



The power of scenarios as stories to change public perception and policies

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What is the power of story?

PERSUASION

Why Scenarios matter

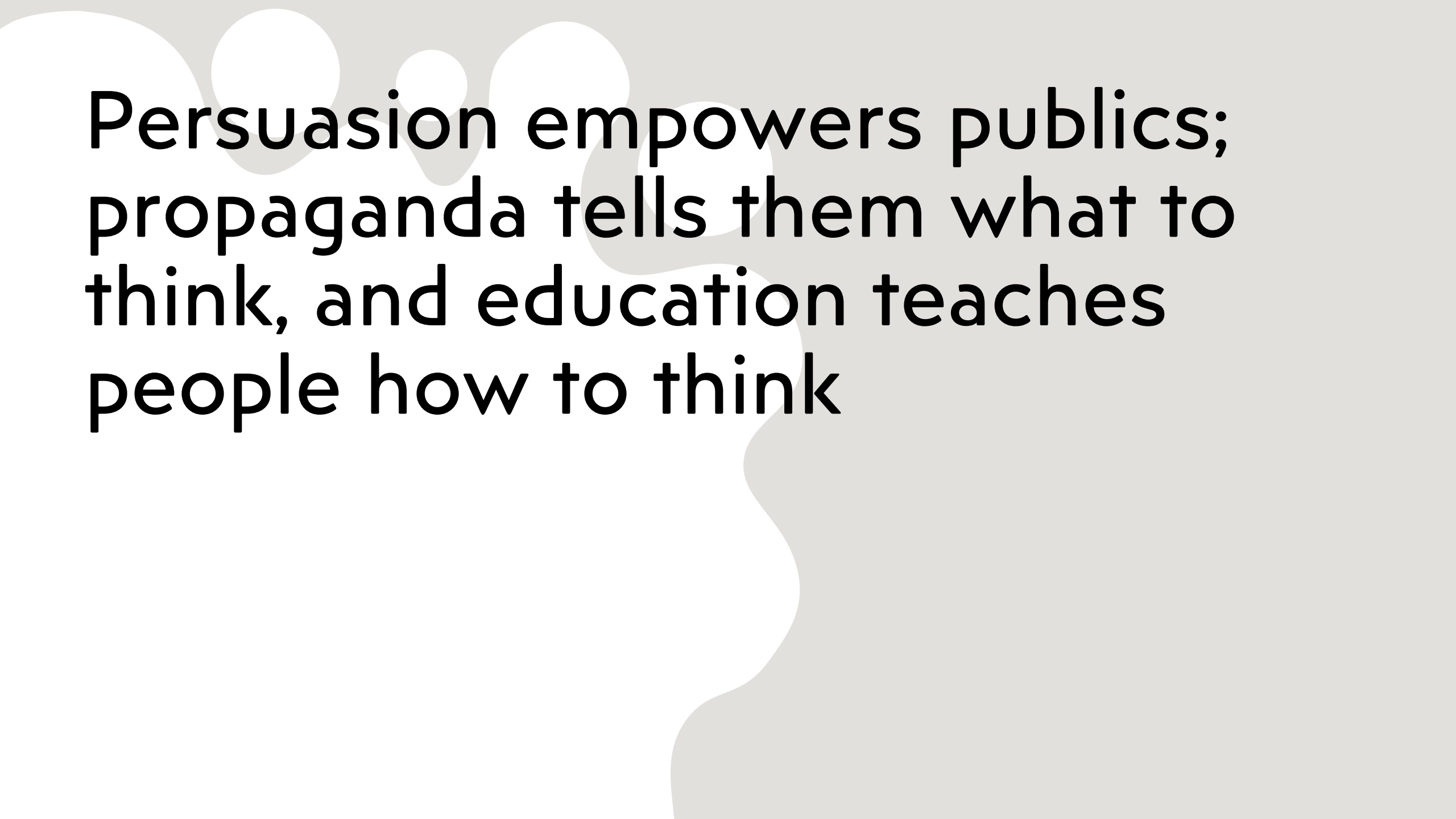
Scenarios are essentially stories we tell ourselves about one future.

We use our data to frame these stories

Why persuade?

Table 2.1: Definitions of propaganda, persuasion and education.

	Propaganda	Persuasion	Education
<i>Definitions</i>	Source seeks to control publics; outcome is to have publics think as the source does (Jowett & O'Donnell, 2012).	Co-creates meaning with the public (Larson, 2013).	Teaches people to think openly about an issue, from differing perspectives (Lasswell, 1935).



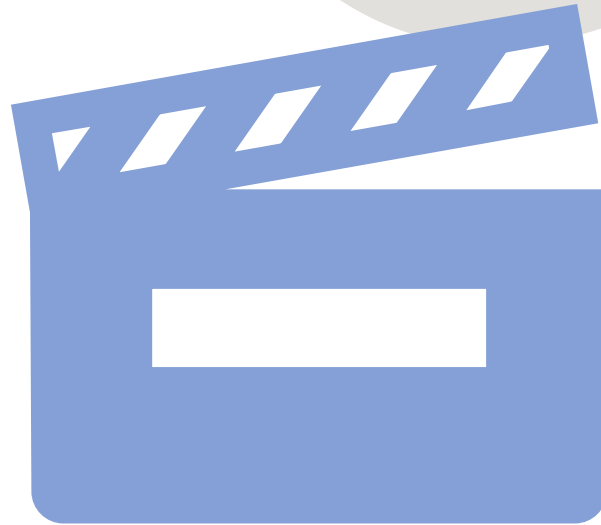
Persuasion empowers publics;
propaganda tells them what to
think, and education teaches
people how to think

Good stories that have positive outcomes for change allow the listeners to go from passive to active.

It has the power to remove fatalism (there's nothing we can do about) and reduce its influence. Bürgelt, Paton, & Johnston, 2009; McClure, Allen, & Walkey, 2001; Paton, 2003; Paton & Johnston, 2001



Stories also activate our reward system (Kobo, Yeshurun, and Schronberg, 2024), much more than data or visualizations can. Framing creates meaning.



Final thoughts



Policy and decision makers need positive outcome-based stories, where they take on an active “hero”, “advocate”, or “healer” type role to enact change.



Creating better stories, using our data driven scenarios, that use narrative framing, positive outcomes, invitations to collaborate for problem solving, may be what leads to broader changes in public policy spheres.