



Framing Adolescent Development

Forum for Children's Well-Being Spring Virtual Workshop
May 5th, 2020

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What is a **Frame**?

Frames are sets of choices about how information is presented:

What to emphasize, how to explain it, and what to leave unsaid.

A frame effect occurs when changes in presentation lead to measurable, significant changes in people's response.

We conducted a comprehensive investigation



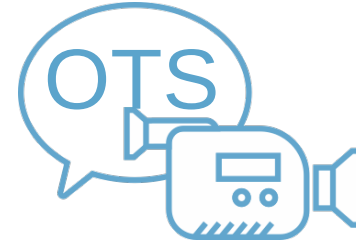
Expert
Interviews

25



Cultural Model
Interviews

29



On-the-Street
Interviews

101



Peer
Discourse
Sessions

54



Usability
Trials

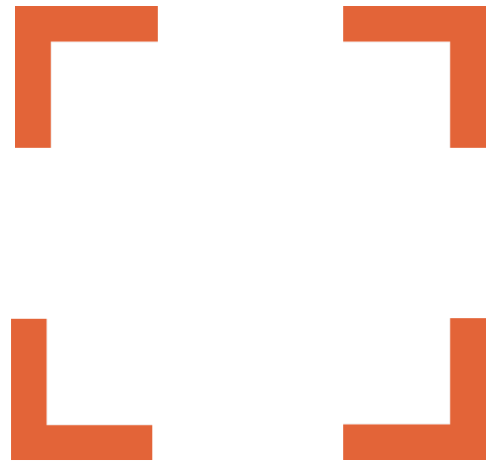
19



Survey
Experiments

6,500

Sample Size:
6,728



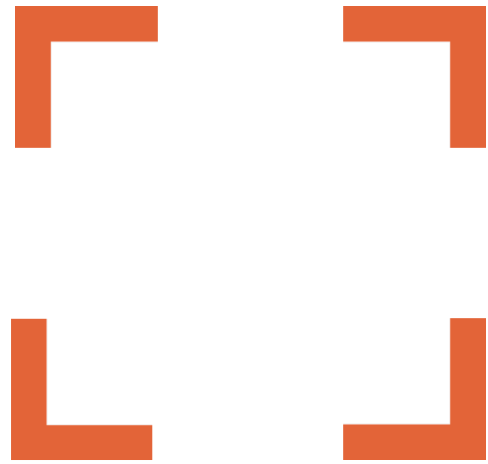
See what you're up
against

Cultural conceptions of adolescence



Traps in Public Thinking

Model	Understandings and Assumptions
<i>Adolescence = Black Box</i>	Adolescence can be age 5 until...??
<i>Dangerous Times</i>	Adolescence is inherently risky and nothing can be done
<i>Self-Makingness</i>	Individuals can overcome adversity through willpower and hard work
<i>Peers Matter Most</i>	Peers are most important influences, and are usually negative influences
<i>Modernity as Threat</i>	Social media and technology create more risk
<i>Culture of Poverty</i>	Adversity and negative outcomes are due to the “bad values” of poor communities
<i>Brain Development</i>	??



Reframe by changing
your story

Avoid

Individual outcomes and personal success

Individual stories without context reinforce unproductive assumptions

Overemphasizing risk and vulnerability

Avoid cuing negative thinking and fatalism about adolescence

Leaving support up the imagination

Don't let the public "fill in the blanks" with solutions you want to avoid

Advance

Community Engagement

Talk about how young people contribute to their communities

Supportive programs and policies

Explain the programs, policies and practices that enable adolescents to try things out and learn, and to develop their independence and autonomy

Enriching environments

Highlight positive experiences outside the home

Amplify youth voices

Listen to and highlight the stories adolescents tell about themselves

For more information, please visit:
<http://frameworksinstitute.org/adolescence>



www.frameworksinstitute.org



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