

Talking about immigration

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Who, how, when

- Who wants to talk about immigration
 - Everyone! But who are they? And how to do we reach them?
- How do we talk about immigration
 - Focus on stories of change, appeal to values, real life experiences
- When to talk about immigration...
 - Wherever you can shape thinking
 - privately, e.g. lobbying government, down the pub
 - But also publicly as part of wider human rights campaigns - *clear intersect with race equality and human rights*



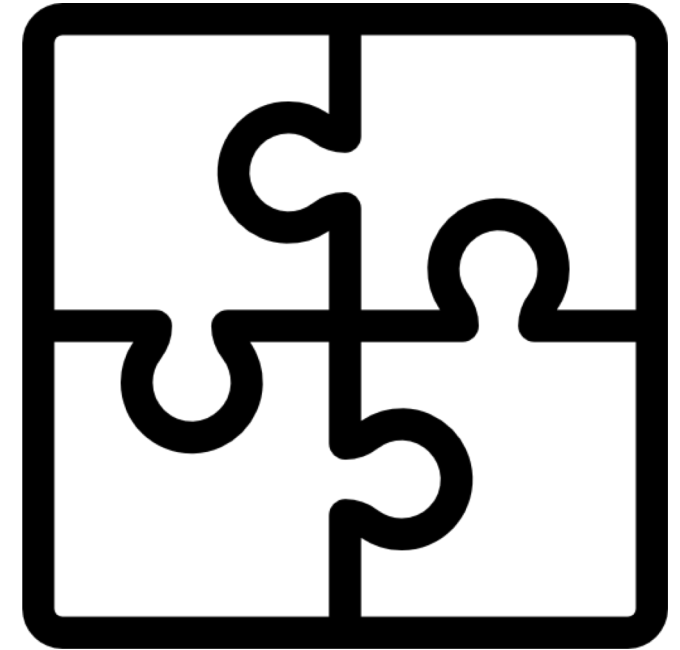
Why think about audiences?

- If we want to achieve change, we need people to help us
 - Only works if we know what change we want to see!
- Sometimes we only need to target one person to make change happen
 - The one senior civil servant, a local employer, the community group
- We all have different characteristics that influence the extent to which we pay attention to, understand and act on different messages
 - Message
 - Medium
 - Timeliness



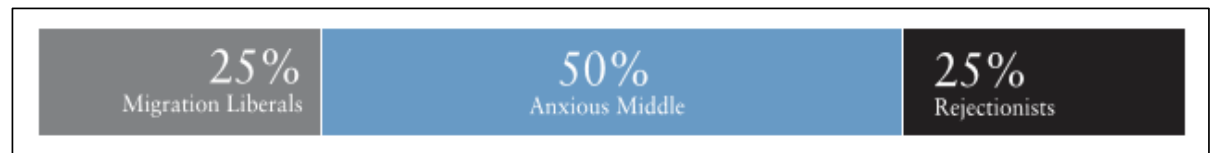
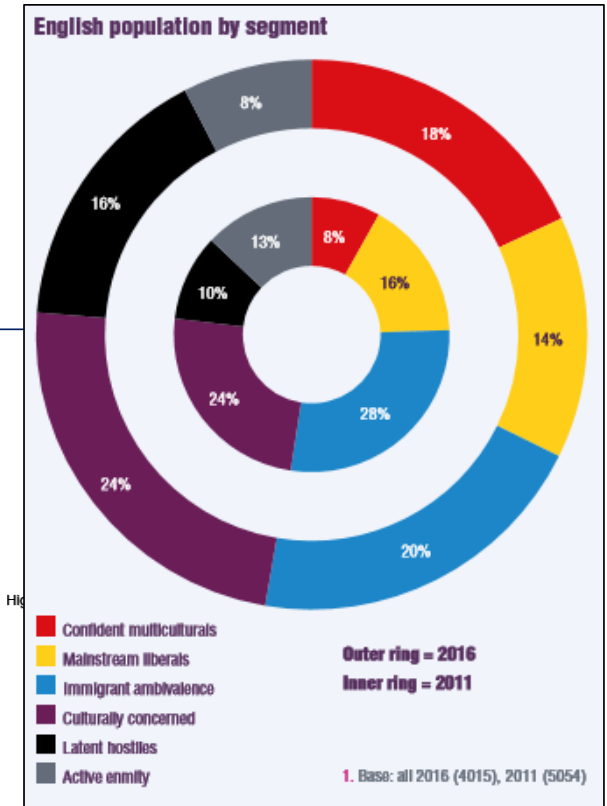
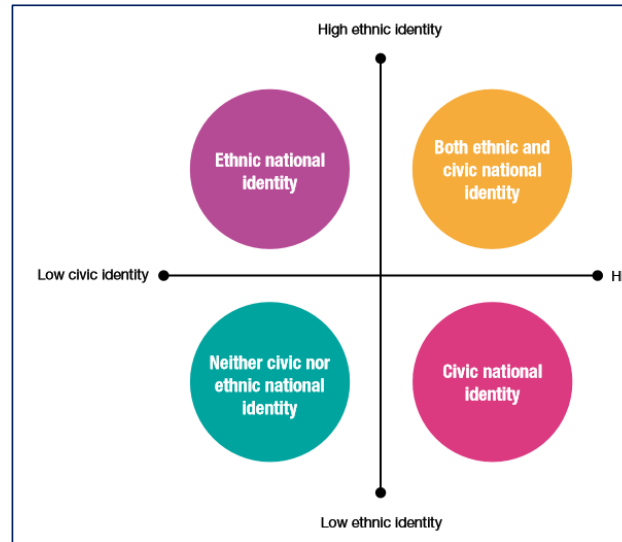
Segmentation should be...

- **Non-reductive** – schools of opinion, not binary categorisations for people
- **Non-judgemental** as far as possible – looking to persuade through understanding
- **Non-exclusive** – to be effective it needs to take into consideration attitudes all segments, even if some groups remain primary focus



Attitudes to refugees and migrants

- Fear and Hope's 6 tribe typology
- British Future's work on the 'anxious middle'
- Michael Ashcroft's 7 segment model
- NatCen (British Social Attitudes survey)
- Purpose



Culturally secure

Younger • civic nationalism • more likely to be BME • high contact with migrant groups • identify as British/ European



Culturally insecure

Older • civic & ethnic nationalism • less likely to be BME • low contact with migrant groups • identify as English

Pro-migrant

- Urban/ London
- More educated
- Optimistic
- Pro-EU, internationalist

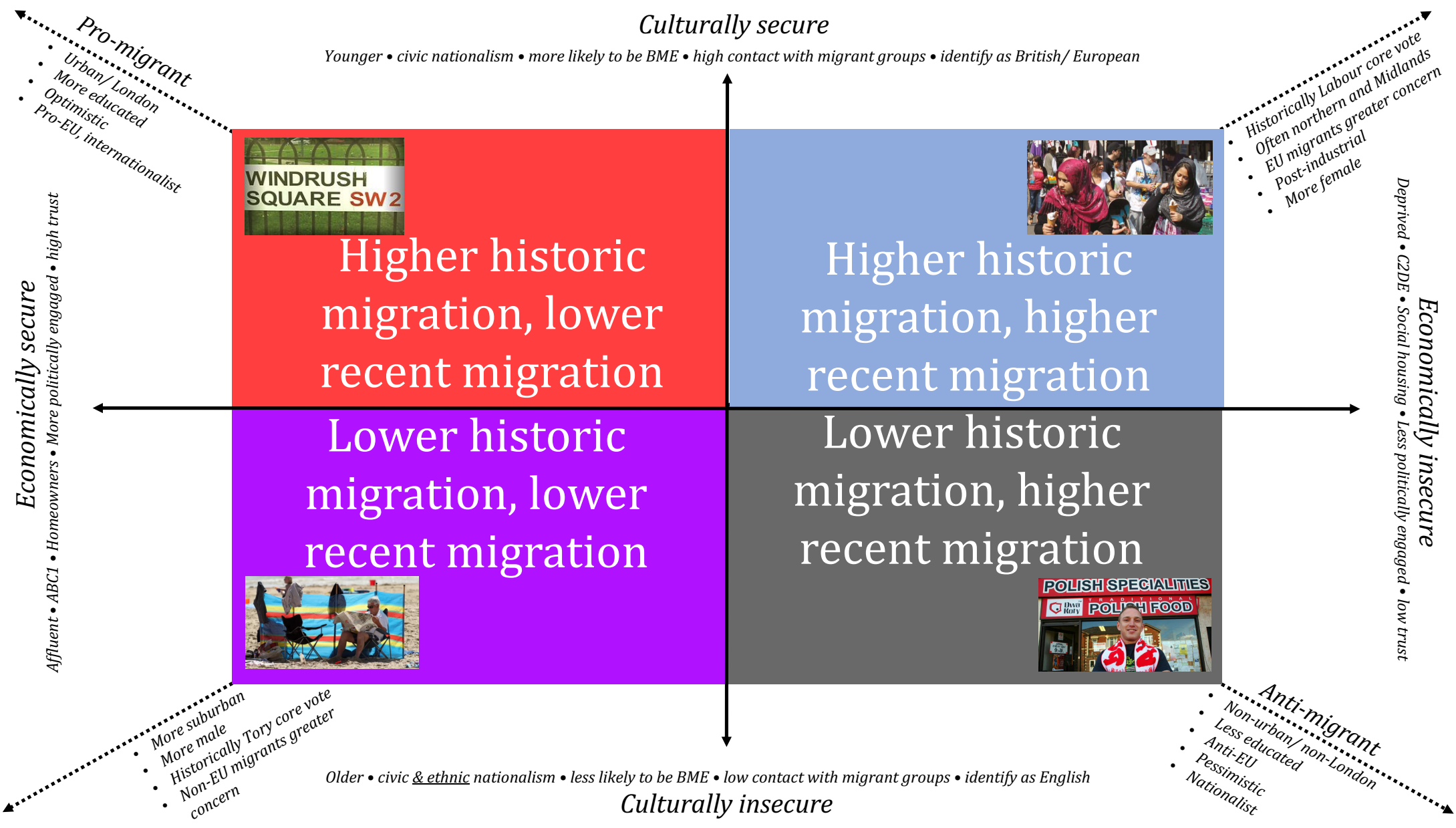
Economically secure
Affluent • ABC1 • Homeowners • More politically engaged • high trust

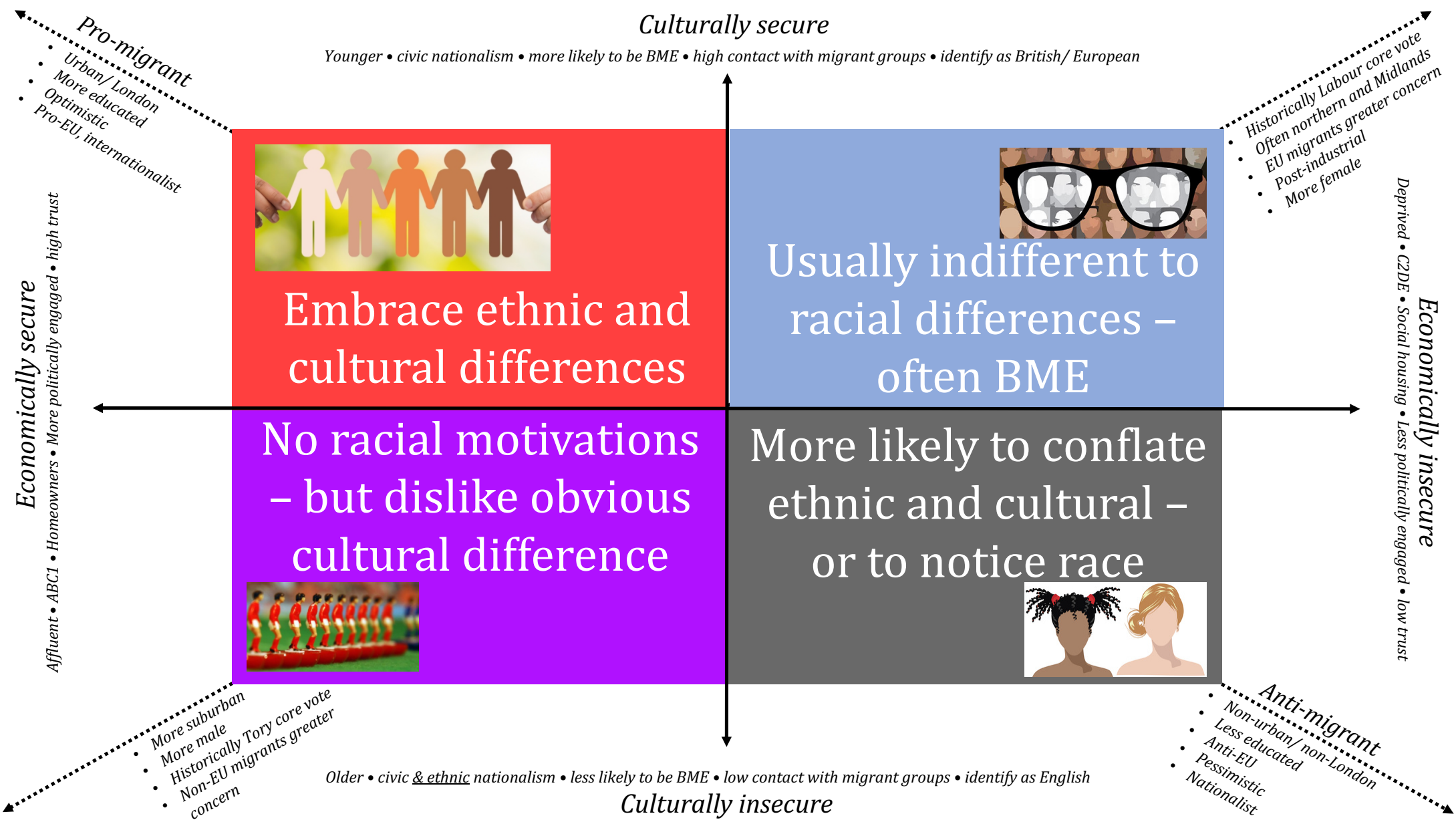
- Historically Labour core vote
- Often northern and Midlands
- EU migrants greater concern
- Post-industrial
- More female

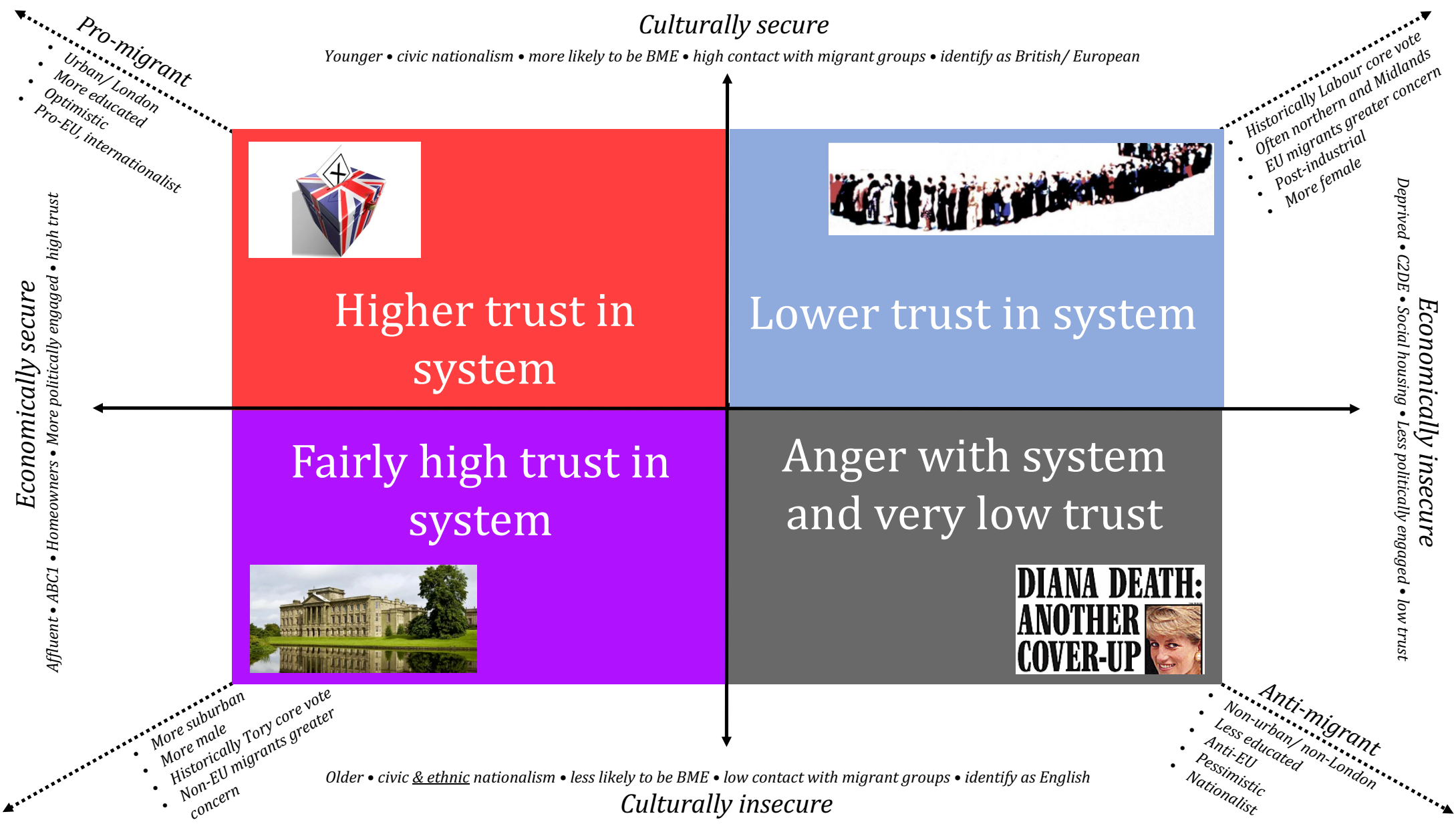
Economically insecure
Deprived • C2DE • Social housing • Less politically engaged • low trust

Anti-migrant

- Non-urban/ non-London
- Less educated
- Anti-EU
- Pessimistic
- Nationalist







Goals for the four primary groups:

- **Liberals:** to mobilise, enthuse, and help to persuade others
- **Grafters:** to persuade using simple frames and common sense arguments
- **Traditionalists:** to reassure, put at ease and (sometimes) rouse
- **Sceptics:** to defuse, contain and neutralise



Liberals

- Broadsheets, BBC, Channel 4, documentaries
- Twitter, LinkedIn, social media (networked)
- Shareable content – i.e. blogs, BuzzFeed etc
- Stories, explanations, explorations, stimulation – provide arguments
- Campaigners, real life stories
- Sometimes time poor – connect via work
- Also active BME networks, faith groups charities

ideas
big-tent international
ambitious
open tolerant
change
shared-vision unity step-up
VOICES
progressive
persuade future
pluralism
action argument
MORE-IN-COMMON

Traditionalists

- Quality dailies and some broadsheets, broadcast mix – BBC Radio
- Less socially connected – face-to-face, peer to peer
- Human interest stories, relatable
- Community/ church groups, institutions
- Respected individuals, non-partisan experts
- Sometimes time-rich – connect via families and children



A word cloud of terms associated with traditionalists. The words are arranged in a roughly circular pattern, with 'history' and 'commonwealth' being the largest. Other prominent words include 'pride', 'family', 'democracy', 'longstanding', 'shared', 'roots', 'greatness', 'wWII', 'integration', 'straight-talking', 'respect', 'patriot', 'enduring', and 'English-language'.

English-language enduring family
patriot
alwayspride
commonwealth
history
respect
democracy straight-talking
integration
longstanding
roots greatness wWII shared

Grafters

- Less newspapers – red-tops and tabloids if so, music stations, SKY and ITV
- Internet users
- Simple social networks – Facebook, WhatsApp, texts, looking good (Instagram)
- Celebrity endorsements
Simple explanations, reasonable, pros and cons
- Strong local figures – football coaches, publicans, bosses
- Busy lives, low news intake, financially pressed



Sceptics

- Less newspapers – red-tops and tabloids if so
- E-savvy– ‘keyboard warriors’
- Ultra-local social networks
- Face-to-face, familiarity, people they know, suspicious of others
- Low trust, often angry
- Listen to them – show respect but keep boundaries
- Provide roles, direct encounters with refugees can help, personal
- Forces, organised sports

roles-for-everyone

Englishness

choice

continuity

listening

respect

range-of-opinion

self-control

discipline

Top-line, overall narrative (e.g. for three adjacent sub-segments):

We want a free society with tolerant, welcoming values – built on common-sense rules and a managed system, so that immigration can work for everyone

Message for 'bohemian liberals':

A free society based on a tolerant approach, which offers a better life to those who share our values

Supportive facts, quotes, info (first BP fictional)

- Evidence shows areas with more diversity are "happier"
- Research shows migrants put more into the economy than they take out

Message for 'transient grafters':

A fair, common-sense system for the long-term, which creates opportunities for those willing to contribute

Supportive facts, quotes, info (fictional quote)

- Quote from Duncan Bannantyne: "Sensible, planned migration helps our economy tick over"
- Migrants often move to areas already booming

Message for 'blue collar grafters':

A properly managed process, which sets out clear, firm rules to make sure the system works for everyone

Supportive facts, quotes, info

- Non-EU migrants can't access public funds like JSA
- EU migrants can as things stand – but data shows few do, as they're mostly young

How to talk to people about migration

- Language matters
 - Don't use jargon, be relatable
 - Framing matters – don't use metaphors with unhelpful implications
- Facts don't persuade people...
 - They can help with telling a story but the story is more important
 - Stories of the role and contribution in your company
 - Appeal to motivational values of your target segment
- Think about where people get their information from
 - Friends and family are still the biggest, and most trusted source of information
 - Social media – young people love snapchat, older people facebook, news junkies, twitter and YouTube has something for everyone
 - Local media
 - Through their employer and colleagues



Information and contacts

- Free media toolkits available at <http://imix.org.uk/resources/>
- Emma Harrison: emma.Harrison@imix.org.uk
- Alex Mitchelmore: alex.Mitchelmore@imix.org.uk