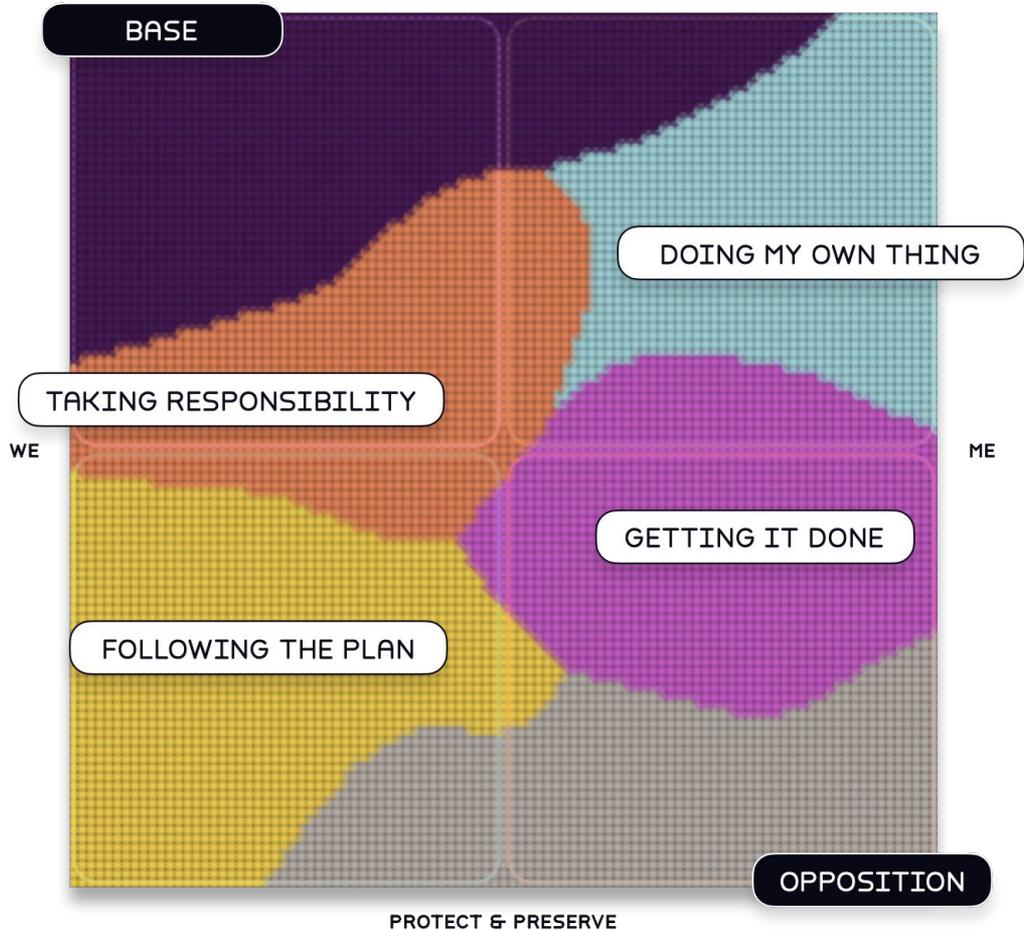
ME

GETTING IT DONE

FOLLOWING THE PLAN

OPPOSITION

PROTECT & PRESERVE



# Getting it Done

Their media features:

**Jack-of-all trades that use common sense to secure order and safety.**

Values: Achievement and Order

Attitude: Loyal and Protective

Digital Platforms



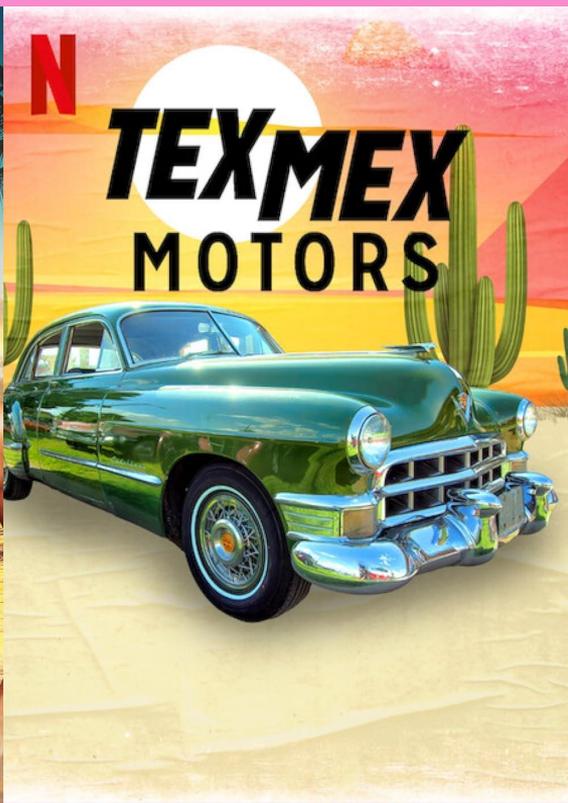
More likely to be:

- Ages 18-34
- Black, Latine, and Indigenous\*

\*Small sample size of Indigenous people



# Getting it Done my way, right way



**What's next?**

DEFINE

AMERICAN

HARMONY  
LABS

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# NARRATIVE FRAMEWORK

## Tests Show the Narrative Framework:

- Increases recognition that politicians are scapegoating immigrants for their own political gain
- Increases the belief that all immigrants, including undocumented immigrants, belong in America
- Increases support to expand the ability for more people to move to the U.S.

# Narrative Framework

<p><b>Shared Identity + Shared Value</b> Define a “we” your audience can identify with</p>	<p>“As people who honor the long tradition of helping neighbors and welcoming newcomers, we know that our communities are stronger when we look out for each other and have each other’s backs.”</p>
<p><b>Frame Anti-Immigrant Scapegoating As a Tool to Divide</b> Describe how politicians blame immigrants and how it impacts us all</p>	<p>“But when some politicians blame immigrants for everything from the economy to crime just to bolster their own political agendas, they create division that makes our communities less welcoming and less safe.”</p>
<p><b>Describe a Vision for the Future</b> Lay out a vision for the future that affirms your shared value</p>	<p>“Instead of trying to divide us and make us afraid of each other, politicians should be helping us build a future worthy of us all. We deserve a future that values how people who have come from near and far have contributed to our shared American story. We deserve a future where everyone has the opportunity to pursue their dreams and no one is left behind, no matter where they were born or what they look like. In our best future, we don’t just survive, we all thrive.”</p>

# Versions of the Narrative Framework We Tested

## Narrative Targeted for Audience: Following The Plan

As people who honor the long tradition of helping neighbors and welcoming newcomers, we know that our communities are stronger when we look out for each other and have each other's backs.



But when small-minded politicians blame immigrants for everything from the economy to crime just to bolster their own political agendas, they create division that makes our communities less welcoming and less safe.

Instead of trying to divide us and make us afraid of each other, politicians should be helping us build a future worthy of us all. We deserve a future that values how people who have come from near and far have contributed to our shared American story.

We deserve a future where everyone has the opportunity to pursue their dreams and no one is left behind, no matter where they were born or what they look like. In our best future, we don't just survive, we all thrive.



14%

of respondents increased their agreement with pro-immigrant statements after viewing this content

## Narrative Targeted for Audience: Getting It Done

As people who believe in the freedom to build a better life, we value all those who work hard to provide for their families and pursue their dreams. Everyone deserves to have the chance to succeed no matter where they were born.



But when small-minded politicians blame immigrants for everything from the economy to crime just to bolster their own political agendas, we know that means they've got nothing else to offer. We deserve real solutions, not scare tactics.

In America, immigrants have always been a part of the American story and we should protect that tradition. Instead of trying to divide us and make us afraid of each other, politicians should help us build on our traditions to create a future where everyone has more opportunity, not less.

We deserve a future where everyone has the freedom to create a good life for themselves and their families and no one is left behind. In our best future, we don't just survive, we all thrive.



11%

of respondents increased their agreement with pro-immigrant statements after viewing this content

# Audience Reference Guide

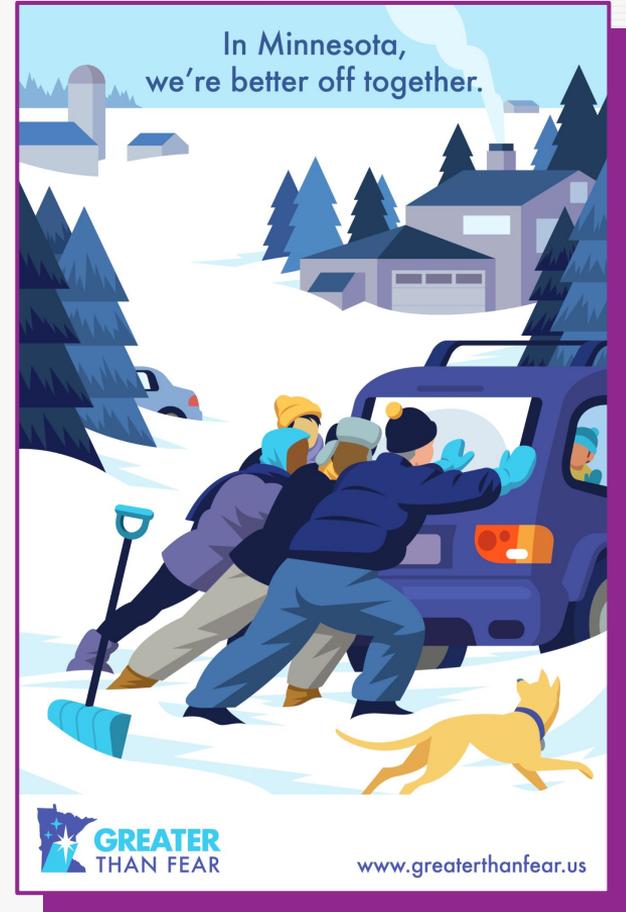
	Identities	Values	What They Want
<b>Taking Responsibility</b>	<ul style="list-style-type: none"> <li>• Caretakers</li> <li>• Community Leaders</li> <li>• Parents / Grandparents</li> </ul>	<ul style="list-style-type: none"> <li>• Order</li> <li>• Community</li> <li>• Equity</li> </ul>	<ul style="list-style-type: none"> <li>• To bring people together</li> <li>• To empower themselves and others</li> </ul>
<b>Following The Plan</b>	<ul style="list-style-type: none"> <li>• Caregivers</li> <li>• Parents / Grandparents</li> <li>• Church-goers</li> </ul>	<ul style="list-style-type: none"> <li>• Order</li> <li>• Helping</li> <li>• Family</li> </ul>	<ul style="list-style-type: none"> <li>• To keep the peace</li> <li>• To see their kids thrive</li> </ul>
<b>Doing My Own Thing</b>	<ul style="list-style-type: none"> <li>• Gamers</li> <li>• Rebels</li> <li>• Nonconformists</li> <li>• Adventurers</li> </ul>	<ul style="list-style-type: none"> <li>• Adventure</li> <li>• Autonomy</li> <li>• Freedom</li> <li>• Achievement</li> </ul>	<ul style="list-style-type: none"> <li>• To pursue their dreams</li> <li>• To have fun</li> </ul>
<b>Getting It Done</b>	<ul style="list-style-type: none"> <li>• Hard Workers</li> <li>• Doers</li> <li>• Problem-Solvers</li> <li>• Leaders</li> </ul>	<ul style="list-style-type: none"> <li>• Achievement</li> <li>• Order</li> <li>• Freedom</li> </ul>	<ul style="list-style-type: none"> <li>• To build a better life</li> <li>• To protect others</li> </ul>

A woman with long dark hair, wearing a red t-shirt and a light blue face mask, is shouting into a red and white megaphone. She is leading a group of people in a protest. In the background, a large yellow banner reads "WISCONSIN DRIVER LICENSES FOR ALL" with a graphic of three people's faces. Other signs include "STAND WITH US", "MIGRANTES UNITE! ANTI-CAPITALISM", and "VAL". A person in a grey hoodie and red vest is also shouting into a megaphone. The scene is outdoors with a bridge structure in the background.

# DESIGNING NARRATIVE INTERVENTIONS

# Narrative Intervention

A narrative intervention can be any tactic or piece of content that allows you to challenge, reframe, advance, defend, or popularize a narrative.



# Tips for Designing Narrative Interventions

- Identify your narrative goal
- Design for your audience
- Choose one element of the narrative framework as the central focus for an intervention design
- Tell more immigrant stories



# No Borders, Just Flavors

United We Dream



## **Dogs Against Dog Whistles**

Greater Than Fear Minnesota



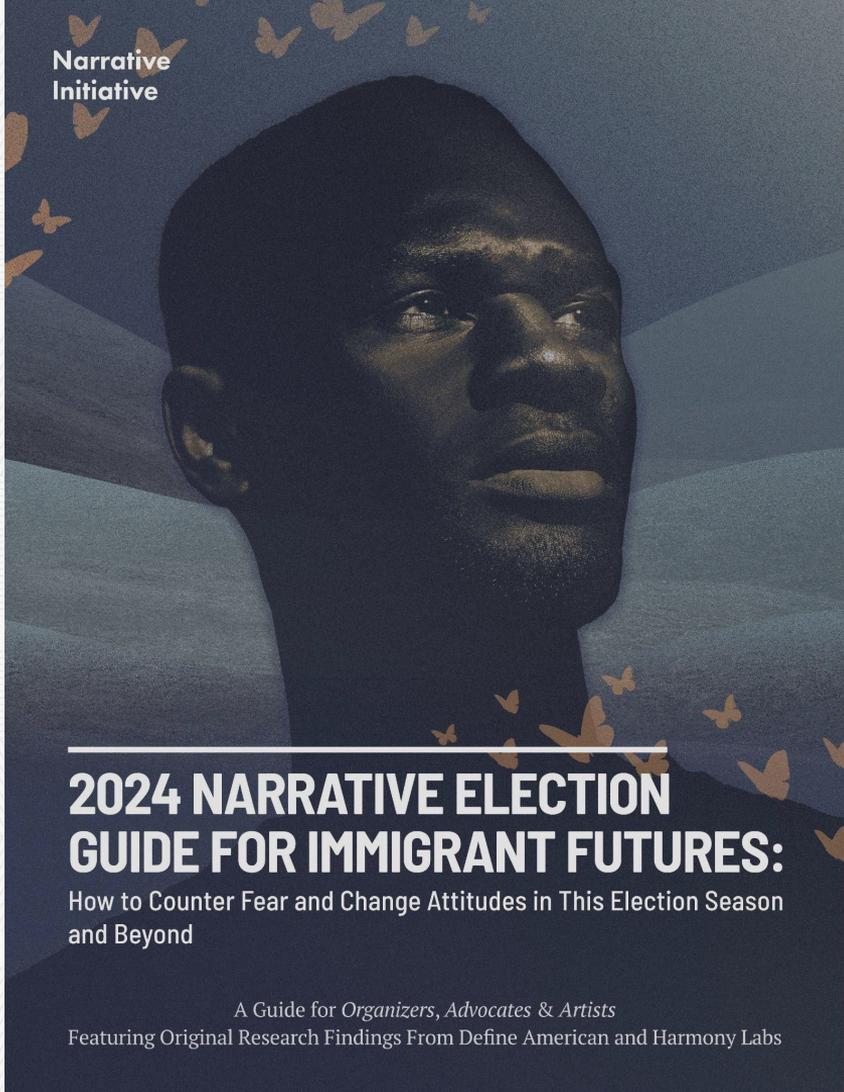
# Archipelago: An Immersive Sonic Experience

Intelligent Mischief

The full report can be  
found [here](#)

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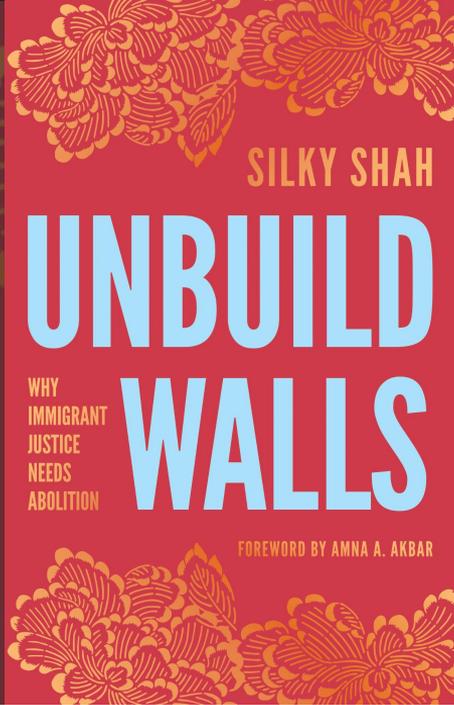


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## 2024 NARRATIVE ELECTION GUIDE FOR IMMIGRANT FUTURES:

How to Counter Fear and Change Attitudes in This Election Season  
and Beyond

*A Guide for Organizers, Advocates & Artists*  
Featuring Original Research Findings From Define American and Harmony Labs



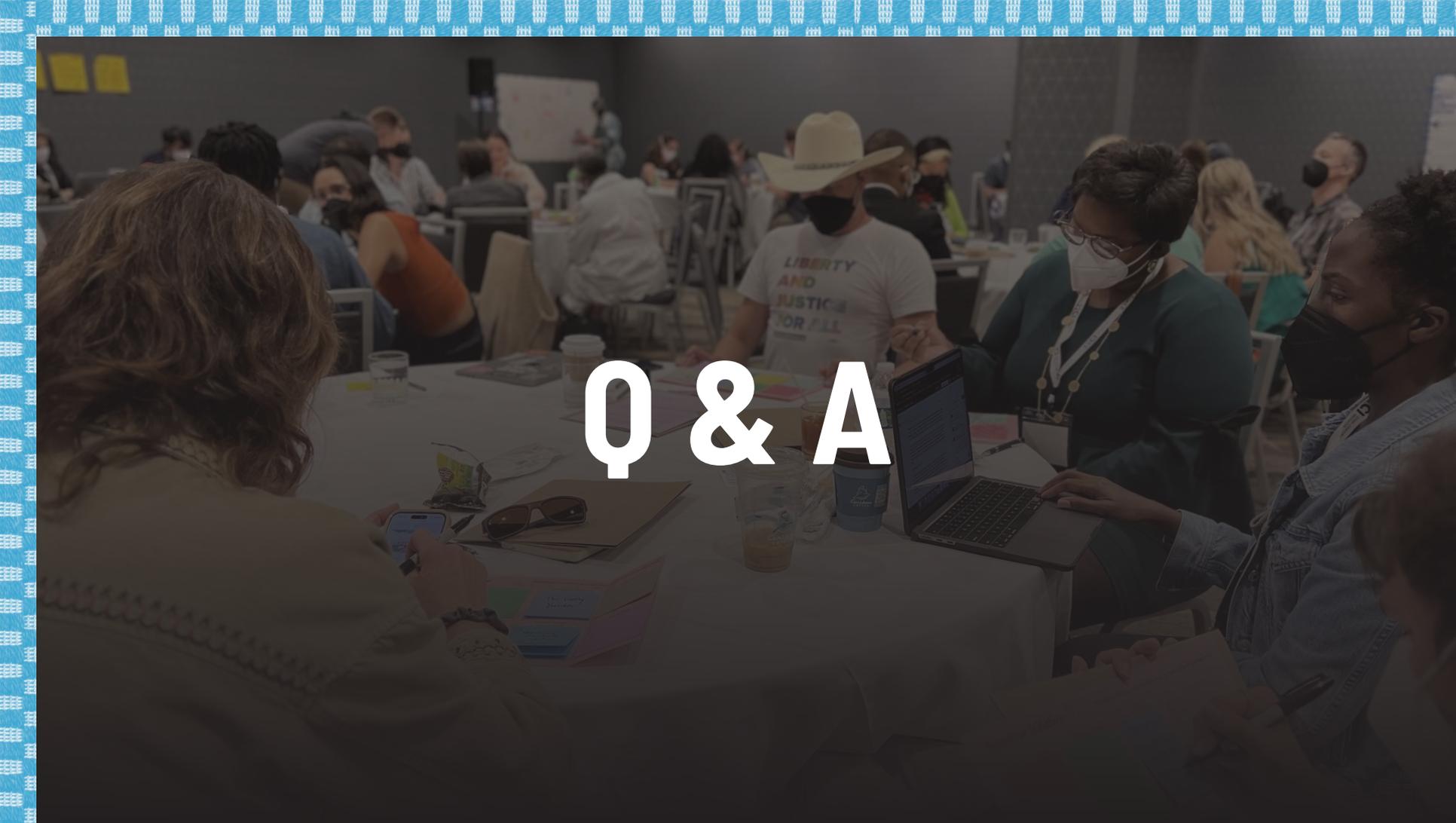
## Additional Opportunities

Book Launch: *Unbuild Walls: Why Immigrant Justice Needs Abolition* by Silky Shah.

[Find out more here](#)

Narrative Bootcamp Part 3: *Successful Case Studies in the Field*. Fri, Oct 18, 2-3:30pm ET.

[Register here](#)

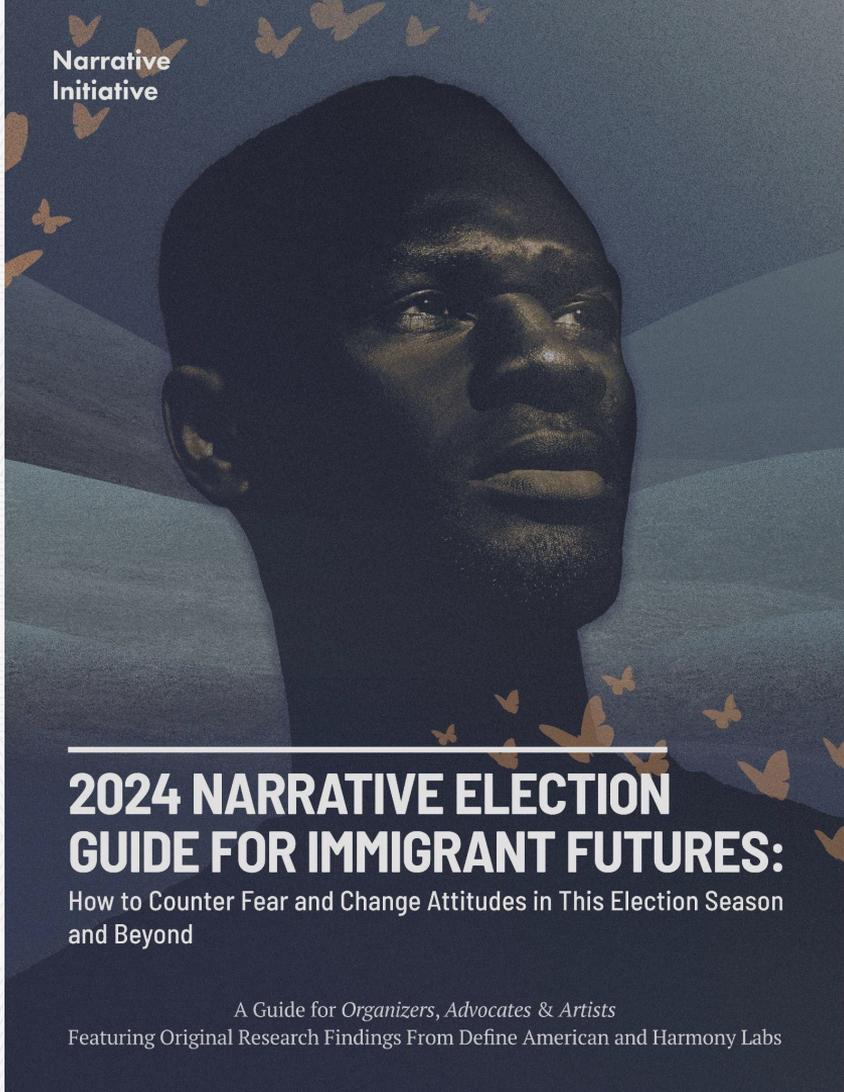


# Q & A

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found [here](#)

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