

RESEARCH FINDINGS REPORT UPDATED: SEPTEMBER 2019

Employing Intersectional Messages to Increase Engagement and Action in Reducing Nuclear Threat

Nuclear Narrative

This research report is accompanied by an interactive site.

Visit us at nuclearnarrative.org to learn the five distilled steps that provide a path to new narratives and engages new audiences in new conversations to reduce nuclear threat.

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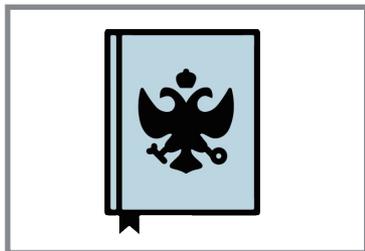
About the research



[Nucleus Impact](#), through the generous support of The MacArthur Foundation, has continued its research into ways to engage a new generation of changemakers in the quest to reduce nuclear threat.

Our research findings explore the efficacy of messaging that links nuclear threat and other more proximate issues and concerns including the environment, health, the economy and social justice.

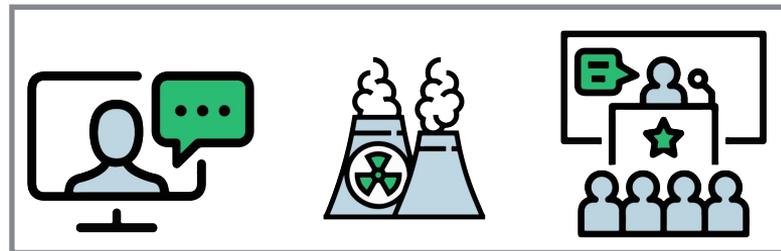
Where this starts



Reducing nuclear danger requires policy change.



Policy change requires strong public support.



There is increased salience around the topic of nuclear threat...



but a lack of public engagement in changing the status quo.



There has been a dramatic increase in public engagement on other important topics since the 2016 Presidential election.



But not on this issue.

Broadening engagement to accelerate change

Informed by expert interviews, focus groups and in-depth individual interviews from prior research on nuclear threat, we fielded a national (United States) survey that yielded statistically significant and projectable results. Over 3,000 completed surveys reflect the demographic profile of the US (with the exception of age) where we focused predominantly on Generation Possible (people ages 18-35). Our four main goals were to:

**1**

understand the issues that are meaningful to and activate them

2

...and how best to introduce the issue of nuclear threat

3

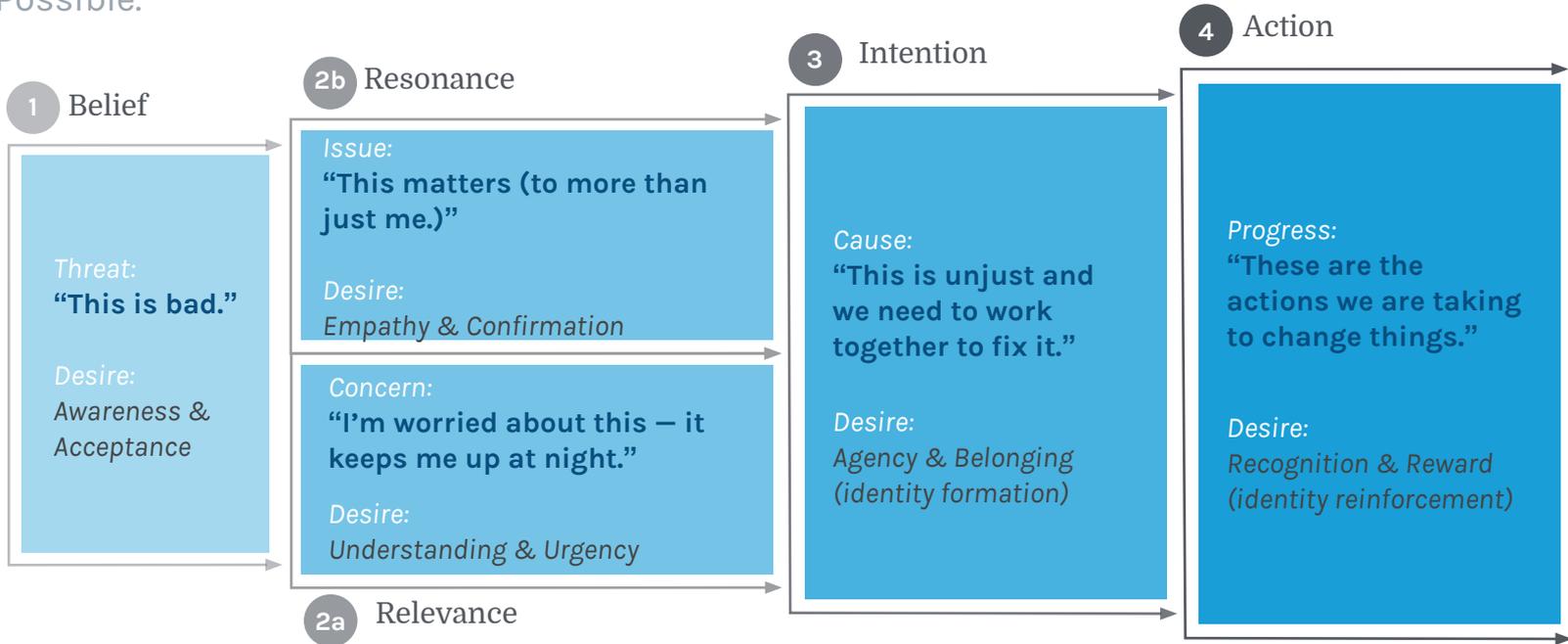
...in ways that will instill agency and urgency, not simply fear

4

...giving them an outlet for engagement that demonstrates their impact in reducing nuclear danger.

Establishing an architecture for action

This research has led to the development of an architecture for action which attempts to clarify the conditions necessary to cultivate a sense of agency and catalyze action among Generation Possible.



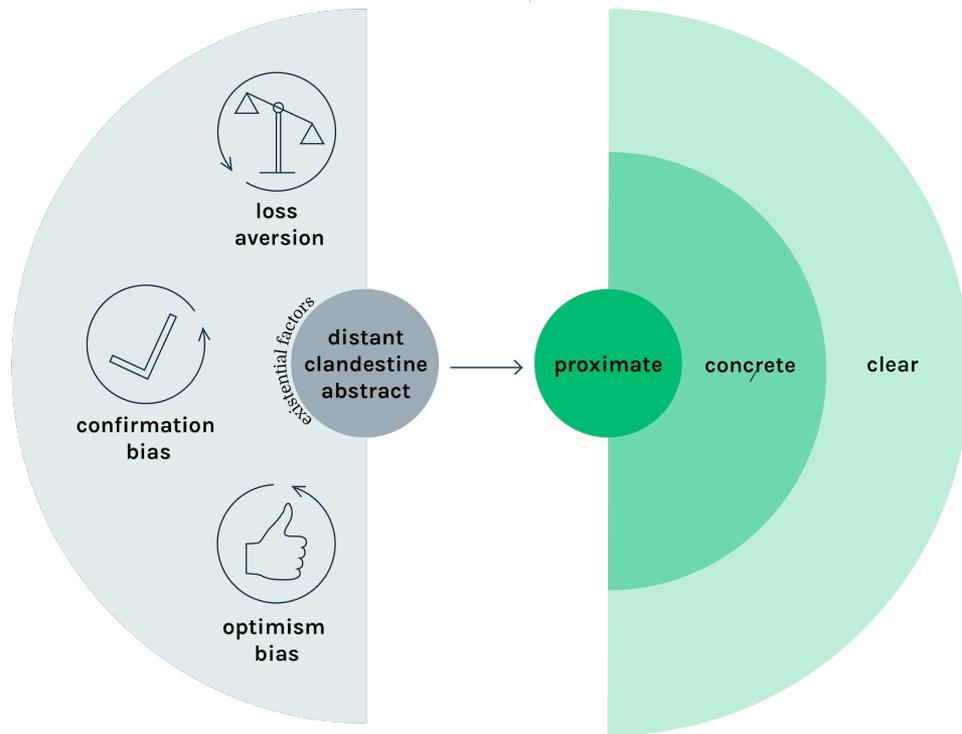


Theory of Change



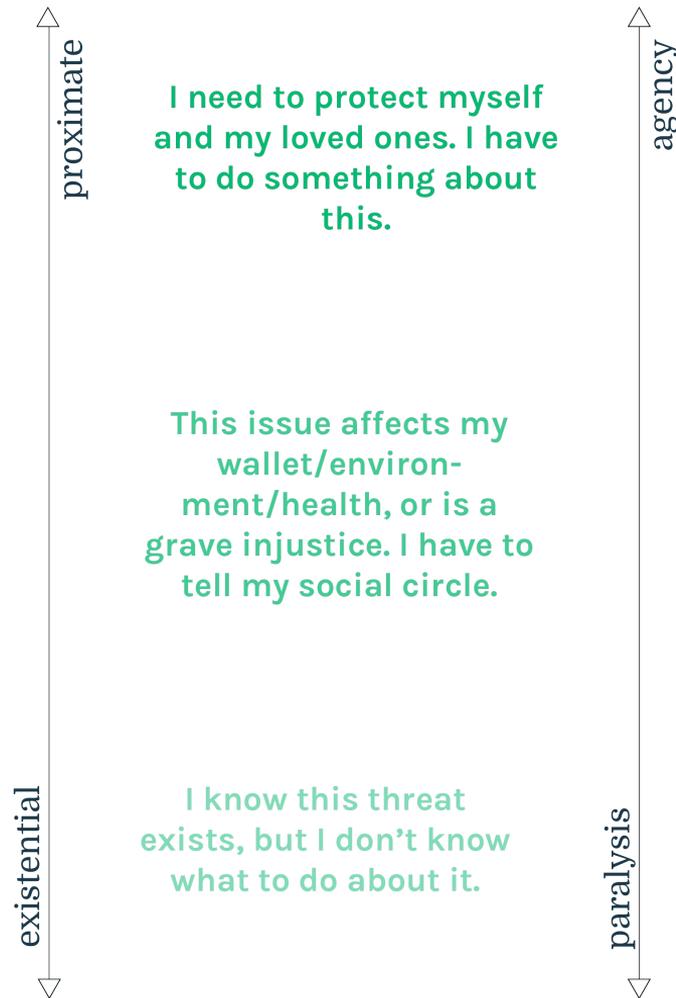
If we move threat from existential to proximate...

Nuclear security is a problem that the mind is not equipped to deal with, so our brains create shortcuts to make this existential threat feel less real and less urgent.



...we cultivate a sense of urgency and agency over that threat.

Connecting the existential or theoretical threats to issues that are familiar and part of our lived experience establishes immediacy and can trigger anger or indignation, emotions that leads to engagement and action.

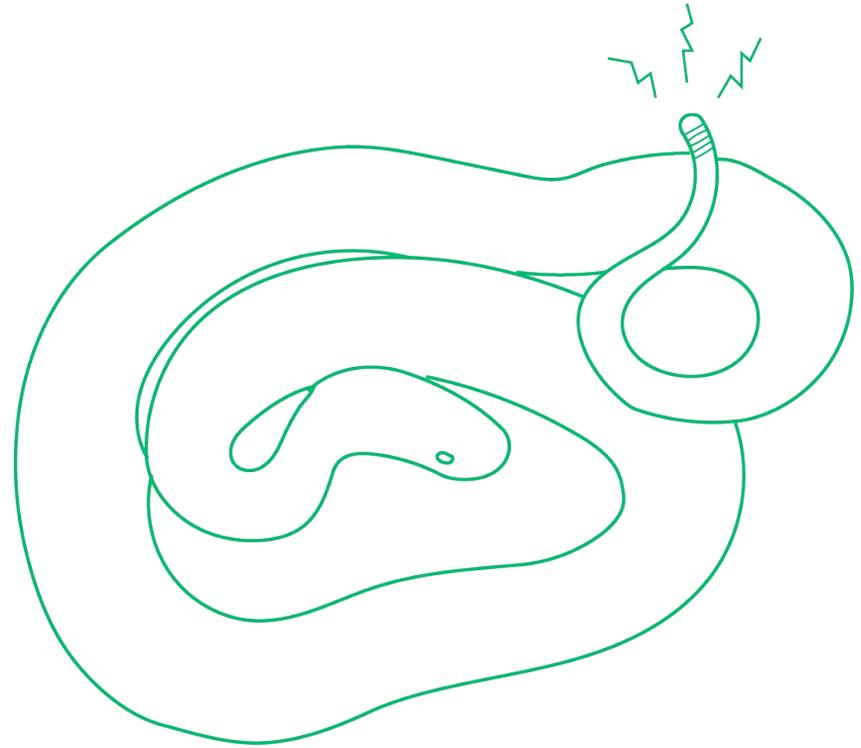


EXAMPLE:

Proximity matters

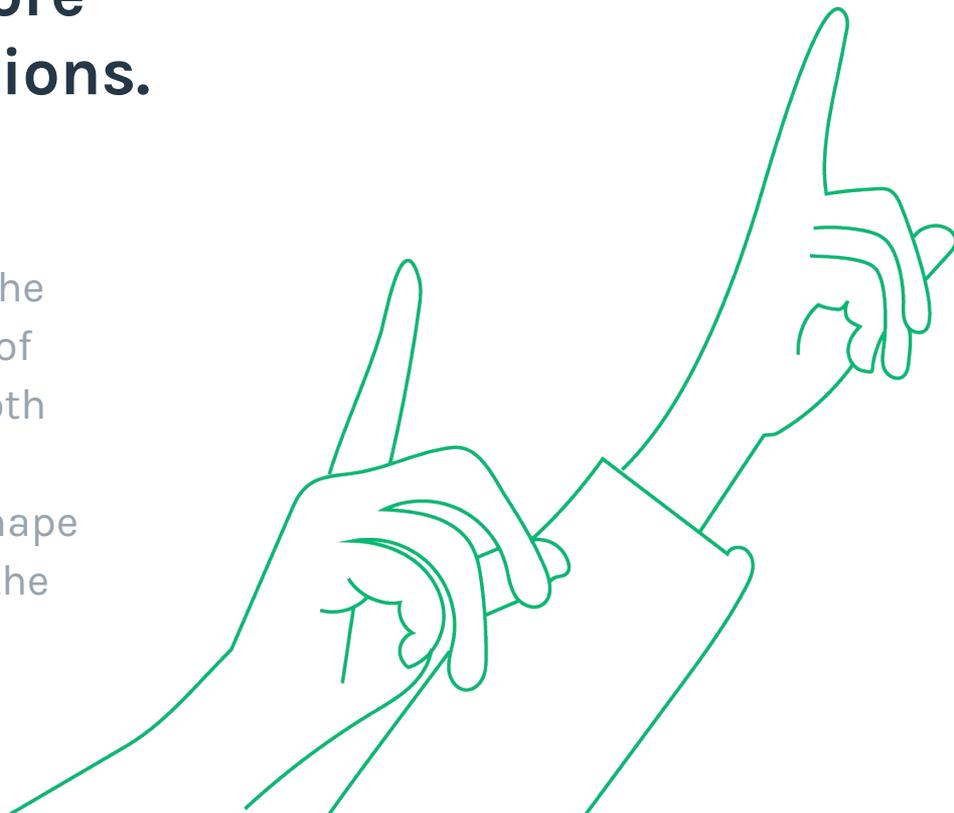
By way of example, we all know snakes exist. That, in and of itself poses little threat and no need for action – especially when walking into the office. But if we change context and were getting ready to take a 3-day hike in the Grand Canyon we would likely have some questions for our guide about possible encounters with snakes.

Asking people to think about nuclear threat is like asking you to think about snakes on your way to work.



Action begins when more people ask more questions.

Getting more people to ask more questions – especially as we enter the election cycle – will bring the issue of nuclear danger to the forefront of both the political and cultural debate. Questioning the status quo helps shape opinions and shift norms, creating the pressure to change policies.



Research Participation

Source Data



3,054

respondents (52% female, 47% male)

age 19-24 (17%)

age 25-34 (52%)

age 35-44 (18%)

age 45-54 (13%)

12

Expert
Interviews

Group Discussions: 55 people



Kansas City, MO



Seattle, WA



Information Audit

200+

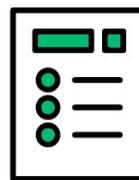
sites, reports, articles, journals



Cultural Conversation (Quid)*

6000+

sources



Survey Responses

3000+

(conducted February 2018)

* The quid analysis data can be found in the appendix of this report.

Research Filters

We analysed data using several descriptive demographics and focused on those showing consistent trends.



Target Demographics

- Age (millennial, gen x, boomer)
- Gender (female, male, other)
- Heritage (European, African, Latin, other)
- Civic engagement (Supporter, Advocate, Activist)

Descriptive Demographics

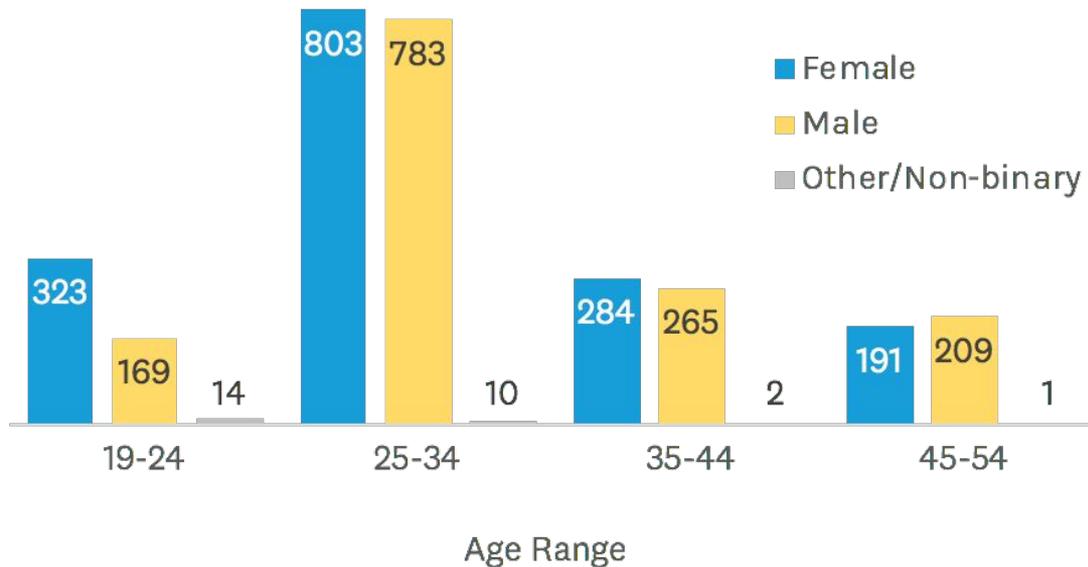
- Political affiliation (Republican, Democrat, Independent)
- Ideological leaning (liberal, moderate, conservative)
- Population density (city, suburb, small town, rural)
- Household income
- Level of education
- Geographical area
- Nuclear proximity (by zip code)



Surveying Generation Possible

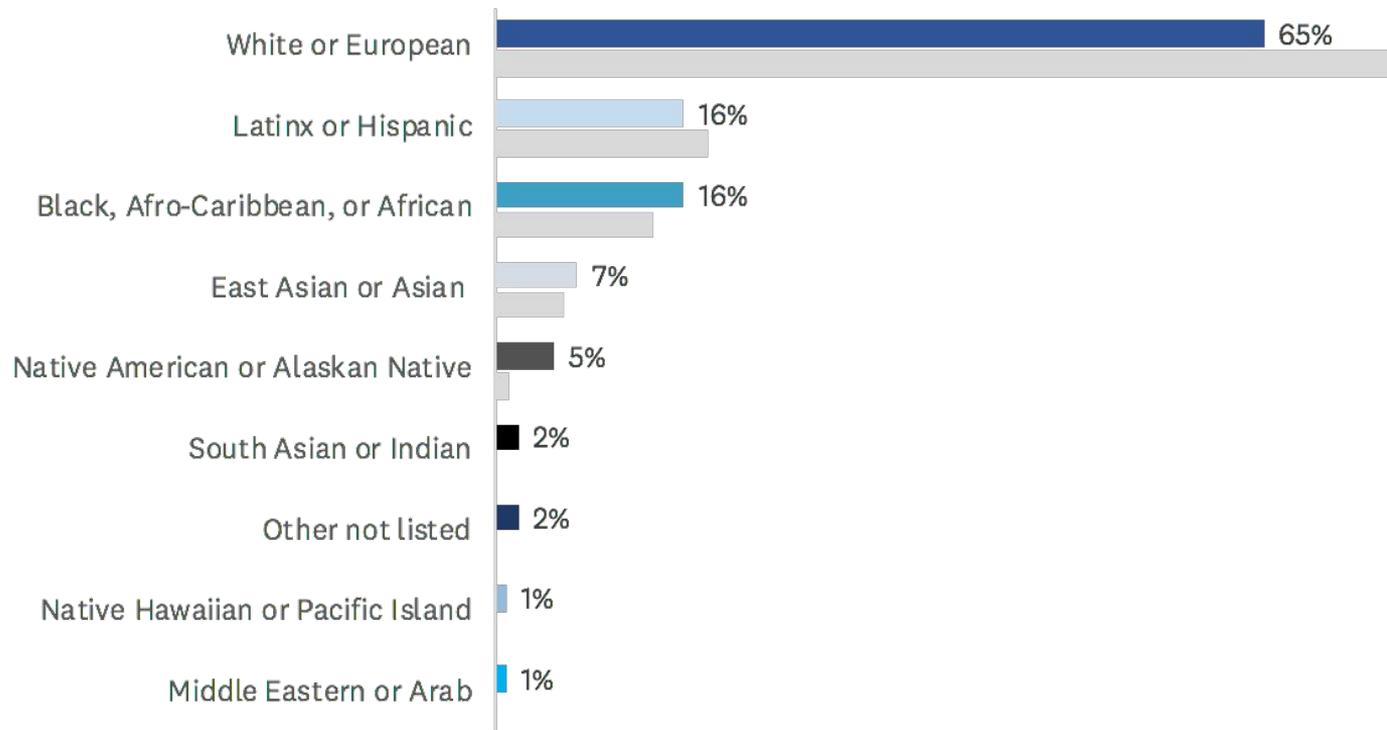
3,054

respondents (52% female, 47% male)





A reflection of American multiculturalism



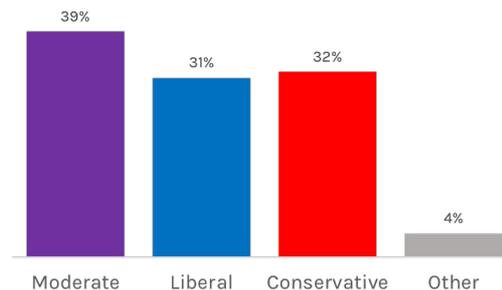
Respondents by ideology

Respondents were more liberal than conservative, reflecting a general trend among Millennials.

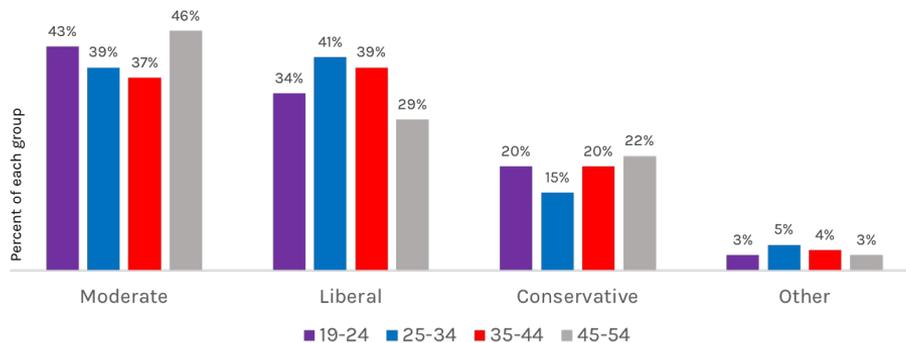
We found an **urban-rural divide**, with liberals more likely to live in densely populated areas and conservatives in rural areas.

Moderates distributed evenly in all types of communities.

Political Ideology, September 2018*

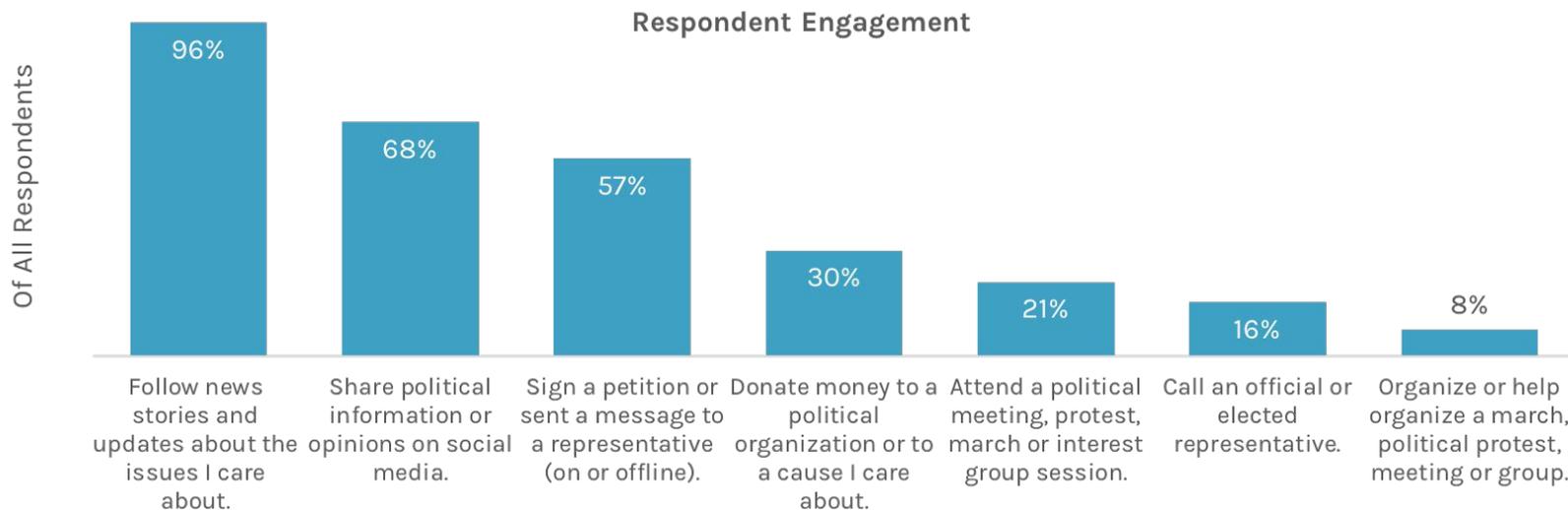


Political Ideology by Age Group



Learning from engaged citizens

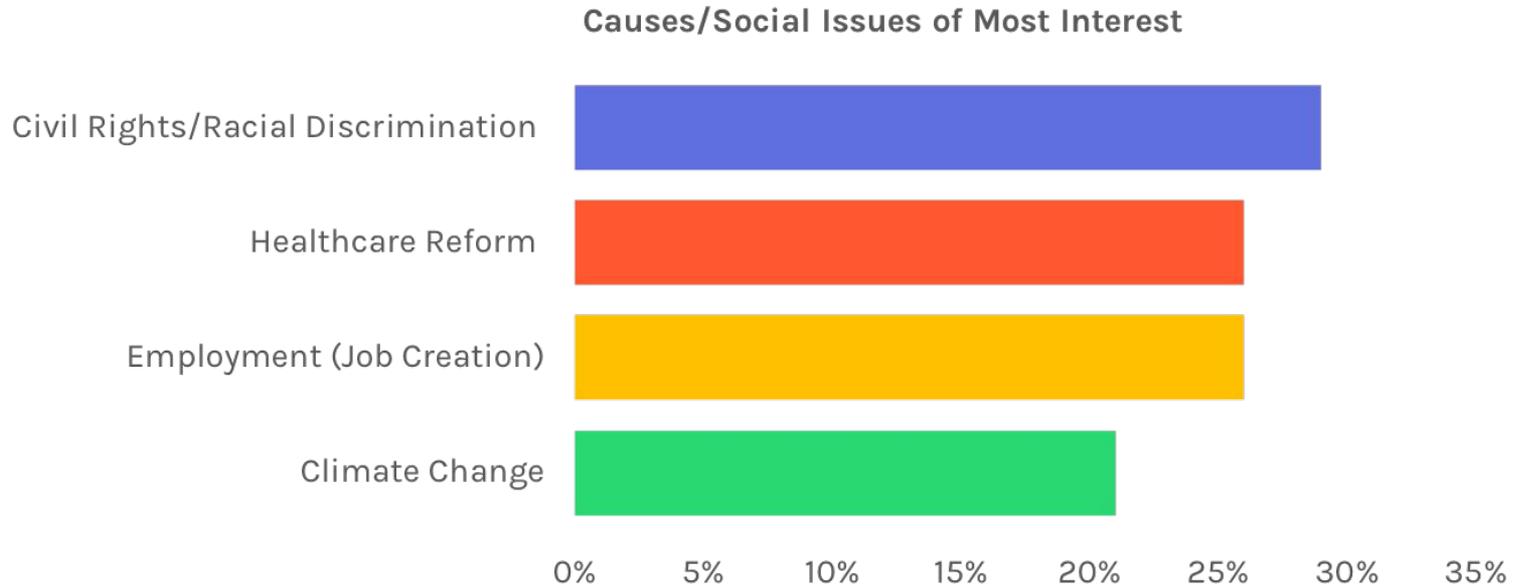
Rather than survey a general population, we screened for **actively involved citizens**. Learning from them, we created tools to catalyze more engaged and effective citizenship in efforts to reduce nuclear risk.



Intersectional Framing

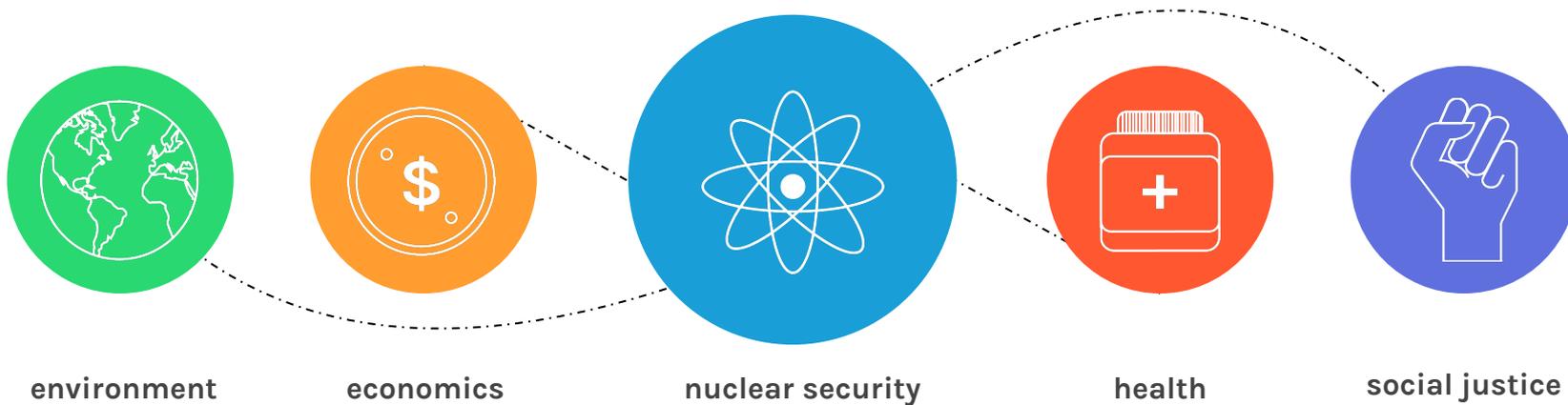


Millennial Impact Report



Intersectional issues in a solutions frame

The research isolated four intersection issues, and compared them to a baseline of nuclear security by itself – all in a pre-detonation frame.



INTERSECTIONAL FRAMING



environment

Nuclear weapons pose an unacceptable risk to our life-sustaining environment.



economics

Nuclear threat is an economic issue. Our world is over-armed and yet basic needs are unmet.



health

The production, presence and use of nuclear weapons puts our health and our lives at risk.



social justice

As with all other tools of oppression, nuclear threat divides us and makes us afraid of one another.

Research Findings



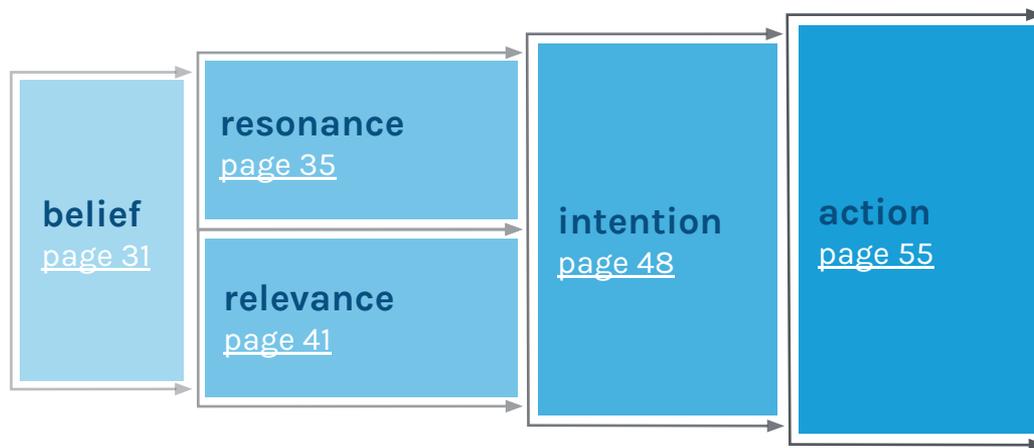
INTRODUCTION

The research that follows stems from our work in understanding Generation Possible—idealistic, engaged people who see themselves as agents of change—and the impact they will continue to have on politics, policies and culture.

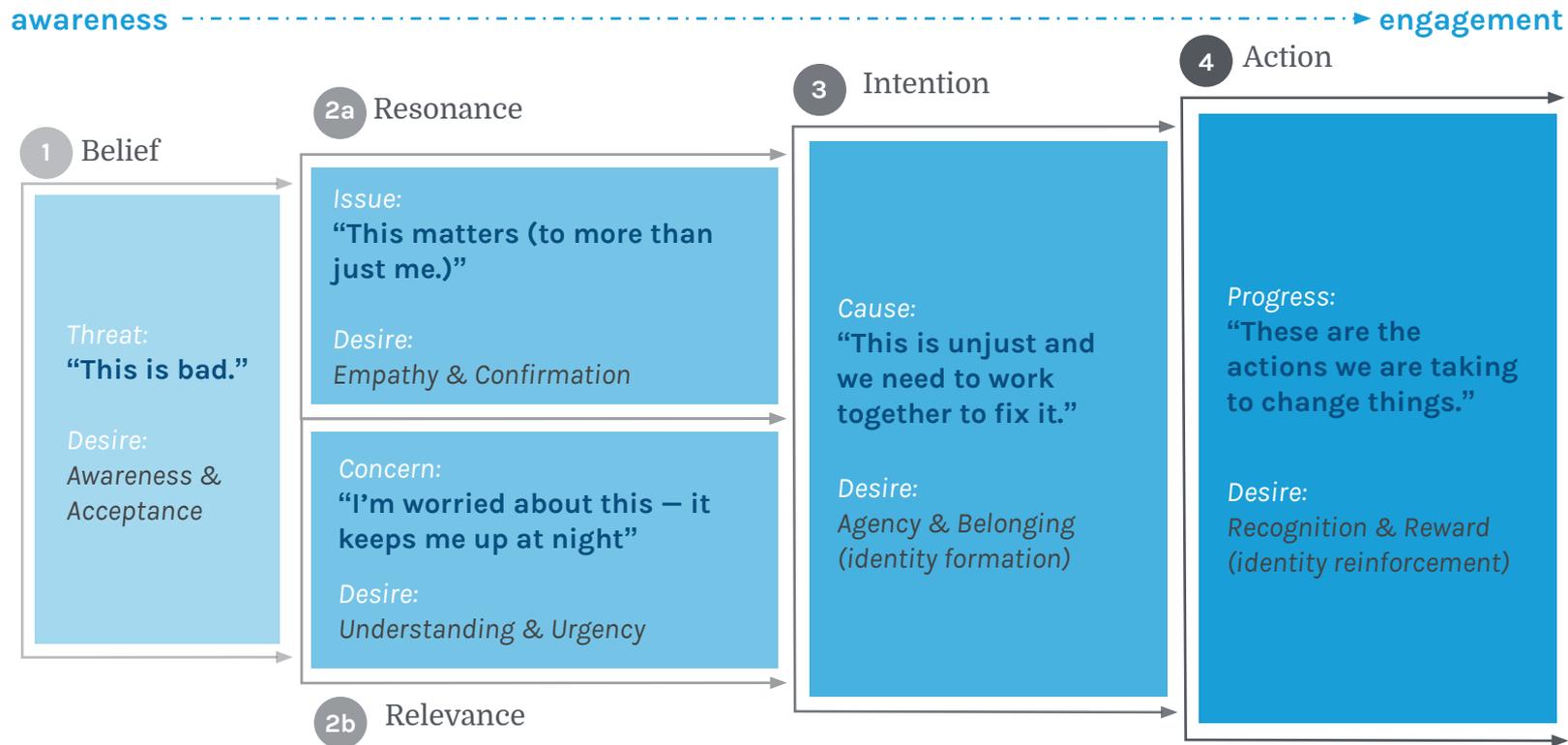
These findings show how to move this active audience from awareness of nuclear threat to actions that reduce it through four distinct stages of engagement.

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from awareness to engagement



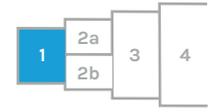
Architecture for Action



What do people believe?

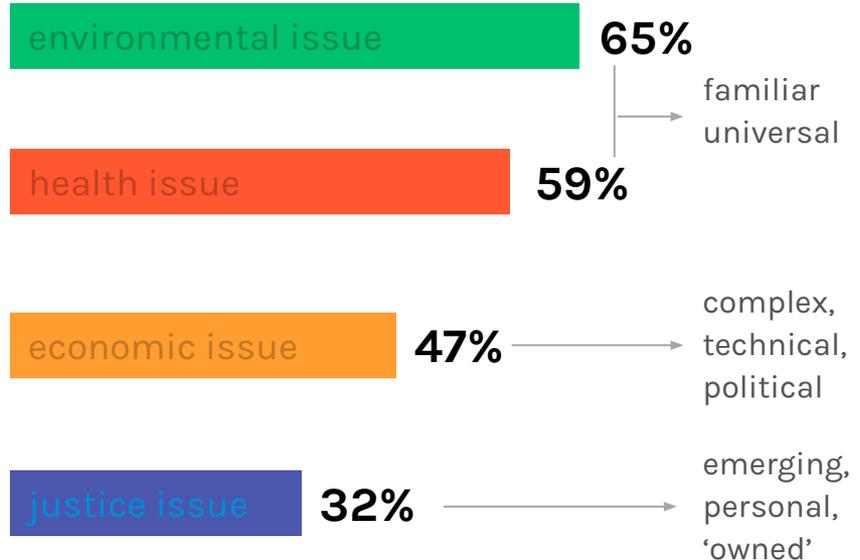
Belief is acceptance that a statement is true.

Beliefs, coupled with values, are the underlying force that form our attitudes.



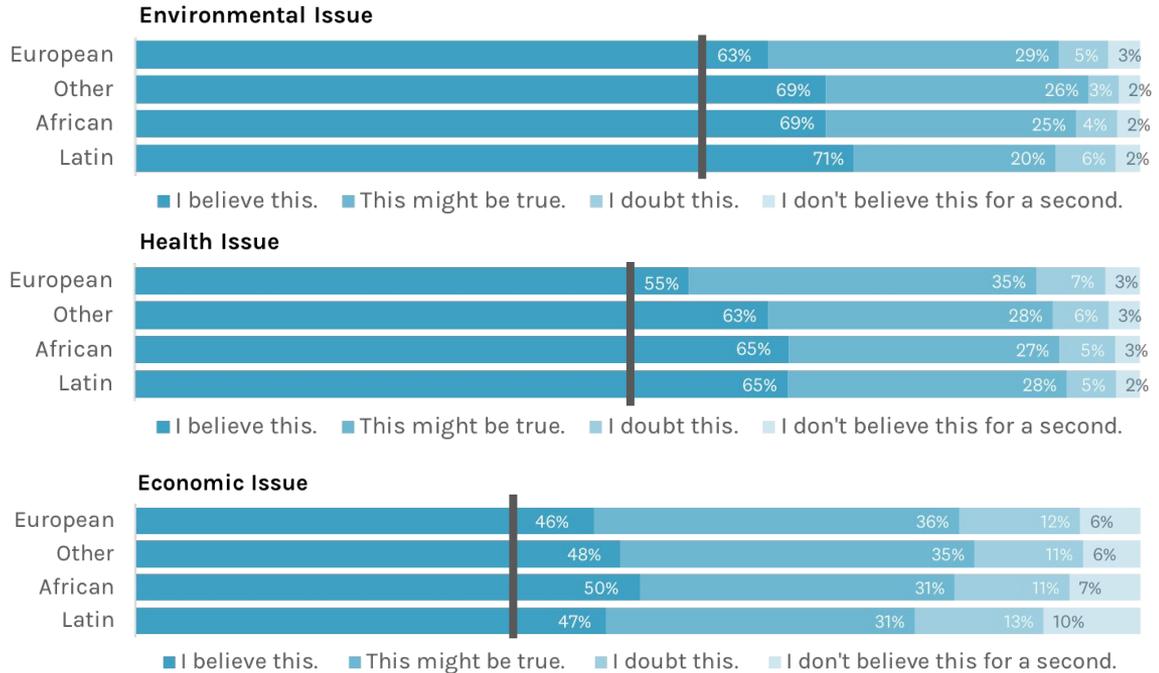
Belief is tied to salience and familiarity

I believe nuclear threat is an...



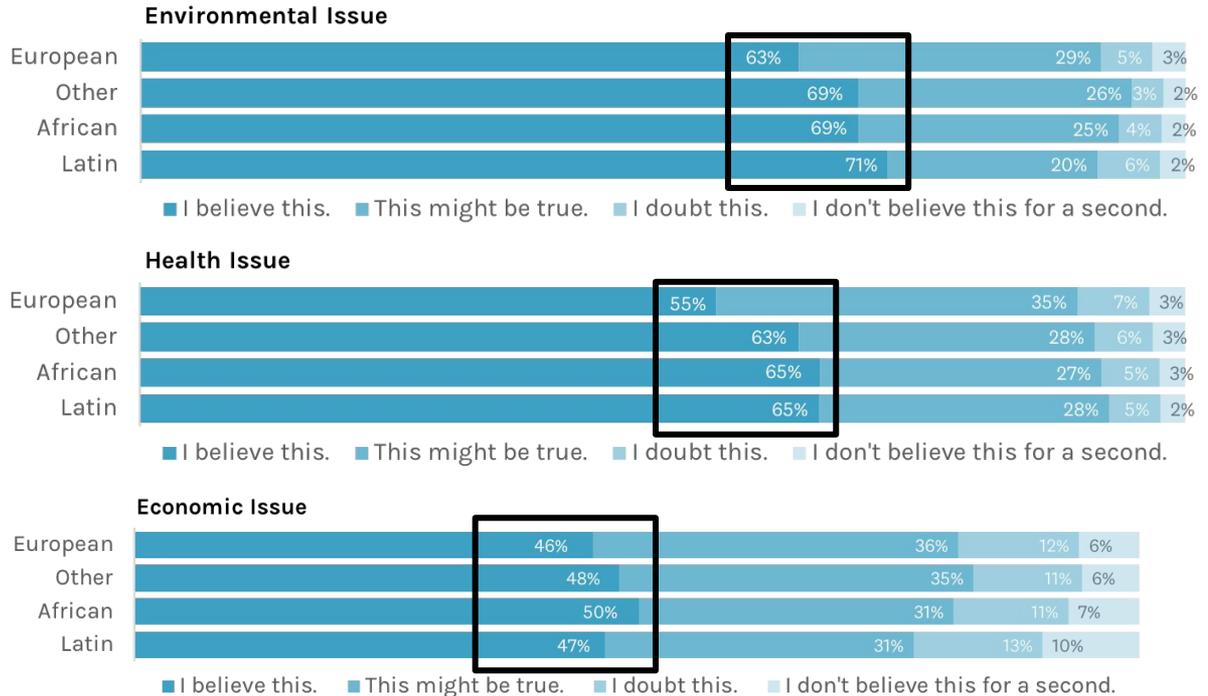
Belief is impacted by intersection

Nuclear threat is more likely to be perceived as an environmental or health issue than an economic one. Less than half of those surveyed see nuclear threat as an economic issue.



Heritage affects how we perceive threat

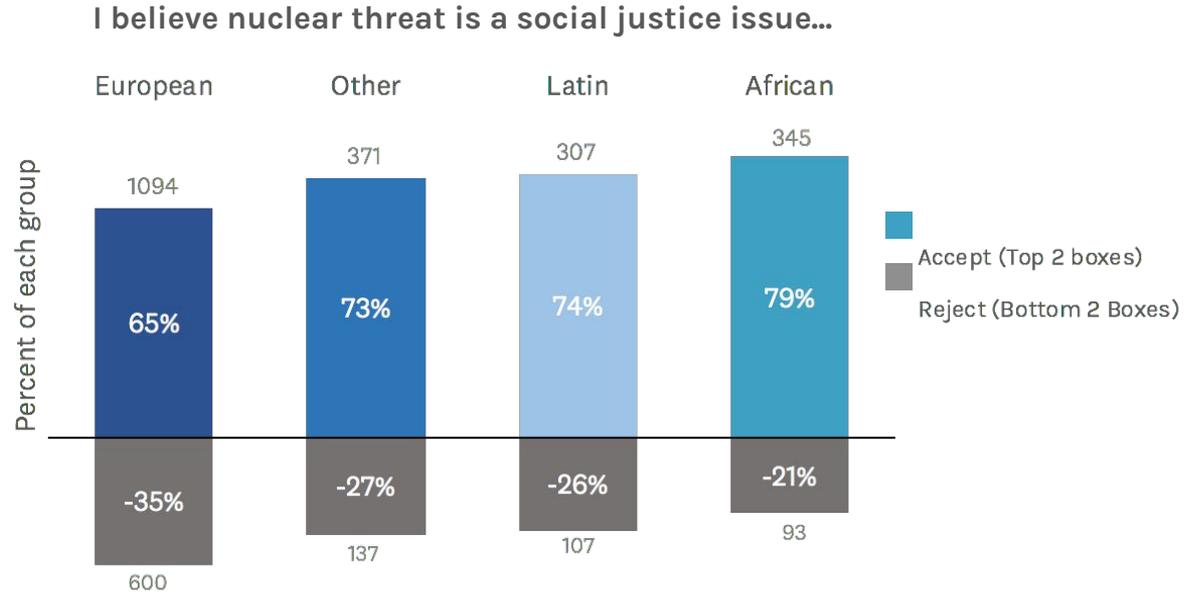
Non-white respondents, show greater propensity to view nuclear threat as an environmental and, health issue.





Belief that nuclear threat is a social justice issue connects with one's lived experience

Non-white respondents, more familiar with threat in general and social justice issues in particular, show greater acceptance of nuclear threat as a social justice issue.



New generations and beliefs inform new actors and action

These frames present an immediate opportunity.

Nuclear threat is an environmental issue.

Nuclear threat is a health issue.

Social justice presents a complacency piercing opportunity to invigorate new discussion and engagement.

Nuclear threat is a social justice issue.

01

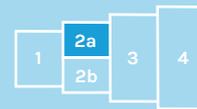
Familiar and universal issues make nuclear threat more believable.

02

Economics are complex and polarizing, depressing acceptance and belief.

03

While our collective identity is not yet formed on social justice, evolving demographics and the cultural influence of Generation Possible have been profoundly evident in the results of the 2018 midterm elections and composition of the 2019 Congressional freshmen class.



How do we make the abstract, meaningful?

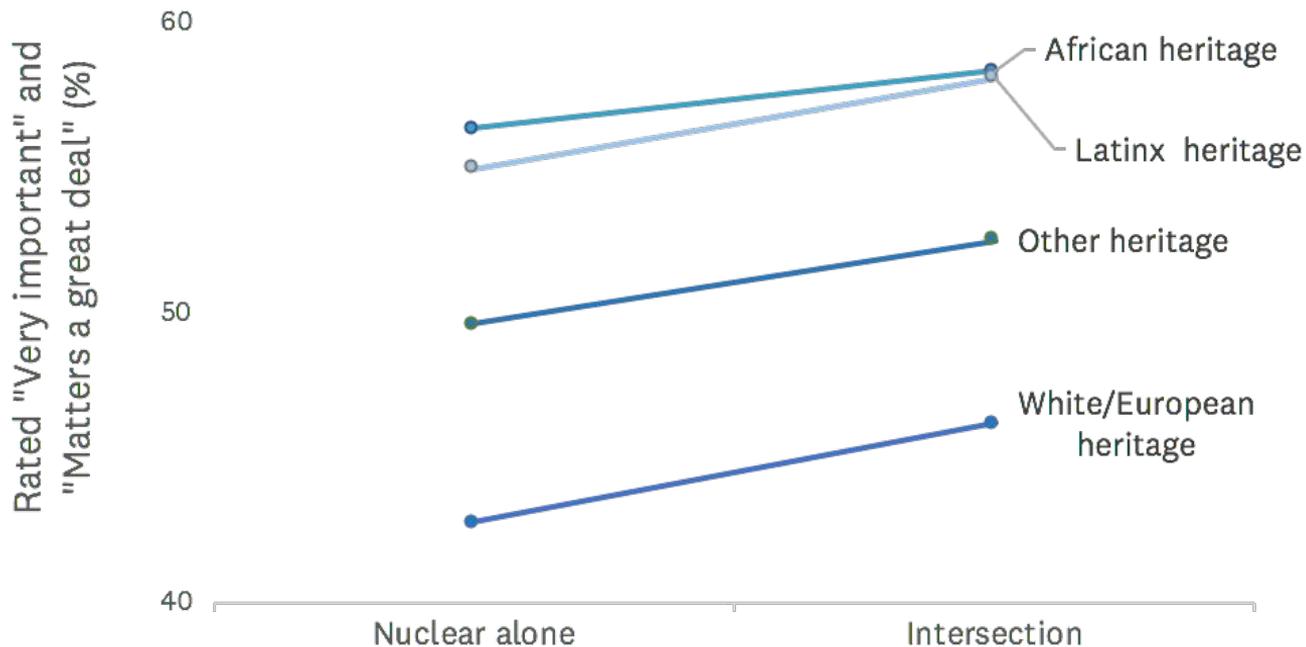
Resonance is something that is personally meaningful.

We engage in issues, sharing our thoughts with others when they matter to us. Rather than evaluating messages based on how they stand up to counter-arguments and criticism, focus on developing and sharing messages that are

- personally meaningful
- help believers start a conversation and
- persuade not-yet-believers that this issue matters.

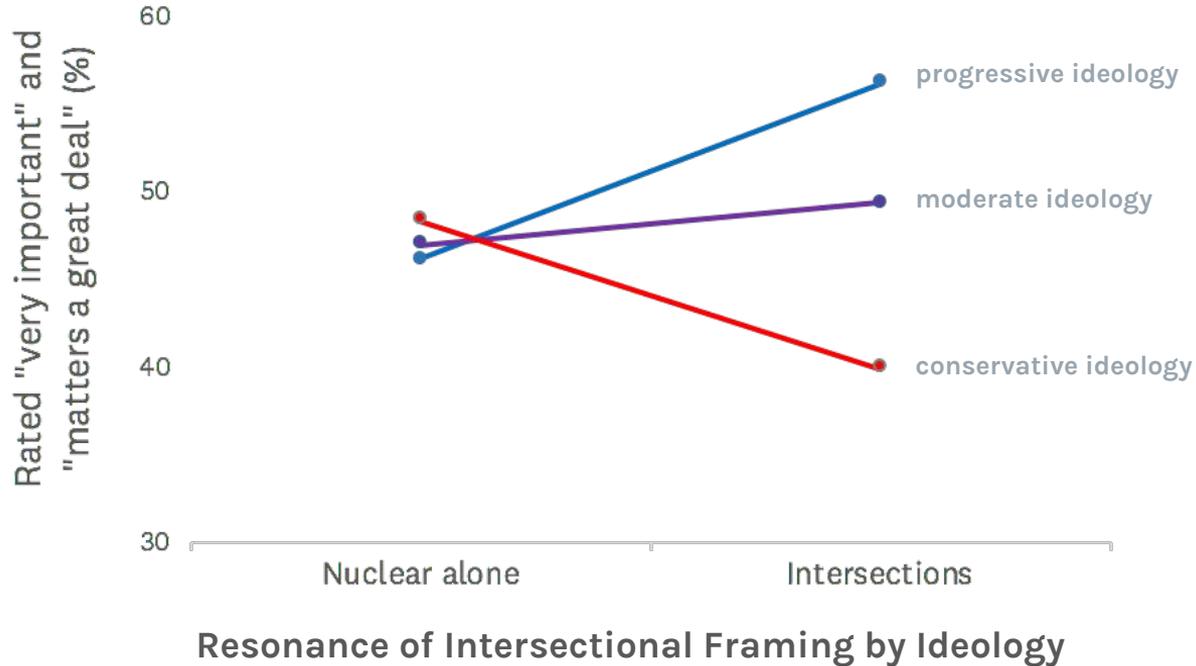


Intersectional framing enhances what matters to us



Resonance of intersectional framing by heritage

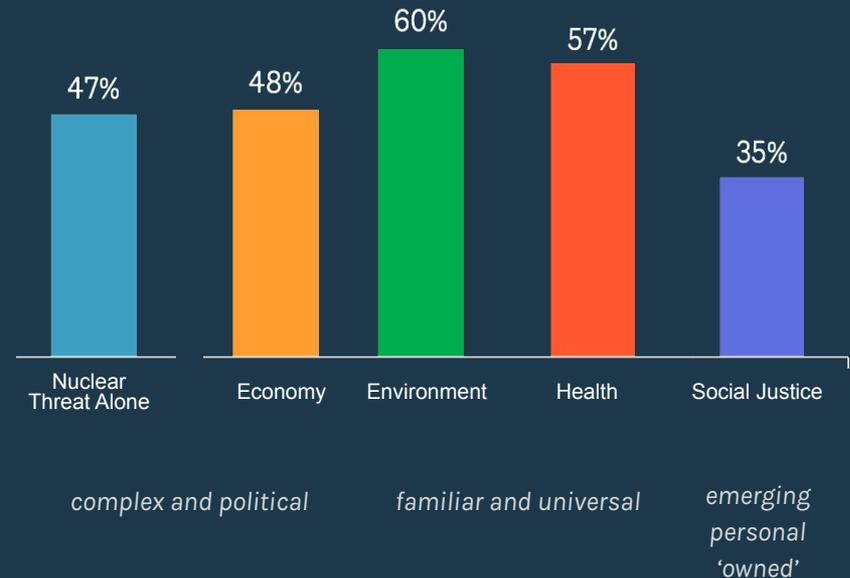
Intersectional framing of nuclear threat makes it more meaningful for progressives, less for conservatives



Resonance mirrors belief.

What's meaningful is what's familiar and universal.

Resonance by Intersectional Frame

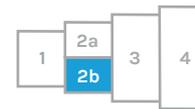


How do we make the existential urgent?

Relevance of threat relates to how immediate we believe it is.

Relevance drives our sense of urgency.

Identifying who is threatened or vulnerable can enhance relevance.



Survey:

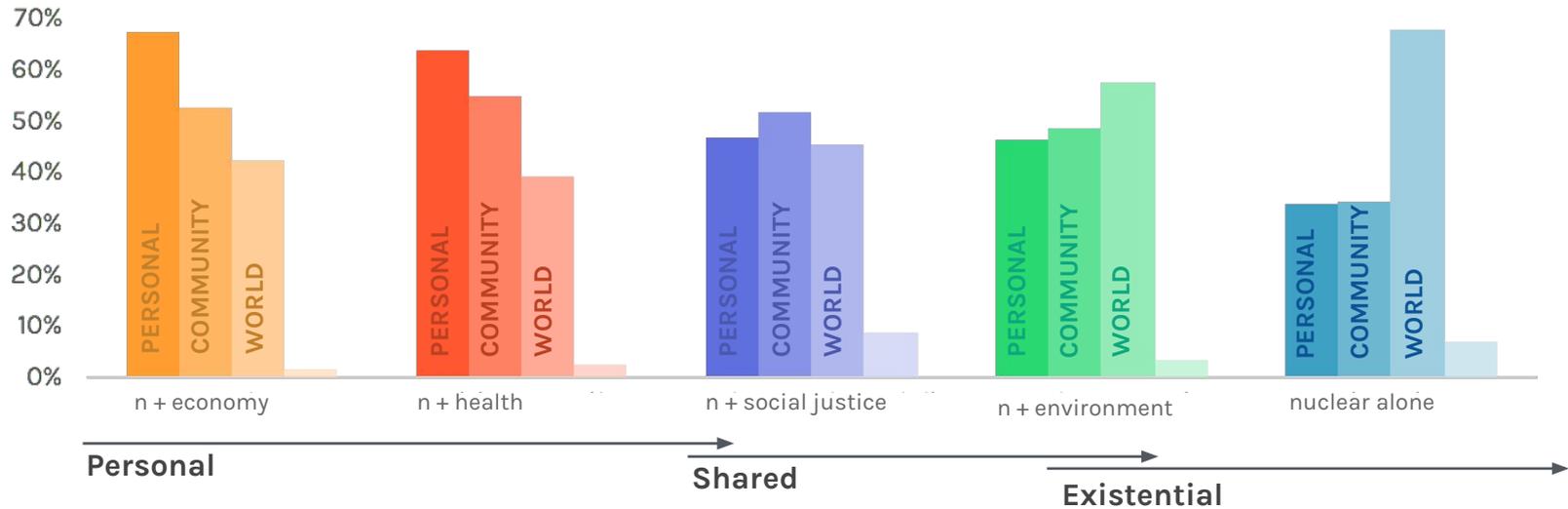
Does the idea that nuclear threat is a _____ issue affect you, or might it affect you?

- Affects me personally
- Affects my community or people I care about
- Affects my country or the world in a way I care about
- Does not affect me





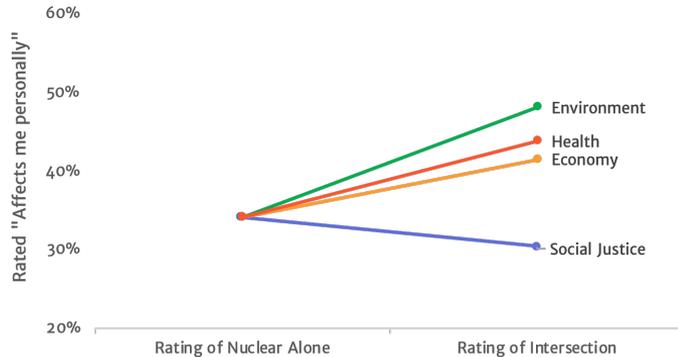
Without relating nuclear threat to more proximate concerns, it remains existential, “someone else’s problem”



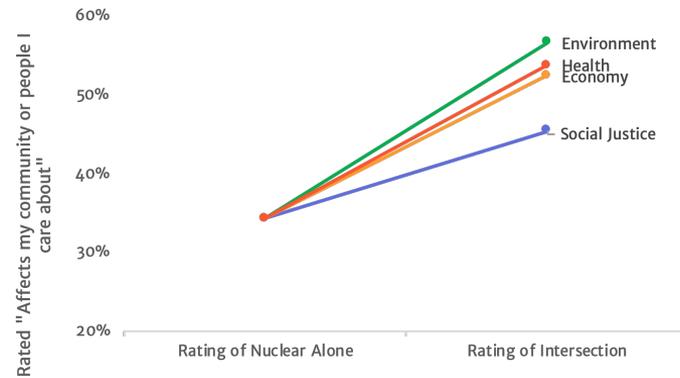


Relevance, by intersection, is significantly higher when nuclear threat is perceived to be a community issue

Relevance by Intersection: PERSONAL

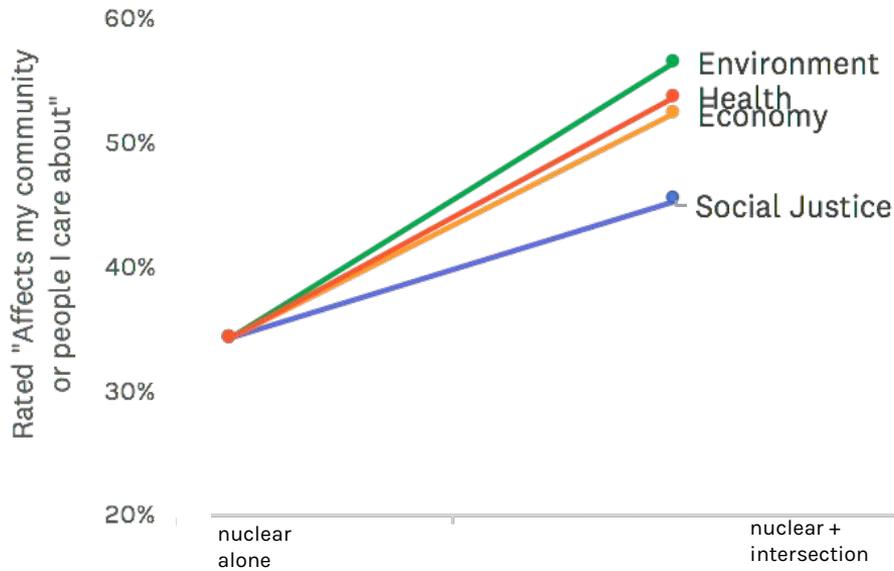


Relevance by Intersection: COMMUNITY



In the context of community, all intersections increase the relevance of nuclear threat. We suspect that this social context triggers emotions of empathy, shared understanding and belonging, coupled with a greater sense of confidence from “strength in numbers.”

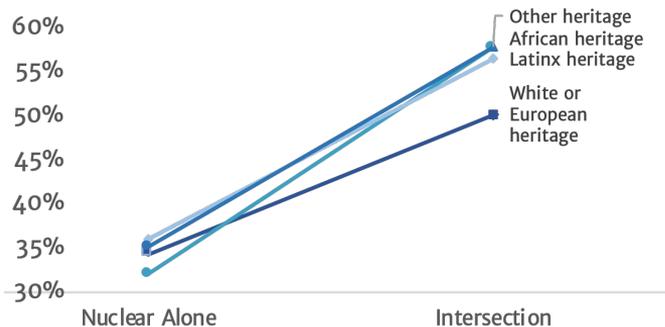
When nuclear threat is perceived as a community issue it piques relevance and taps into collectivism and our desire to protect



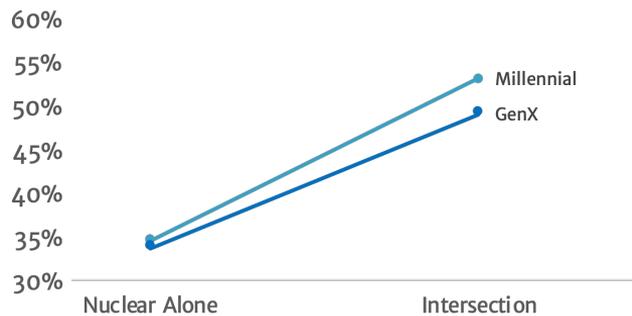
The power is in collectivism - when a concern or issue rises to the level of a cause - we have a story we tell, with others and we begin to challenge and, indeed change, social norms. Recently this begins with younger people seeking change who influence older people (friends, parents and grandparents) who have a vested interest in helping their young. And as these issue pick up steam, norm change gives way to political and policy change.

Intersectional framing enhances relevance when nuclear threat is perceived to be a community issue

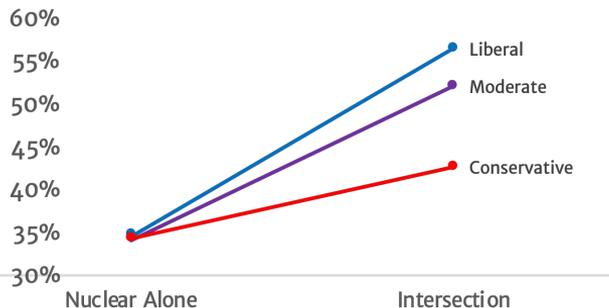
Affects Community: HERITAGE



Affects Community: AGE



Affects Community: IDEOLOGY



RELEVANCE CONCLUSION

When we fight for and with people who are “mine” or “just like me” we tap into an innate sense of fierce protective responsibility.

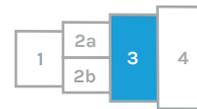


A threat to my community boosts relevance and urgency to respond.

How do we foster confidence and collaboration?

We measure intention based on desire or likelihood to share and discuss ideas.

- We shy away from discussing topics that make others uncomfortable for fear of upsetting people or bringing down the mood
- We steer clear of sharing opinions about complex topics to avoid sounding uninformed.
- We don't take action when we doubt our ability to make a difference.
- People willingly ignore thorny issues (wicked problems) and rely on hope or others (experts or leaders) to fix the problem.



Question from Survey:

How likely would you be to discuss or share the idea that nuclear threat is a _____ issue online, in social media or in a conversation?

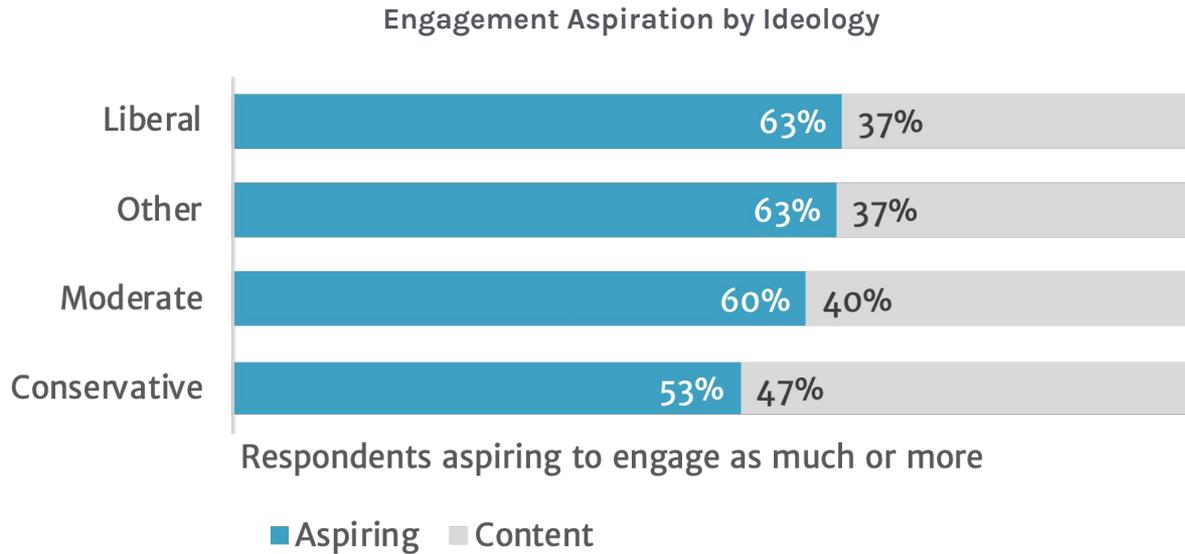
- Very likely to share
- Somewhat likely to share
- Not likely to share

Inspiring intention requires breaking down the barriers that keep people from talking about nuclear security.



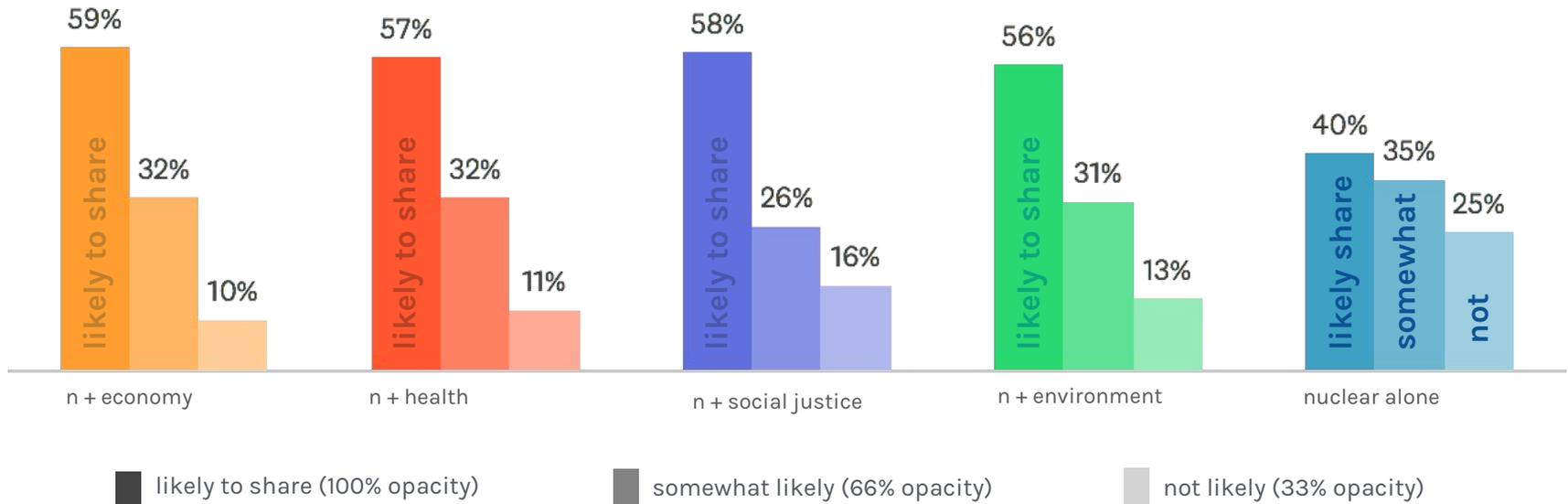


People want to be more engaged



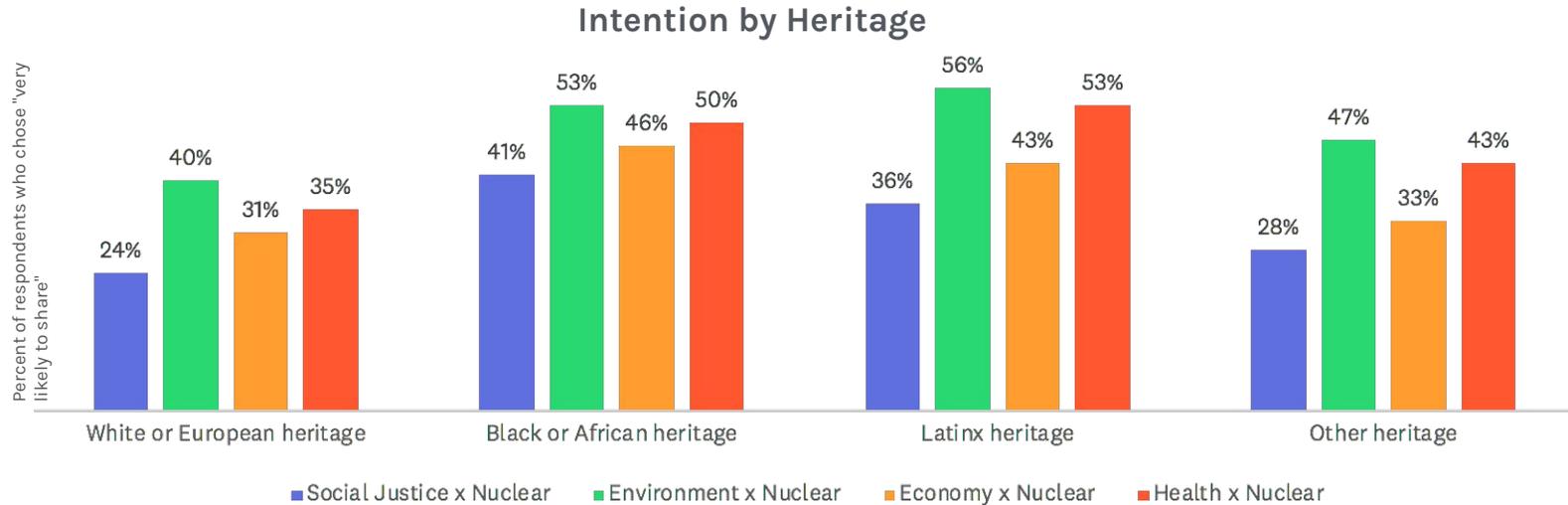


We share what we know and people feel more knowledgeable about nuclear threat when it is related to more proximate concerns





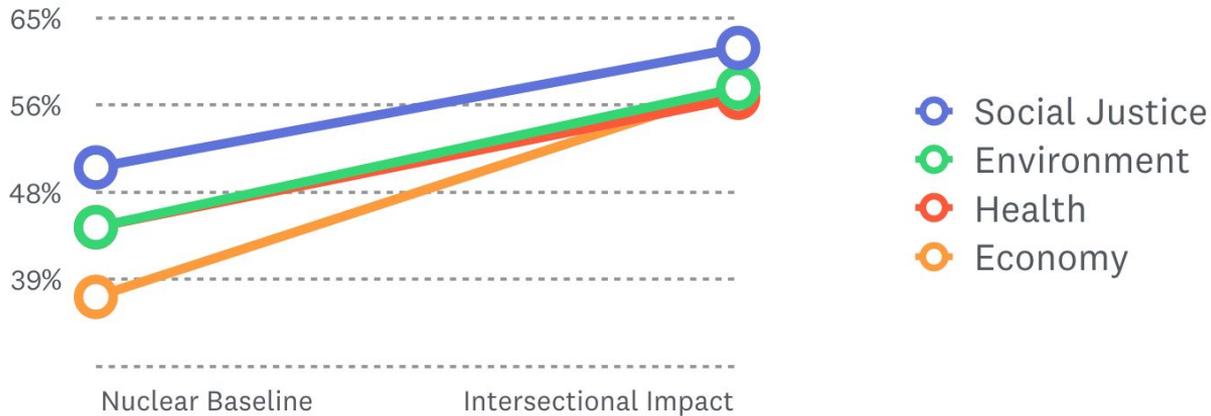
Our allies in catalyzing a movement are instigators and influencers whose lived experience with threat makes them more ready and likely to act





Social justice believers show the greatest intention to do something about nuclear threat

Intersectional Belief x Intention (Dimensional Analysis)

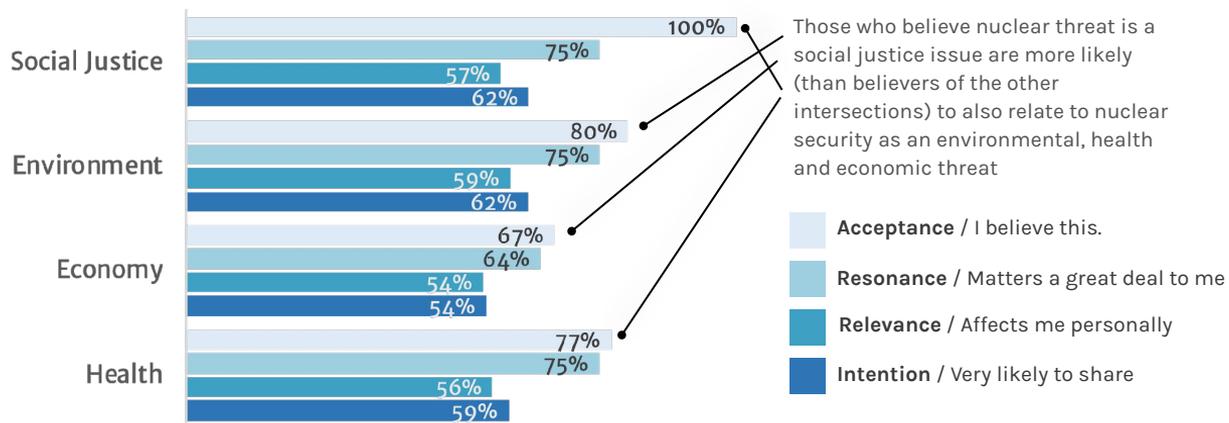


Social justice believers find all other intersectional frames more believable, resonant and relevant than other believers

Nuclear threat matters most to people that understand its connection to social justice. These are the most fervent supporters of the issue.

Connection to nuclear threat as a social justice issue (across every measure) is higher for non-white audiences whose lived experiences may make them more sensitized to threat.

Top Box Intersection Ratings Among Those Who Rate Social Justice “I believe” (%)



Ratings by those who endorse intersection's believability (%)

Shifting power and an emerging dialogue.



- 01 To galvanize intention, we capitalize on topics and issues where sharing is gaining momentum.
- 02 Social justice ranks as the top concern for Generation Possible. This frame is the basis for amplifying and accelerating shifts in cultural norms that affect policy change.
- 03 Anchoring the intersection to clear and broadly shared issues and ideals provides opportunities for collaboration and wider adoption.
- 04 Developing a messaging platform around gender, authority, use/first use establishes inclusivity.
- 05 Increasing salience through traditional and non-traditional media outlets, together, establishes community dialogue with expert endorsement to achieve scale.

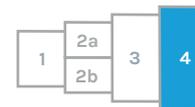
How do we provide pathways to meaningful action?

The definition of action is doing something to achieve a goal.

People are most inclined to act and sustain their engagement when their participation is recognized and progress is demonstrable.

We modeled options based on three forms of successful social pressure that have created change:

- Political Pressure: Marriage Equality - policy outcome
- Cultural Shift: #MeToo, #BlackLivesMatter
- Innovation: plant vs animal based food production



Question from Survey:

To understand the type of action respondents were most inclined to associate with efficacy we asked:

Which is the best way to address the _____ issue of nuclear threat? (for each intersection, political, cultural and innovation prompts were customized – the following are the prompts used for the economic framing of nuclear threat)

- Political Pressure: We need laws put in place that limit prioritization or investment in the nuclear arsenal over investment in infrastructure, education and other vital human services.
- Cultural Shift: We need to come together to express a shared sense of distaste and outrage that makes our leaders uncomfortable prioritizing spending on nuclear weapons over infrastructure, education or human services
- Innovation: Human history is advanced through innovation, with technologies like the polio vaccine or the Internet altering our world and making the impossible possible. Investing in new technologies or frameworks that reduce or eliminate the need to invest in nuclear weapons is our best hope to rebalance our spending priorities.
- Other: [fill in blank]

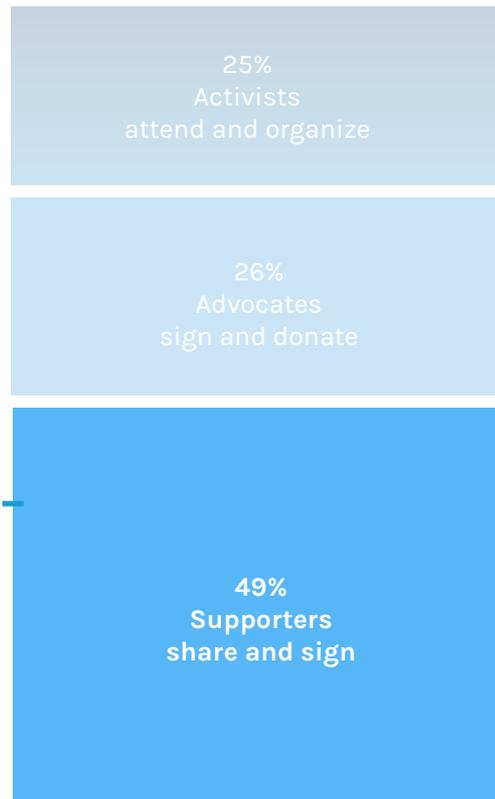




What constitutes engagement

In the context of community, all intersections increase the relevance of nuclear threat. We suspect that this social context triggers emotions of empathy, shared understanding and belonging, coupled with a greater sense of confidence from “strength in numbers.”

People believe engagement through social media accomplishes a range of political goals, including getting politicians to pay attention to issues (69%) or creating sustained movements for social change (67%).*



Creating a pathway for more active engagement

Categorizing our audience based on intensity of engagement provides a simple system for creating entry points and measuring progress.

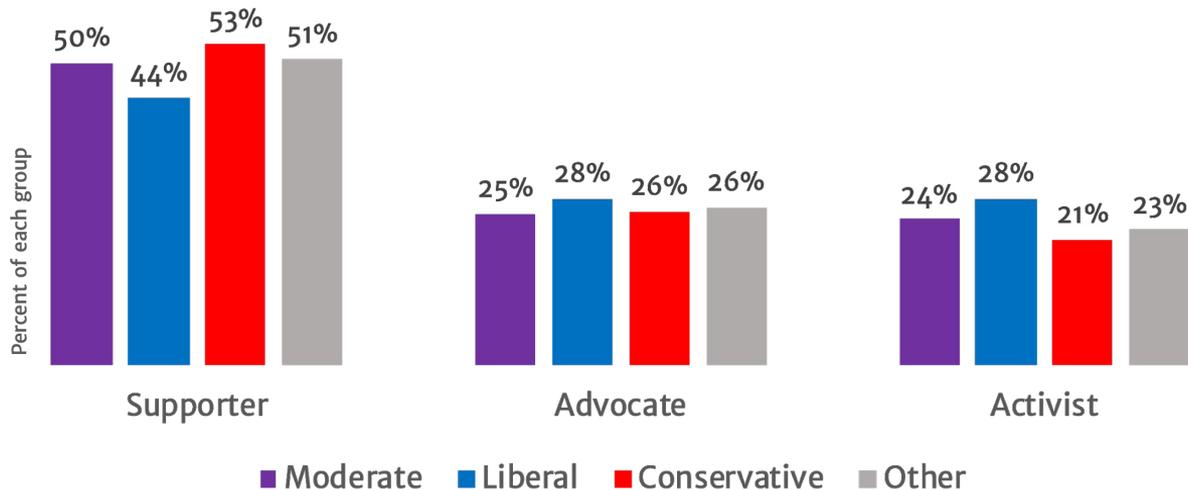
1/3 of this group (8%) are highly engaged respondents who reported organizing or helping to organize a meeting, group, local march or political protest.





Engagement is fairly even across ideologies

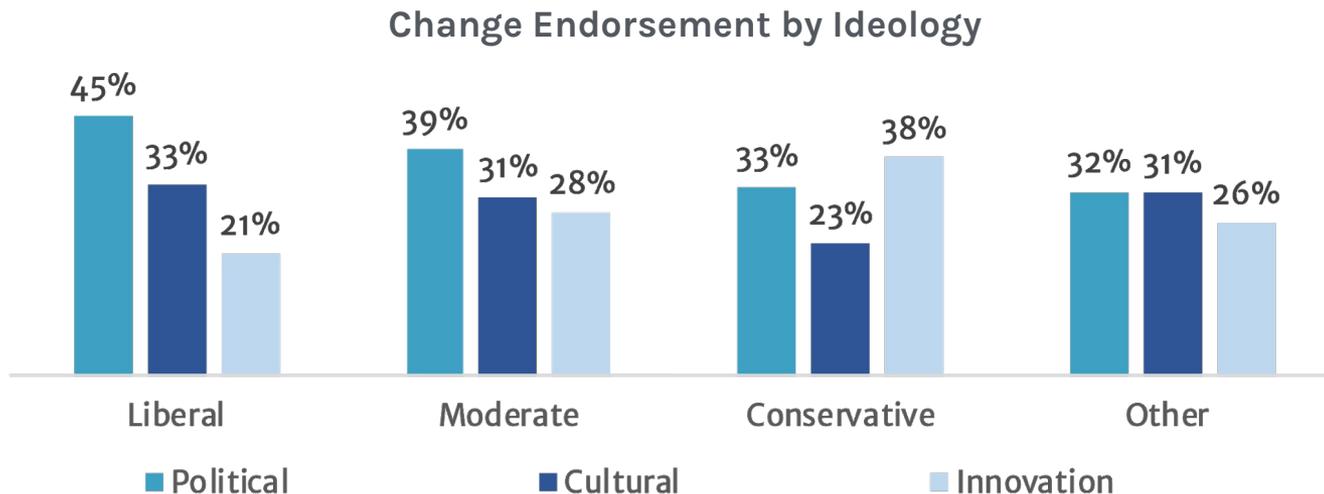
Engagement Profile by Political Ideology





Pathway for participation varies by ideology

Liberals and moderates are more likely to endorse political pressure as a pathway to create change; conservatives express more affinity for innovation and less for changing cultural norms.



A combination of actions may be required.

We accepted suggestions for those who did not believe political pressure, shifting cultural norms or innovation would reduce nuclear threat.

Of those who selected “none,” many suggested all three types of action would be required to produce change.

A few suggested diplomacy as an alternative that was missing from proposed solutions.



“Nuclear weapons are a must in today's world, we need to work on diplomatic resolutions, its UNrealistic (sic) to think we can turn back time and get rid of it all together, its like saying let's get rid of the Internet.”

“Innovation: but in a different way. Maybe focus on new technology in the rad suits, storage/transport process to prevent future mishaps. Nuclear energy can also be used for just that... energy. But even in that industry there is still a potential health hazard for everyone.”

“Nuclear weapons should be regulated in such a way to reduce harmful population exposure without compromising national security.”

Progress vs. Consequences

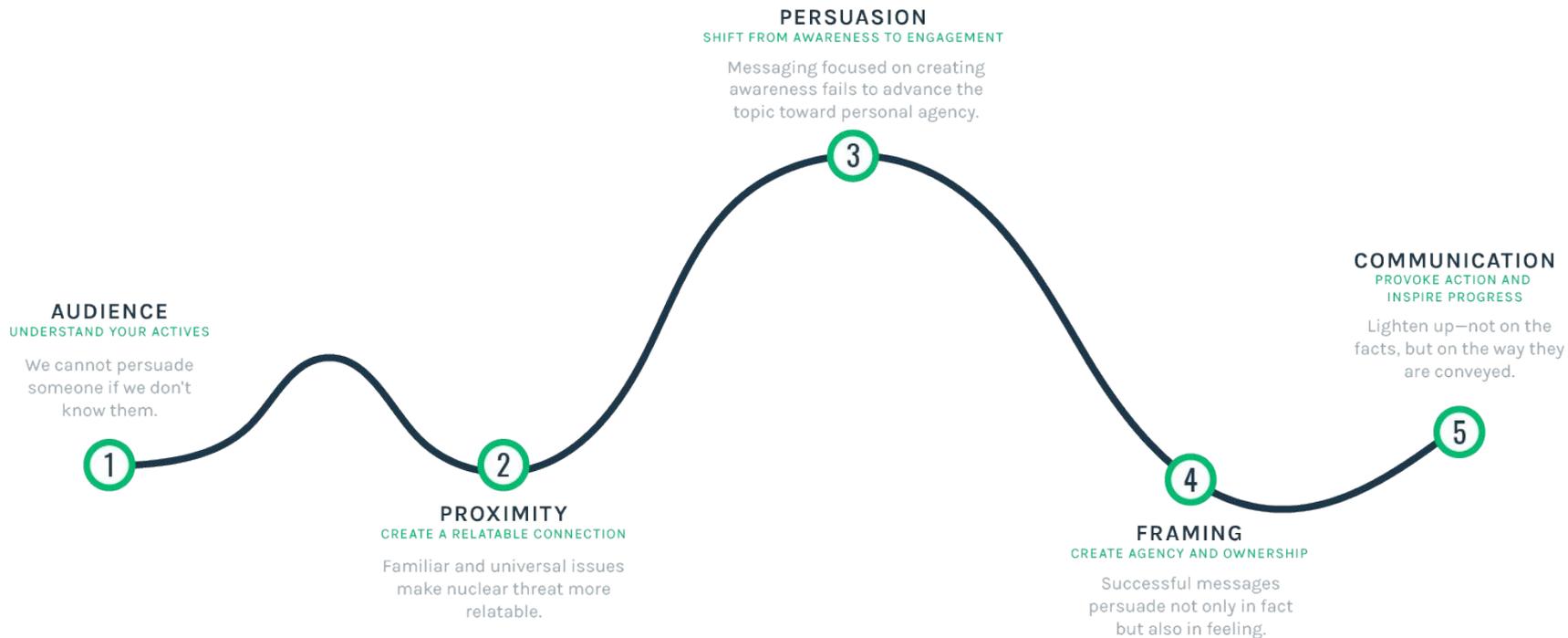
- 01 Invite people into the issue by defining the tangible ways their involvement will matter.
- 02 Self-reported action (what we measured in this survey) is a statement of intent. Action must be observed.
- 03 Establish a sense of agency around the issue so people can imagine that change is possible. Identify small steps that cumulatively contribute to larger ones.
- 04 Design ways to recognize the contribution of those taking action. Recognition is a reward.
- 05 Clarify meaningful metrics that relate to multiple points of demonstrable progress vs pinning success or failure to theoretical or far distant end goals.

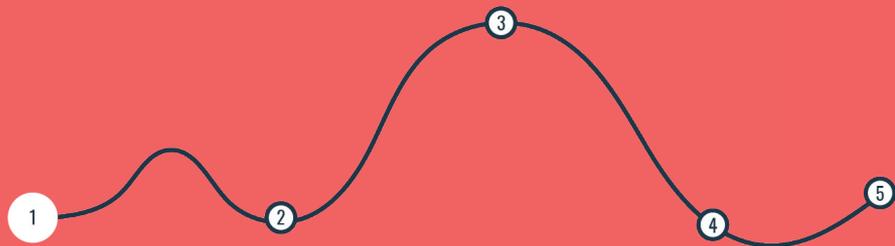
Nuclear Narrative Toolkit





Action Roadmap





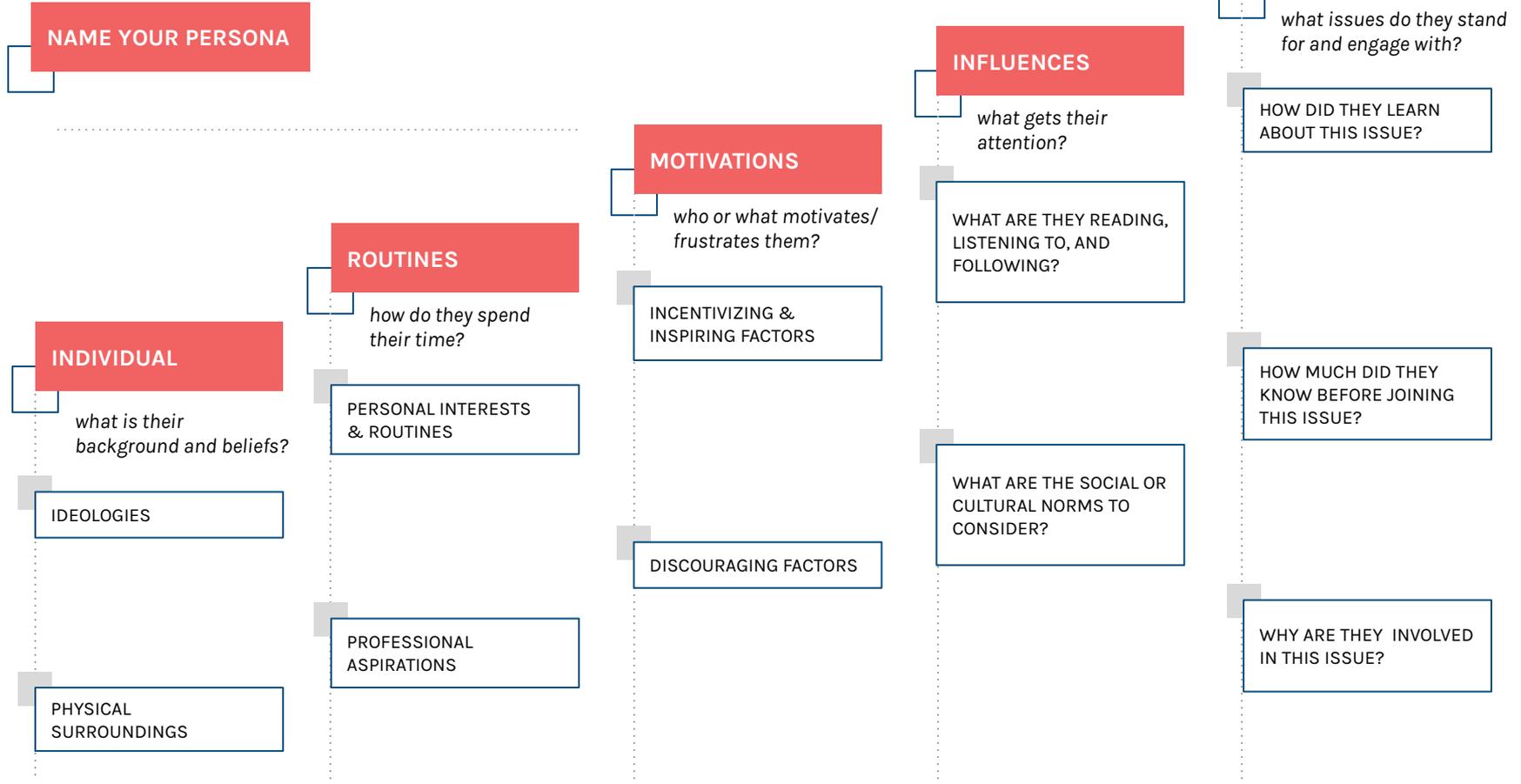
AUDIENCE

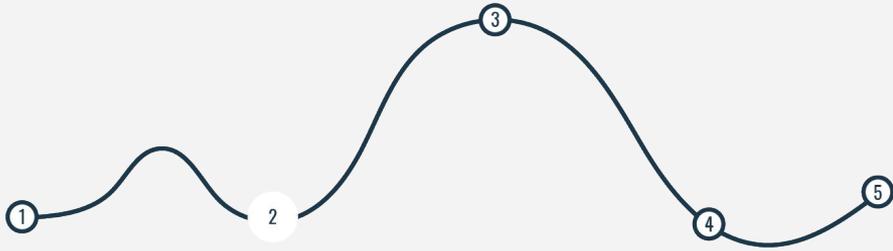
Understand Your Allies

Tool: Persona Template

Personas are used to define and convey the needs, values, aspirations, abilities, limitations and character traits of the audience. This tool will help your team recognize what you know—and what you still need to find out—about your changemakers, influencers and allies. Determine realistic combinations of characteristics that together could form a single person. Caution: don't make this up! This person should be real, not a fantasy.







PROXIMITY

Create a Relatable Connection

Tool: Research Conclusions

The following pages outline the main takeaways from surveying 3,000 'active' members of society about how they understand and would act upon nuclear danger if it was connected to the following 4 existing concerns.



environment

Nuclear weapons pose an unacceptable risk to our life-sustaining environment.



economics

Nuclear threat is an economic issue. Our world is over-armed and yet basic needs are unmet.



health

The production, presence and use of nuclear weapons puts our health and our lives at risk.

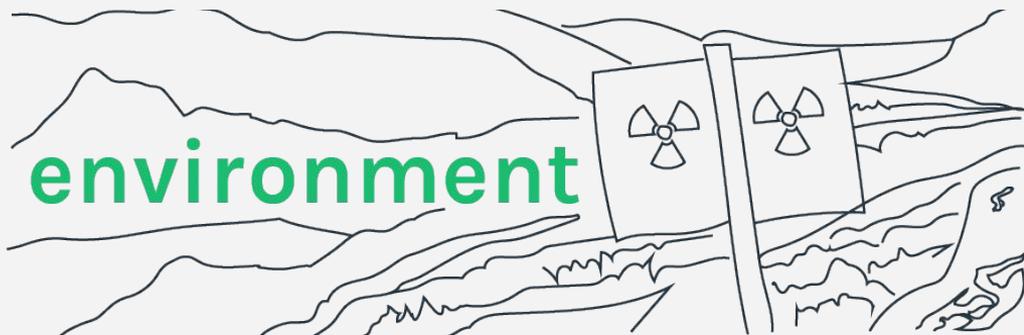


injustice

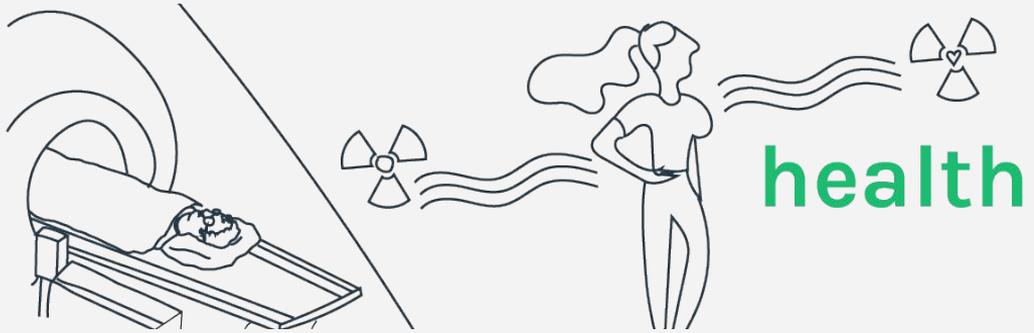
As with all other tools of oppression, nuclear threat divides us and makes us afraid of one another.



When one's lived experience includes responding to issues of social injustice, there is a stronger connection and intention to respond to nuclear threat on its own or framed with other more proximate threats. Communicating with affected groups through this frame on topics including sole authority or first use benefits from the momentum of changing power and gender dynamics (e.g. 2019 Congressional freshmen).



Statements about nuclear threat in the context of environmental concerns are accepted and effective. Consider the small actions of environmental advocacy as you design actions people can take at home, in schools and in their own communities to establish a greater sense of agency. Consider attitude and behavior changes that create shifts in social norms and values to help pressure businesses and local governments to join in positive action. Topics from emergency preparedness (Get inside. Stay inside. Stay tuned.) to local/municipal nuclear bans recognize the power of civic engagement and bring more people into the conversation.

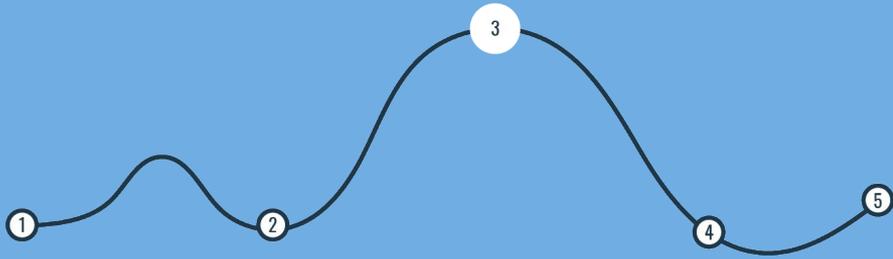


There's room to expand arguments for nuclear threat reduction in the context of health concerns. Use this intersection to rapidly expand the audience. Establish a pre-detonation focus and rally communities around the local and social justice implications of production, transportation, and maintenance of weapons affecting members of their own communities. Engage people in supporting innovation and advancing public/private institutional collaboration to improve community safety by replacing outdated medical equipment that is reliant on dangerous radiological materials.

economy



Economic concerns are highly individual and often polarizing. Being specific and addressing the needs of individual groups or communities are essential when using this frame. Consider questions that help people understand trade-offs, just as they do in their personal budgeting. Call into question money spent on nuclear weapons rather than underfunded defense related areas like soldier pay, PTSD or veterans services. Rather than invoking disparate or polarizing topics (education vs defense), invoke aspects of national security by calling attention to the impotence of nuclear weapons in keeping us safe from terrorists.



PERSUASION

Shift from Awareness
to Engagement

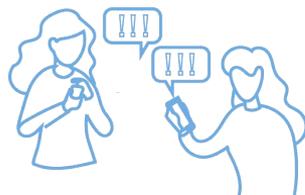
Tool: Architecture for Action

This simplified, 4-stage version of the Architecture for Action focuses on the audience journey from believing nuclear risk is a threat, elevating it to a concern worthy of community attention, turning it into a cause worth fighting against and finally recognizing efforts at making demonstrable progress in reducing the threat.



01. THREAT

The starting place is the belief that a statement is true. Belief doesn't require exhaustive details and history – just one memorable argument or experience.



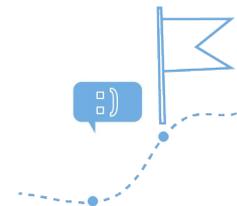
02. CONCERN

A threat is elevated by a sense of urgency to a concern – something your audience thinks about over and over and starts discussing because it matters to them and their community.



03. CAUSE

A concern becomes a cause when it is shared with others – in conversation or through social media – when your audience has built up confidence to own the message.



04. PROGRESS

Progress is fueled by acknowledgement of actions your audience takes to advance the cause. It's sustained through milestones achieved, influence realized, appreciation from others and personal validation.

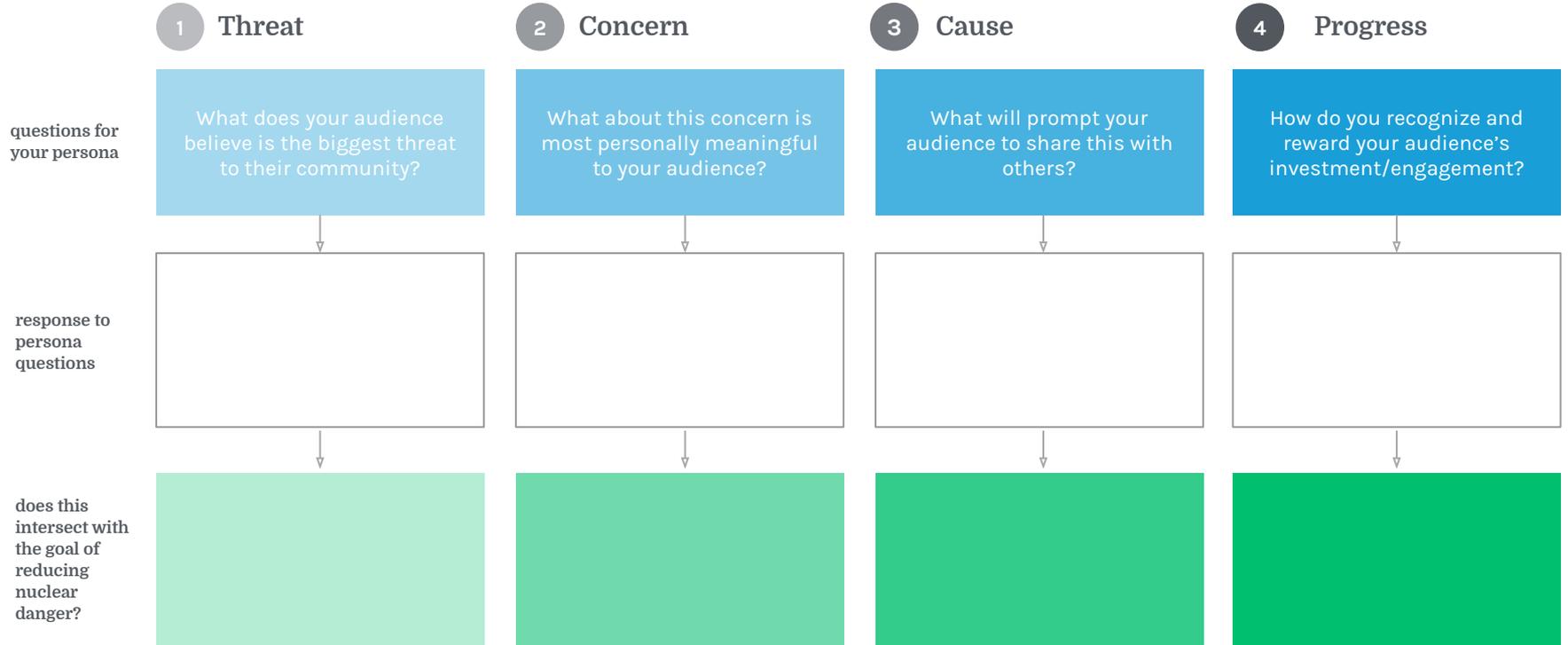
Tool: Architecture for Action

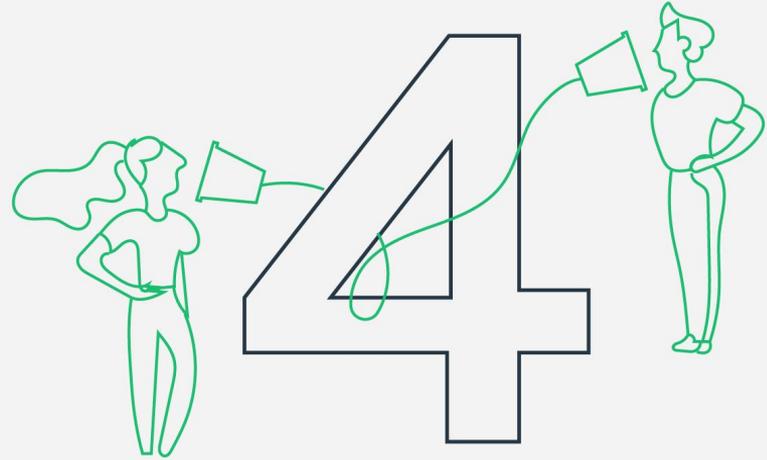
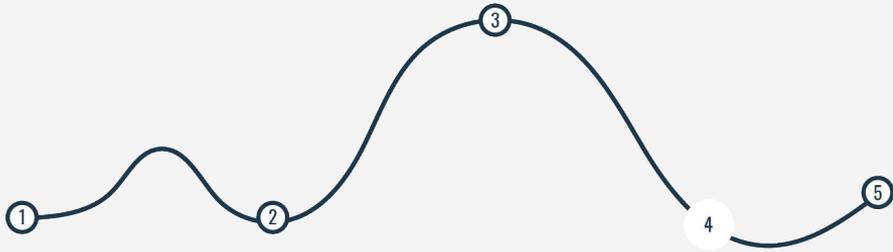
The following tool helps you map the audience journey. At each stage of a person's efforts from awareness to engagement, it's crucial to understand the points of possible intervention. After all, there is no single moment that turns the average individual into an activist of any sort, but instead several moments of education, provocation and resulting actions or responses. How might you intervene along their journey? How can you leverage emotions to incite engagement?





Tool: Architecture for Action



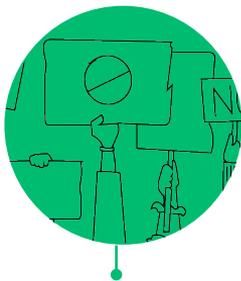


FRAMING

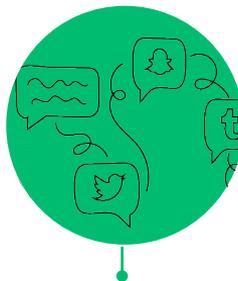
Create Agency & Ownership

Tool: Framing Guidance

The following slides present the 4 ingredients necessary to frame messages so that your audience feels compelled to be part of the conversation and inspired to act. Get your audience to ponder, discuss and interrogate issues until they are ready to commit time and resources to the cause.



**focus on
community**



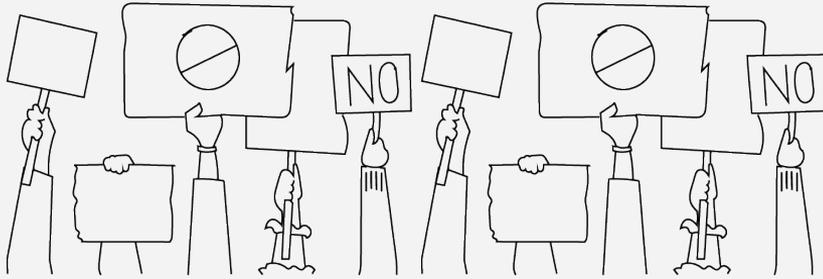
**connect through
cultural relevance**



make it ownable



invoke hope



Focus On Community

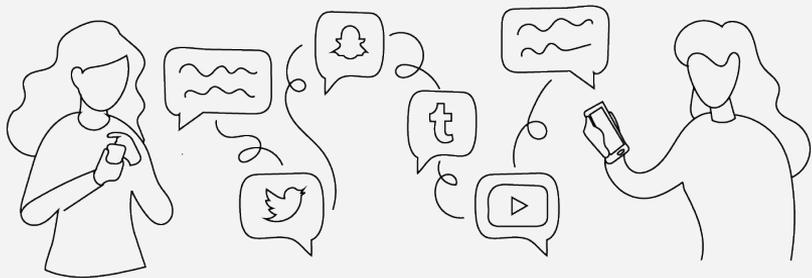
Focusing on community is more effective than making this a personal issue or global issue: it taps into our collective desire to protect those we care about.



Standing Rock protests: "Water is life"



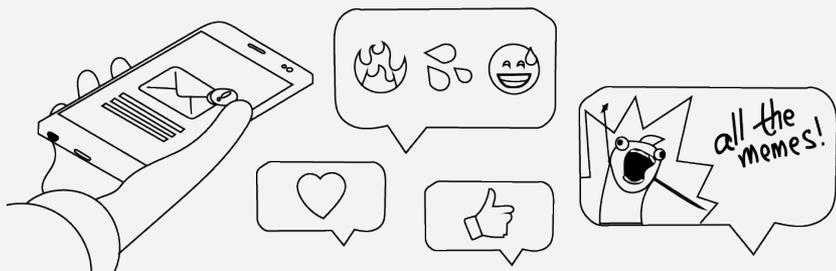
Muana Kea protests: community defense of community lands



Connect Through Cultural Relevance

Share messages through culturally relevant voices, enticing quips and artistic images that fit into social media feeds. Develop messaging around broadly shared ideals: sole authority, democracy, no use/no first use, gender and inclusion.





Make It Ownable

Keep the message simple, relatable and repeatable. Your audience cannot own a message they struggle to retell or fit into a short, emotionally charged conversation.

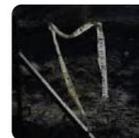


Memes as digestible, shareable online commentary

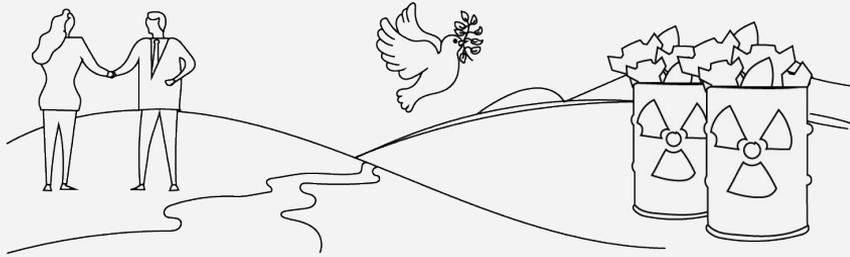
VICE

Church Rock, America's Forgotten Nuclear Disaster, Is Still Poisoning Navajo Lands 40 Years Later

Church Rock, America's Forgotten Nuclear Disaster, Is Still ... surveyor at the United Nuclear Corporation's Church Rock Uranium mine in New ...
1 week ago

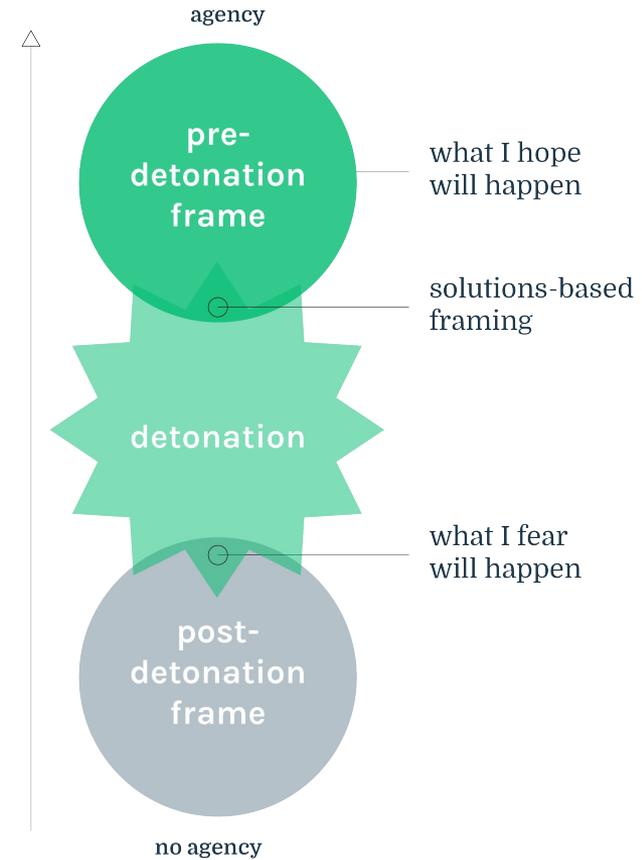


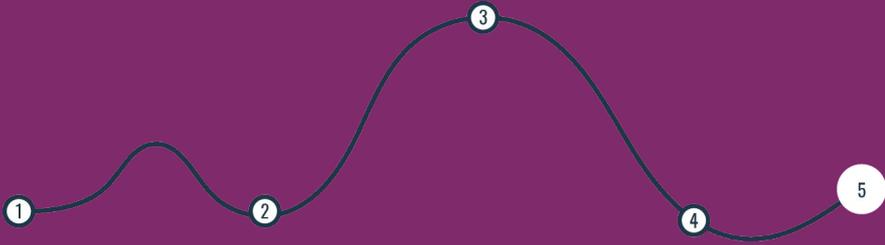
Approachable language in news headlines allows people to retell or re-share content in intimate conversation.



Invoke Hope

Write in a pre-detonation frame. Our assured demise fuels resignation rather than activating innovation, protest or change.





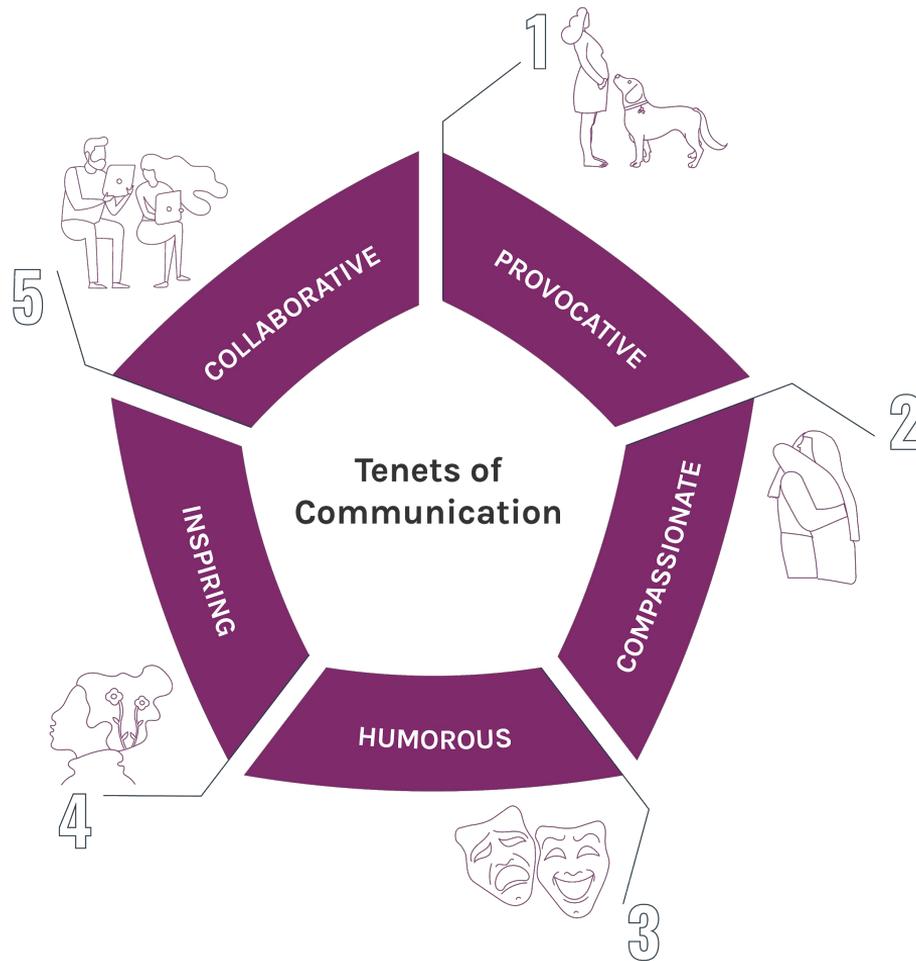
COMMUNICATION

Provoke Action
& Inspire Progress

Tool: Tenets of Communication

This simple guide shares five ‘tenets’ for connecting with Generation Possible, the most engaged, inventive and active generation of problem-solvers and policy changers.

The first three tenets help us to move our audience from intention to engagement, while the second two tenets guide the actions we attach to that engagement.





**Be provocative.
Avoid fact-storming.**

Relentlessly bombarding people with facts about blast radius, weapons stockpiles and potential casualties from detonations is arresting. This grabs attention but fails to inspire action. Provocative messaging related to current civic and financial injustice or climate and health issues — affecting people today — stands out, piques interest and deliberately elicits emotionally binding and sustained personal commitments.

DO elicit a reaction: Use a headline that intrigues, appeals to our innate desire to protect others or requires the reader to question their assumptions.

AVOID language that is balanced and measured: A litany of statistics or fair, agreeable and factual statements require no action and mitigates the need for further consideration.

*Why A Good Story Is Far More Than Facts
Sorry, Donald Trump, Nuking a Hurricane Won't Work*



**Invoke compassion.
Beware of
overwhelming.**

Like fear, empathy strikes an emotion chord so strongly it leaves people feeling helpless and results in avoidance. By tapping into compassion, people see a wrong they feel empowered to right and turn from helpless to helpful.

DO harness emotional intelligence: Encourage people to take action against that which is unjust, unnecessary and unacceptable.

DO reference tangible human consequences: Connect nuclear danger to impacts on the food we eat, air we breathe, water we drink or the health of our communities.

The Dilemma of Empathy and the News



**Embrace the
absurdity. Don't be
insensitive.**

Humor can help people engage with issues that feel insurmountable, making them more relatable by creating a space for dialogue, hope or outrage in place of silent resignation.

DO illuminate a dark topic by lightening up: While nuclear threat is serious business, there are ways to convey its importance while offering some light-handed or even dark comedy to get a point across.

AVOID going too extreme: Beware of humor that is cold, callous or makes light of people who have suffered from nuclear incidents .

The Absurdity of White Privilege
Why Nuking a Hurricane Won't Work



**Be inspiring.
Don't be negative.**

If the worst is inevitable, people move on. Change happens by asking people to imagine the leaps, then mapping the steps and stretches to get there.

DO make room new approaches: Couple incremental corrective measures with invitations for creation, innovation and non-traditional problem-solving methods.

Don't reinforce the status quo. Negativity, fear-mongering and a lack of receptivity to new methods, ideas and actors reinforce inertia.

*A Change in the Weather on Wall Street
Inside the Innovation Lab Solving Climate Financing*



**Be collaborative.
Refrain from
insularity.**

Embrace contribution from experts in disparate disciplines.

DO invite, network and allow for participation:

Along with physicists and policy makers, be open to technologists, media experts, investors, inventors – those that bring different approaches that allow for new solutions.

DON'T discount those without nuclear knowledge:

Insisting on nuclear expertise limits contributions from collaborators who bring tested approaches, subject matter expertise and new ways of tackling age-old problems.

Tribal communities in Michigan use traditional knowledge to tackle modern public health crisis

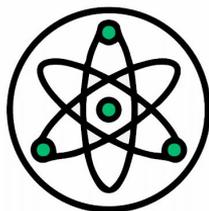


About Us

Nucleus Impact



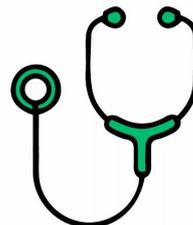
Nucleus was founded on the principle that understanding human behavior, designing insightful strategy and implementing creative solutions are the fundamental pillars of problem solving. We develop human-centered and evidenced-based strategies and tools to tackle big, difficult challenges, always striving to increase this capacity in the organizations we serve, for the people they serve.



reducing
nuclear threat



ending violence
against children

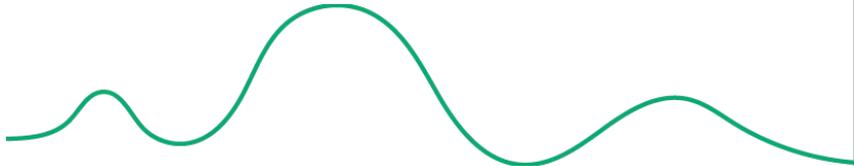


creating
demand for
health services



implementing
effective vaccine
management

Continue the discussion



Nucleus is available to:

- Evaluate the communications you're working on
- Work with you to enhance the effectiveness of your communications
- [Develop a workshop](#) to help your constituents and partners work through roadblocks to communications and innovations
- Develop and support research efforts

Our hope is that you will use this work to achieve your communication goals. If you need help along the way, please reach out.

Elizabeth Talerman
elizabeth@thenucleusgroup.com

Gena Cuba
gena@thenucleusgroup.com



Appendix: Survey



Nuclear Intersectional

Start of Block: 1: Demographic Screening

1.0

Hello, At Populist, we help organizations make a positive impact in the world. This work depends upon getting a better understanding of real people, real situations and real-world issues.

We're conducting research across the country and are asking people like you for 15-20 minutes to answer some questions. Your responses will be anonymous and used only for the purpose of understanding how people feel about current issues. You can learn more about our company at PopulistGroup.org Thank you! Elizabeth Talerman Board member, Populist

1.1 Before we start, we want you to know that understanding your opinion really matters to us. We're going to take the information you share and use it to try to make a positive impact in the world. We hope that you'll agree to join us in this effort by offering the most thoughtful and best answers possible. Do you commit to thoughtfully provide your best answers to each question in this survey?

- I will provide my best answers (1)
- I will not provide my best answers (2)
- I can't promise either way (3)

Skip To: End of Block If 1.1 = 1



Page 1 of 31

1.2 Great! Let's start with your age.

- Under 13 (1)
- 13 to 18 (3)
- 19 to 24 (4)
- 25 to 29 (5)
- 30 to 34 (6)
- 35 to 39 (7)
- 40 to 44 (8)
- 45 to 49 (9)
- 50 to 54 (10)
- 55 to 59 (11)
- 60 or older (12)

Skip To: End of Block If 1.2 = 1

Skip To: End of Block If 1.2 = 11

Skip To: End of Block If 1.2 = 12

Skip To: End of Block If 1.2 = 3



1.3 And gender?

- Male (0)
- Female (1)
- Other/Non-binary (2)

Page 2 of 31



1.4 Please select all that apply to you:

- Black, Afro-Caribbean, or African heritage (1)
- East Asian or Asian heritage (4)
- Latinx or Hispanic heritage (2)
- Middle Eastern or Arab heritage (6)
- Native Hawaiian or Pacific Island heritage (7)
- Native American or Alaskan Native heritage (8)
- South Asian or Indian heritage (5)
- White or European heritage (3)
- Other not listed here (9)

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1.5 Which of the following categories best describes your employment?

- Full-time college or graduate student (1)
- Disabled, not able to work (4)
- At-home parent (5)
- Not employed (6)
- Employed, working part-time (7)
- Employed, working full-time (8)

1.6 Are you aligned with any of the following US political parties?

- Republican (1)
- Democrat (4)
- Independent (5)
- Other (includes Green, Tea, Working Families, Libertarian) (6)
- I do not align with any political party (7)

1.7 How would you describe your political perspective on most issues?

- Liberal (1)
- Moderate (4)
- Conservative (5)
- Other (6) _____

End of Block: 1: Demographic Screeners

Start of Block: 2: Engagement Screeners



2.1 In our world today, even small shows of support for the issues we care about can have an impact. Thinking about the issues you care about, please tell us the ways that you have made your voice heard in the past 6 months. Select all that apply. In the past 6 months, I have...

- followed news stories and updates about the issues I care about. (1)
- donated money to a political organization or to a cause I care about. (2)
- shared political information or opinions on social media. (3)
- signed a petition or sent a message to a representative (on or offline). (4)
- called an official or elected representative. (5)
- attended a political meeting, protest, march or interest group session. (6)
- organized or helped organize a local march, political protest, meeting or group. (7)
- donated time to a religious or community organization (like Habitat for Humanity) (8)
- I have not done any of these recently. (9)

Skip To: End of Block If 2.1 = 9



2.2 Now, when you look at that same list, tell us the ways you plan to or would wish to make your voice heard in the next 6 months.

I am likely to...

- follow news stories and updates (on or offline) about the issues I care about. (1)
- donate money to a political organization or to a cause I care about. (2)
- share political information or opinions on social media. (3)
- sign a petition or send a message to a representative (on or offline). (4)
- call an official or elected representative. (5)
- attend a political meeting, protest or interest group session. (6)
- organize or help organize a local march, political protest, meeting or group. (7)
- donate time to a religious or community organization (like Habitat for Humanity). (8)
- do none of these. (9)

Skip To: End of Block If 2.2 = 9

End of Block: 2: Engagement Screeners

Start of Block: 3: Engagement extra





2.3 Now we'd like to hear about your interest when it comes to certain issues.

How important are the following issues to you?

	Very important to me (1)	Important to me (2)	Slightly important to me (3)	Not important to me (4)
Environmental protection (2.3_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health care policy (2.3_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unemployment or wages (2.3_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racism or civil rights (2.3_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexism or gender bias (2.3_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious freedom (2.3_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nuclear threat (2.3_22)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poverty or homelessness (2.3_13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economy (2.3_21)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education (2.3_14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Immigration (2.3_15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gun ownership/control (2.3_11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Terrorism (2.3_20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Income Inequality (2.3_12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Addiction (2.3_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Click to add your own 1 (2.3_27)

Click to add your own 2 (2.3_28)

End of Block: 2: Engagement cont'd

Start of Block: 2: Engagement cont'd 2

Display This Question:

If Score > 5



2.4 Of the issues that are the most important to you, which are your top priorities? Choose up to 5.

2.3 = 5 [1]
And 2.3 [1] (Count) >= 6

Environmental protection (1)

2.3 = 1 [1]
And 2.3 [1] (Count) >= 6

Health care policy (2)

2.3 = 4 [1]
And 2.3 [1] (Count) >= 6

Unemployment or wages (3)

2.3 = 6 [1]
And 2.3 [1] (Count) >= 6

Racism or civil rights (4)

2.3 = 7 [1]
And 2.3 [1] (Count) >= 6

Sexism or gender bias (5)

2.3 = 10 [1]
And 2.3 [1] (Count) >= 6

Religious freedom (6)

2.3 = 22 [1]
And 2.3 [1] (Count) >= 6

Nuclear threat (7)

2.3 = 13 [1]
And 2.3 [1] (Count) >= 6

Poverty or homelessness (8)

2.3 = 21 [1]

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And 2.3 [1] (Count) >= 6

Economy (9)

2.3 = 14 [1]
And 2.3 [1] (Count) >= 6

Education (10)

2.3 = 16 [1]
And 2.3 [1] (Count) >= 6

Immigration (11)

2.3 = 11 [1]
And 2.3 [1] (Count) >= 6

Gun ownership/control (12)

2.3 = 20 [1]
And 2.3 [1] (Count) >= 6

Terrorism (13)

2.3 = 12 [1]
And 2.3 [1] (Count) >= 6

Income inequality (14)

2.3 = 3 [1]
And 2.3 [1] (Count) >= 6

Addiction (15)

2.3 = 27 [1]
And 2.3 [1] (Count) >= 6

§(2.3\ChoiceTextEntryValue\2) (16)

2.3 = 26 [1]
And 2.3 [1] (Count) >= 6

§(2.3\ChoiceTextEntryValue\26) (33)

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2.3 = 5 [1]
Or 2.3 = 5 [2]

Environmental protection (17)

2.3 = 1 [1]
Or 2.3 = 1 [2]

Health care policy (18)

2.3 = 4 [1]
Or 2.3 = 4 [2]

Unemployment or wages (19)

2.3 = 6 [1]
Or 2.3 = 6 [2]

Racism or civil rights (20)

2.3 = 7 [1]
Or 2.3 = 7 [2]

Sexism or gender bias (21)

2.3 = 10 [1]
Or 2.3 = 10 [2]

Religious freedom (22)

2.3 = 22 [1]
Or 2.3 = 22 [2]

Nuclear threat (23)

2.3 = 13 [1]
Or 2.3 = 13 [2]

Poverty or homelessness (24)

2.3 = 21 [1]
Or 2.3 = 21 [2]

Page 12 of 31



- Economy (25)
2.3 = 14 [1]
Or 2.3 = 14 [2]
- Education (26)
2.3 = 15 [1]
Or 2.3 = 15 [2]
- Immigration (27)
2.3 = 11 [1]
Or 2.3 = 11 [2]
- Gun ownership/control (28)
2.3 = 20 [1]
Or 2.3 = 20 [2]
- Terrorism (29)
2.3 = 12 [1]
Or 2.3 = 12 [2]
- Income Inequality (30)
2.3 = 3 [1]
Or 2.3 = 3 [2]
- Addiction (31)
2.3 = 27 [1]
Or 2.3 = 27 [2]
- S{2.3/ChoiceTextEntryValue/27} (32)
2.3 = 28 [1]
Or 2.3 = 28 [2]
- S{2.3/ChoiceTextEntryValue/28} (34)



2.5 Now we will focus on a few issues that you may or may not have selected as most important to you.

Please tell us whether you feel the following issues affect you. Select all that apply.

	Affects me personally (1)	Affects my community or people I care about (2)	Affects my country or the world in a way I care about (3)	Does not affect me in any of these ways (4)
Health care policy (2.5_Health)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The economy, income or employment (2.5_Economy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Racism, sexism, gender bias, civil or equal rights (2.5_Identity)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental protection (2.5_Environment)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nuclear threat (2.5_Nuclear)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



2.6 Thinking about the same issues, how likely are you to discuss or share information about each topic online, through social media or in a conversation?

	Likely to share (1)	Somewhat likely to share (2)	Not likely to share (3)
Health care policy (2.6_Health)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The economy, income or employment (2.6_Economy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racism, sexism, gender bias, civil or equal rights (2.6_Identity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental protection (2.6_Environment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nuclear threat (2.6_Nuclear)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block 2: Engagement cont'd 2

Start of Block 4: Concepts

4.0 You're a champ! You're already through the first quarter of the survey. Getting back to business now... We'd like to share a few different ways people think about nuclear threat. We'll show you four concepts and ask a short series of questions after each.

Note: you will see FOUR of these concepts.

End of Block 4: Concepts

Start of Block: Concept A: Social Justice

A.0 Nuclear threat is a social justice issue.

News of proposed nuclear weapons development and nuclear threats hold us hostage and subject us all to being potential targets. Meanwhile, through Black Lives Matter, #MeToo, Standing Rock, and the Fight for 15, Americans are coming together to stand against systems of violence. Bullying at home and abroad are connected, Martin Luther King Jr observed. He linked the struggle for civil rights to the oppression of nuclear threat and called for a "peace

race" to replace the "arms race."

The bottom line? As with all other tools of oppression, nuclear threat divides us and makes us afraid of one another.

+

A.1 This paragraph suggests that nuclear threat is a social justice issue. Is this an idea you believe?

- I believe this. (1)
- This might be true. (2)
- I doubt this. (3)
- I don't believe this for a second. (4)

+

A.2 How much does the idea that nuclear threat is a social justice issue matter to you?

- Matters a great deal to me (1)
- Somewhat matters to me (2)
- Does not matter to me (3)

+

A.3 Does the idea that nuclear threat is a social justice issue affect you, or might it affect you? Select all that apply.

- Affects me personally (1)
- Affects my community or people I care about (2)
- Affects my country or the world in a way I care about (3)
- Does not affect me (4)

+

A.4 How likely would you be to discuss or share the idea that nuclear threat is a social justice issue online, through social media or in a conversation?

- Very likely to share (1)
- Somewhat likely to share (2)
- Not likely to share (3)

+

A.5 Here are three interpretations of the idea that nuclear threat is a social justice issue. Which one most hits home for you?

- Nuclear threat is a form of oppression that divides us rather than uniting us, deepening fears and inequities that should be eliminated. (1)
- Nuclear threat takes away our power. Decisions are made out of fear and in secrecy, in violation of democratic principles. (2)
- Nuclear threat is leading us into a future dominated by fear and power struggle, where international bullying will become the norm. (3)
- None (4)

+

A.6 Which is the best way to address the social justice issue of nuclear threat?

- Political Pressure: We need laws put in place that penalize those who engage in nuclear oppression and that guide the reduction or elimination of nuclear threat. (1)
- Cultural Shift: We need to come together to express a shared sense of distaste and outrage toward those who use nuclear threat so that we may reduce or eliminate nuclear oppression. (2)
- Innovation: Human history is advanced by innovation—technologies like the polio vaccine or the Internet alter our world and make the impossible possible. A new, innovative technology or framework will be the best way to reduce or eliminate the ability for any person or country to use nuclear threat to oppress or divide people. (3)
- Other (4) _____

Display This Question:

If A.5 = 4

+

A.7 What does the idea "nuclear threat is a social justice issue" mean to you?

End of Block: Concept A: Social Justice

Start of Block: Concept C: Economics

C.0 Nuclear threat is an economic issue.

Our country is currently considering a 30-year plan to rebuild our nuclear arsenal. Former Secretary of Defense, William Perry suggests that if we scale back plans to spend \$1.7 billion to replace the nuclear arsenal, we will actually improve our security and we will save hundreds of billions of dollars which could be returned to taxpayers or allocated to infrastructure, education



or other vital human services. The bottom line? Our world is over-armed and yet our basic needs are unmet.

X

C.1 This paragraph suggests that nuclear threat is an economic issue. Is this an idea you believe?

- I believe this. (1)
- This might be true. (2)
- I doubt this. (3)
- I don't believe this for a second. (4)

X

C.2 How much does the idea that nuclear threat is an economic issue matter to you?

- Matters a great deal to me (1)
- Somewhat matters to me (2)
- Does not matter to me (3)

X

C.3 Does the idea that nuclear threat is an economic issue affect you, or might it affect you? Select all that apply.

- Affects me personally (1)
- Affects my community or people I care about (2)
- Affects my country or the world in a way I care about (3)
- Does not affect me (4)

X

C.4 How likely would you be to discuss or share the idea that nuclear threat is an economic issue online, in social media or in a conversation?

- Very likely to share (1)
- Somewhat likely to share (2)
- Not likely to share (3)

X X X

C.5 Here are three interpretations of the idea that nuclear threat is an economic issue. Which one most hits home for you?

- The expense of our nuclear weapons program directly impacts my taxes and compromises the maintenance or modernization of infrastructure, education or other vital human services. (1)
- Decisions about investing in the nuclear arsenal are made without transparency or input from the American people and that is counter to how a democracy should work. (2)
- Spending on nuclear weapons adds billions of dollars to the national debt that our children and children's children are going to have to pay for. (3)
- None (4)

X

C.6 Which is the best way to address the economic issue of nuclear threat?

- Political Pressure: We need laws put in place that limit prioritization or investment in the nuclear arsenal over investment in infrastructure, education and other vital human services. (1)
- Cultural Shift: We need to come together to express a shared sense of distaste and outrage that makes our leaders uncomfortable prioritizing spending on nuclear weapons over infrastructure, education or human services. (2)
- Innovation: Human history is advanced through innovation, with technologies like the polio vaccine or the internet altering our world and making the impossible possible. Investing in new technologies or frameworks that reduce or eliminate the need to invest in nuclear weapons is our best hope to rebalance our spending priorities. (3)
- Other (4) _____

Display This Question:

If C.6 = 4

X

C.7 What does the idea "nuclear threat is an economic issue" mean to you?



End of Block: Concept C: Economics

Start of Block: Concept D: Health

D.0 Nuclear threat is a health issue. In Rocky Flats Colorado, a wildlife refuge sits atop an area from which plutonium was mined. Recently citizens came together to cancel a routine, prescribed burning of the grasslands in order to prevent the release of breathable plutonium particles into the atmosphere, which could have put the entire population of Denver, CO at risk. This incident is an example of the many, significant health risks we face that are associated with past and current production of nuclear weapons. The bottom line? The presence of these weapons in the world puts our health at risk.

x+

D.1 This paragraph suggests that nuclear threat is a health issue. Is this an idea you believe?

- I believe this. (1)
- This might be true. (2)
- I doubt this. (3)
- I don't believe this for a second. (4)

x+

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D.2 How much does the idea that nuclear threat is a health issue matter to you?

- Matters a great deal to me (1)
- Somewhat matters to me (2)
- Does not matter to me (3)

x+

D.3 Does the idea that nuclear threat is a health issue affect you, or might it affect you? Select all that apply.

- Affects me personally (1)
- Affects my community or people I care about (2)
- Affects my country or the world in a way I care about (3)
- Does not affect me (4)

x+

D.4 How likely would you be to discuss or share the idea that nuclear threat is a health issue online, in social media or in a conversation?

- Very likely to share (1)
- Somewhat likely to share (2)
- Not likely to share (3)

x x+

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D.5 Here are three interpretations of the idea that nuclear threat is a health issue. Which one most hits home for you?

- The production of nuclear weapons creates unacceptable health risks for me and people I care about. (1)
- Our lack of power over nuclear weapons-related production is unacceptable and flies in the face of how our democracy works. (2)
- Living with nuclear weapons exposes us to health risks we don't yet fully understand, forcing us to gamble on our future and the future of generations to come. (3)
- None (4)

x- x+

D.6 Which is the best way to address the health effects of nuclear threat?

- Political Pressure: We need laws put in place that take into consideration the health impacts of nuclear threat to guide the reduction or elimination of it. (1)
- Cultural Shift: We need to come together to express a shared sense of distaste and outrage toward the anxiety-inducing bullying and fear mongering of nuclear threat, making it shameful for our leaders to behave this way. (2)
- Innovation: Human history is advanced through innovation--technologies like the polio vaccine or the Internet alter our world and make the impossible possible. Focusing on a new technology or framework of this kind is the best way to reduce or eliminate the ability for any person or country to use the threat of nuclear weapons as a tool to weaken people or democracy. (3)
- Other (4) _____

Display This Question:

If D.5 = 4

x+

D.7 What does the idea "nuclear threat is a health issue" mean to you?

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End of Block: Concept B: Health

Start of Block: Concept B: Environment

B.0 Nuclear threat is an environmental issue. The recent rise of nuclear weapons testing and plans for new development puts our environment at risk. Nuclear weapons testing in the 1940s and 1950s had devastating effects that resulted in human casualties and displacement, along with far reaching impacts on soil, water, air, plant and animal life. New testing and development bring new and increased risks to both people and the earth, compounding the environmental challenges we already face from sea-level rise to extreme weather, ocean acidification and biodiversity loss. The bottom line? Nuclear weapons pose an unacceptable risk to our life-sustaining environment that we are working so hard to restore and protect.

+

B.1 This paragraph suggests that nuclear threat is an environmental issue. Is this an idea you believe?

- I believe this. (1)
- This might be true. (2)
- I doubt this. (3)
- I don't believe this for a second. (4)

+

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B.2 How much does the idea that nuclear threat is an environmental issue matter to you?

- Matters a great deal to me (1)
- Somewhat matters to me (2)
- Does not matter to me (3)

+

B.3 Does the idea that nuclear threat is an environmental issue affect you, or might it affect you? Select all that apply.

- Affects me personally (1)
- Affects my community or people I care about (2)
- Affects my country or the world in a way I care about (3)
- Does not affect me (4)

+

B.4 How likely would you be to discuss or share the idea that nuclear threat is an environmental issue online, in social media or in a conversation?

- Very likely to share (1)
- Somewhat likely to share (2)
- Not likely to share (3)

+

+

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B.5 Here are three interpretations of the idea that nuclear threat is an environmental issue. Which one most hits home for you?

- Nuclear threat impacts the safety of our air, water and soil in ways that have a direct impact on all of us right now. (1)
- We should be able to make decisions to protect our environment. The existence and testing of nuclear weapons takes those decisions out of our hands. (2)
- Nuclear threat not only endangers our environment now, it's going to leave behind damage that will impact the planet for generations to come. (3)
- None (4)

+

B.6 Which is the best way to address the environmental issue of nuclear threat?

- Political Pressure: The best way to eliminate the devastating environmental effects of nuclear weapons is through a political solution. We need laws put in place that protect the environment by guiding the reduction or elimination of nuclear weapons. (1)
- Cultural Shift: Coming together to express a shared sense of distaste and outrage is what's most needed to eliminate the risks posed to the environment by nuclear weapons. (2)
- Innovation: Human history is advanced through innovation—technologies like the polio vaccine or the Internet alter our world and make the impossible possible. A new technology or framework of this kind will be the best way to reduce the threat nuclear weapons pose to people and our environment. (3)
- Other (4) _____

Display This Question:

If B.5 = 4

+

B.7 What does the idea "nuclear threat is an environmental issue" mean to you?

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End of Block: Concepts Environment

Start of Block: 5: Concepts Overall



5.1 You have just spent time considering four concepts connecting nuclear weapons to related economic, environmental, health, and social justice issues.

Drag the statements below them into order of importance to you, where 1 is the most important and 4 is least important.

- Nuclear threat is an environmental issue. (1)
- Nuclear threat is a social justice issue. (4)
- Nuclear threat is a health issue. (5)
- Nuclear threat is an economic issue. (6)

End of Block: 5: Concepts Overall

Start of Block: 7: Demographics

6.0 Thanks for sticking with us! Now the easy stuff. Please remember that all your responses to this survey are completely anonymous.



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6.2 What is the highest level of education you have completed?

- Some high school or less (1)
- High school graduate (2)
- Some college or university (3)
- 2-year college or university degree (4)
- 4-year college or university degree (5)
- Some graduate school (9)
- Masters degree (6)
- Doctoral degree (7)
- Professional degree (JD, MD) (8)

6.3 Which of the following best describes the area where you live?

- City or densely populated urban area (5)
- Metro area/suburb of a major city (1)
- Metro area/suburb of a smaller city (2)
- Small town (3)
- Rural area (4)



6.6 In which category does your shared household income fall?

▼ under \$34,000 (1) ... over \$250,000 (9)

End of Block: 7: Demographics

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Start of Block: 6: Nuclear Folklore

7.1 Just two more questions... You're just about done! Thank you for your thoughts today. Please tell us which of the following statements best describes your feelings about nuclear threat.

- I believe nuclear weapons should be banned globally. (15)
- I believe nuclear weapons are necessary—we need to have them because others do. (20)
- I believe we have to be ready to use nuclear weapons when we are provoked or threatened. (21)



7.2 Want to learn more about nuclear threat?

Please read the list of links below and

- a) Check the box of any you are interested in.
- b) Go ahead and click on any of the links themselves—they'll open in a new browser window so

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you can go back to them after you complete the survey.
Then make sure to click next to finish the survey!

- Read about victims of nuclear testing in the U.S. (1)
- Change U.S. nuclear weapons spending with this interactive (4)
- Join a movement to put an end to nuclear weapons (11)
- Watch How close do you live to a nuke? (12)
- Watch Declassified nuclear test footage. (22)
- Listen to Things That Go Boom!, a podcast about what keeps us safe. (20)
- Map the size of nuclear weapons detonations (13)
- Uncover connections between nuclear weapons and fake news (14)
- Spin the wheel of nuclear close calls and near misses (9)
- Explore countries participating in the nuclear ban treaty (10)
- Learn about innovations that can help reduce and eliminate nuclear threat (17)
- Petition leaders to stop nuclear weapons testing (18)
- Participate in mapping nuclear risks in your community or around the world (19)
- Count the minutes to midnight on the Doomsday Clock (31)

[End of Block: 6: Nuclear Followup](#)



Appendix: Quid Analysis

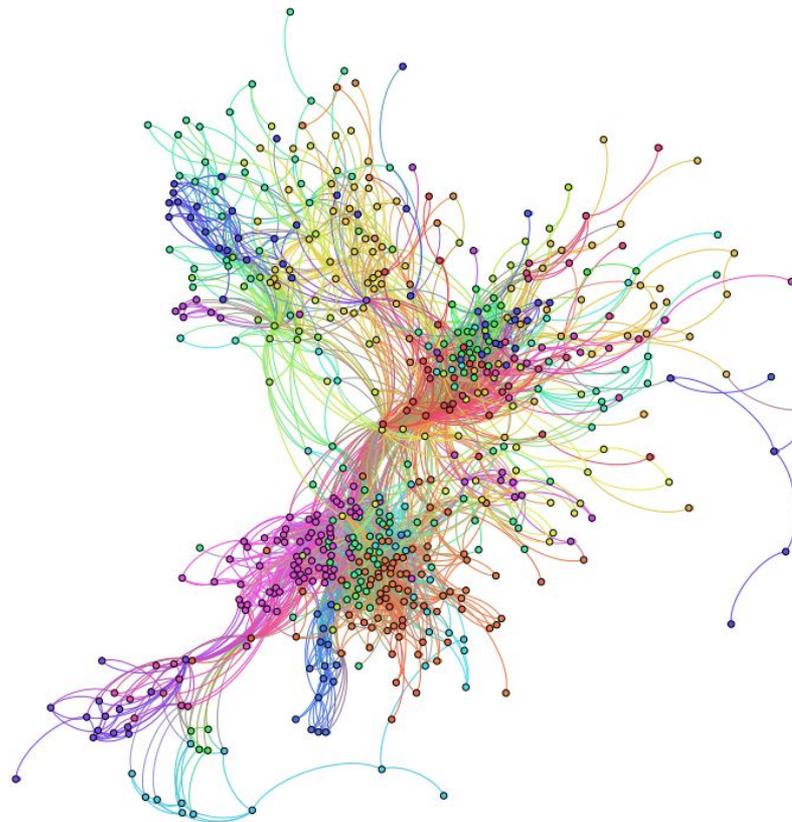
Intro to Quid

In examining the ability for intersectional framing of nuclear threat to increase acceptance, salience and engagement, we studied how each issue (health, environment, economy and social justice) was manifested in cultural conversation.

Through our relationship with the N Square Innovator's Network, we gained access to Quid, an analytic platform that uses artificial intelligence and machine learning to scour corporate filings, scientific journals, books, government databases, (some) social media and media of all sorts, and then charts patterns to make connections and detect trends.

Using Quid we could see what kind of information people are being fed. What is available for people to learn and read may well shape the way people are thinking about these topics.

The Quid platform and the analysis that follows does not take into effect advertising, fundraising, many larger social media platforms, and other short-form or quotidian communication that helps to shape our opinions.



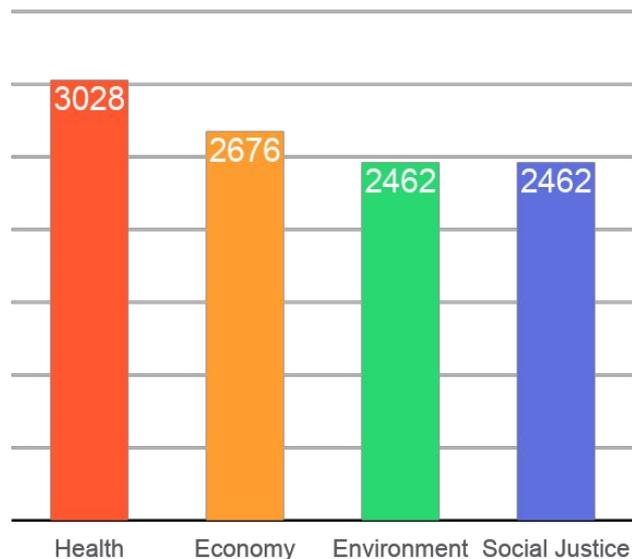
Media Survey

To understand media coverage, we used [Quid](#) to perform linguistic analysis and mapping of references to nuclear threat and our four intersectional topics. Data is culled from mainstream media, niche publications, and blog posts in the U.S. from Jan 1 - Jun 15, 2018.

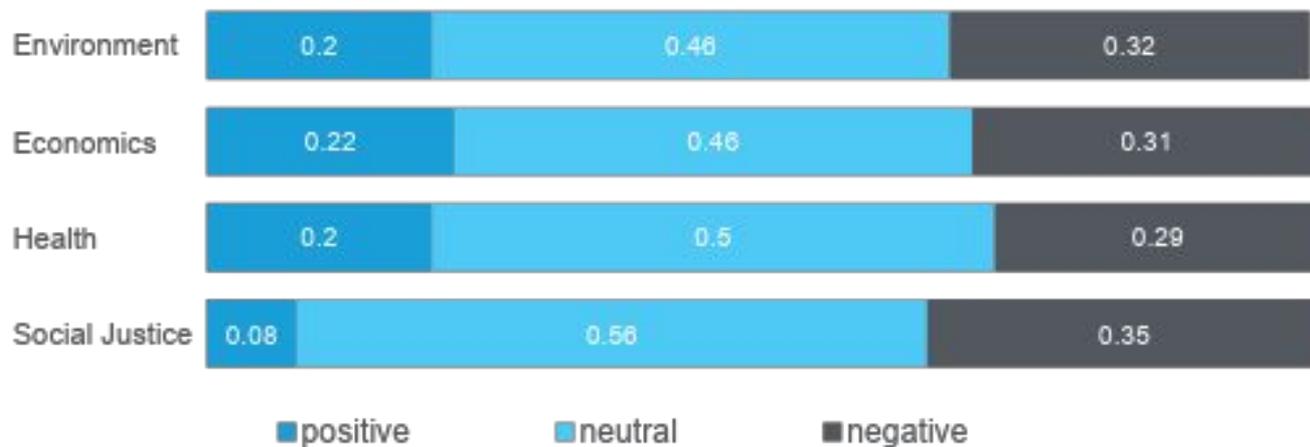
Note: Media links nuclear threat with the environment and health far more frequently than economics or social justice. Media salience has a definitive impact on belief, resonance and relevance of the issues we examined.

We will use QUID analysis to provide guidance on:

- How the examined issues are being presented and discussed together with nuclear threat and the contextual language used to make the connections
- Where there is potential to harness salience, positive language and associations or create new messages and direct communications.



Sentiment analysis



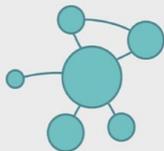
Understanding Quid



Quid reads any text to identify key words, phrases, people, companies and institutions.



Then it compares words from each document to create links between them based on similar language.



Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.

Quid creates a visual map to represent the landscape. Example network: sized by degree, colored by cluster.

Each node represents a document. A node sized by degree represents the number of connections, or similarity, to other nodes

Connections represent similar language used across nodes

A node bridging two clusters can indicate a document that intersects two concepts

Spread-out clusters contain highly differentiated documents

Dense clusters contain highly similar documents

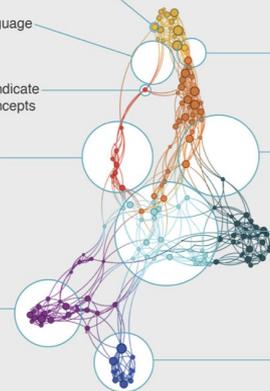
Similar nodes typically group together into one cluster. Each cluster grouping is represented by a different color.

Less distance between clusters indicates a high number of inter-related documents

Greater distance between clusters indicates a low number of interrelated documents

Centrally located nodes are core to the overall network, indicating central topics and bridging ideas

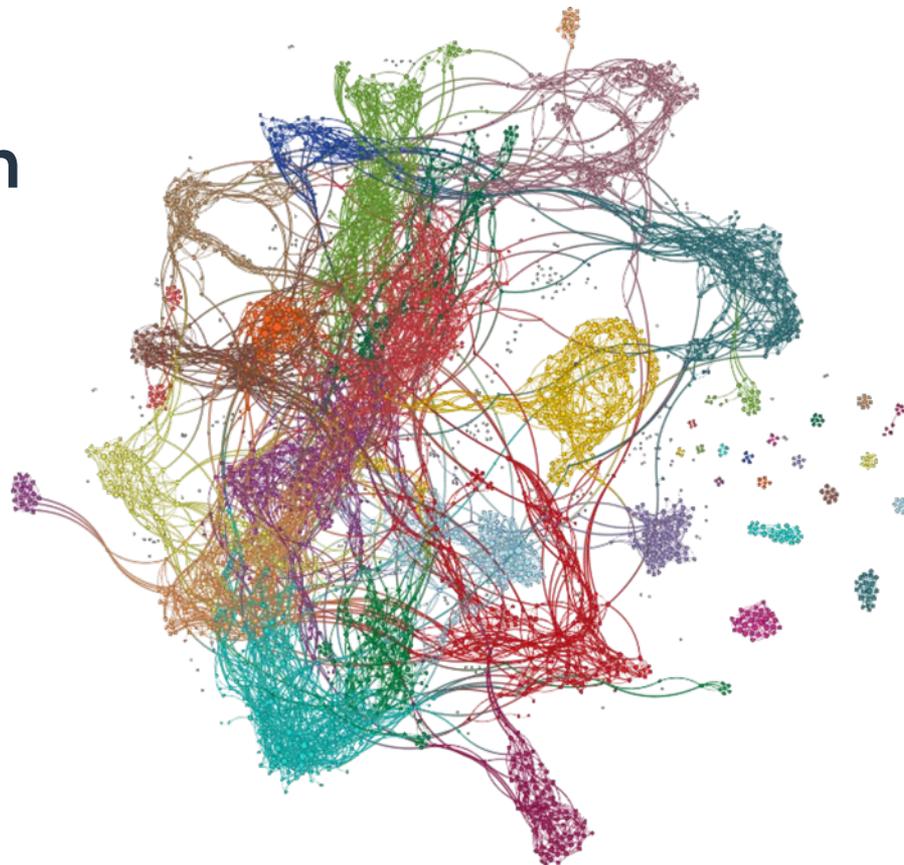
Peripheral clusters are less central to the overall network but could represent a niche interpretation on the topic



The language of health

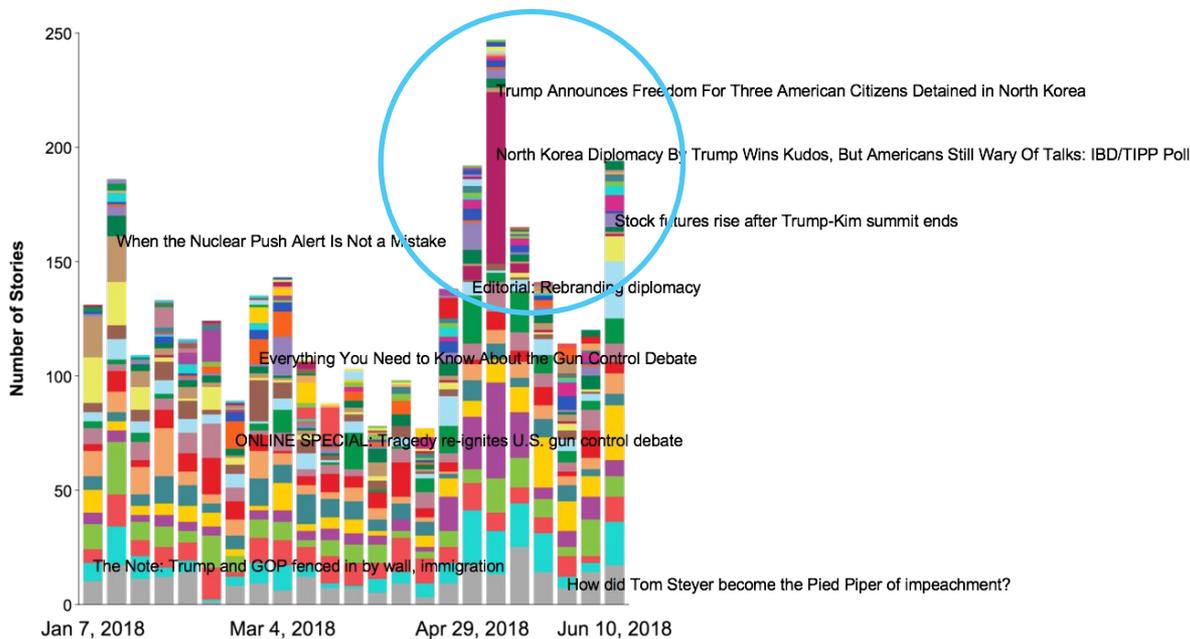
The volume of media links between nuclear risk and health overtook environmental in the second quarter of 2018. We included any references to health, which surfaced articles about both physical and mental health, in addition to more abstract characterizations, such as economic and even moral or societal health. Some notable keywords that surfaced in the health clusters include:

Q1 2018:	Q2 2018:
• Human Rights	• Compensation
• Love (Christian)	• Accountability
• Humanity	• Marshall Islands and Rocky Flats
• Nonviolence	• Worker Rights
• Democracy	
• Solutions	



("nuclear weapons" OR "nuclear threat" OR "nuclear test" OR "nuclear testing" OR "uranium mining" OR "uranium mine" OR "plutonium mine" OR "plutonium mining") AND (health) AND NOT ("power plant" OR "nuclear power")

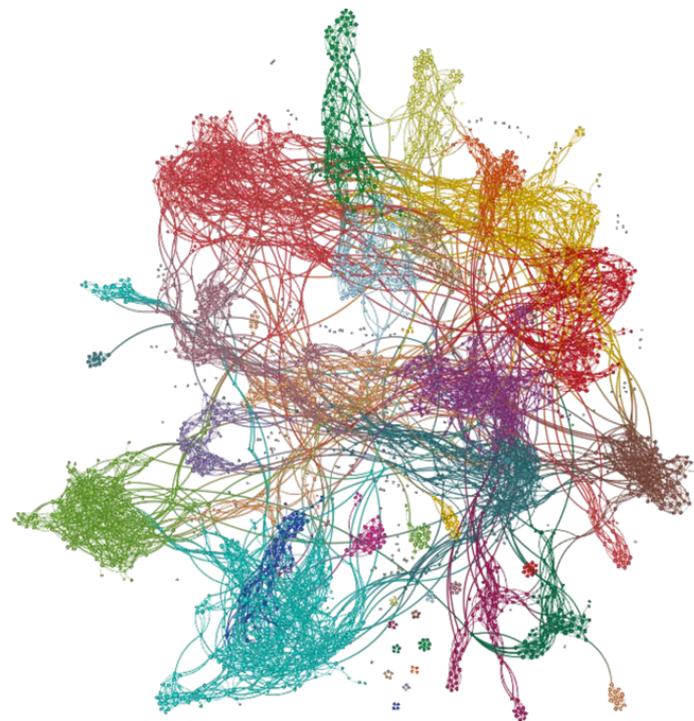
Health connections to nuclear threat are rising (coincident with the North Korea summit news cycle)



Economics and nuclear threat covered a broad spectrum of topics related to domestic and foreign policy events and issues

Keywords of Top Clusters

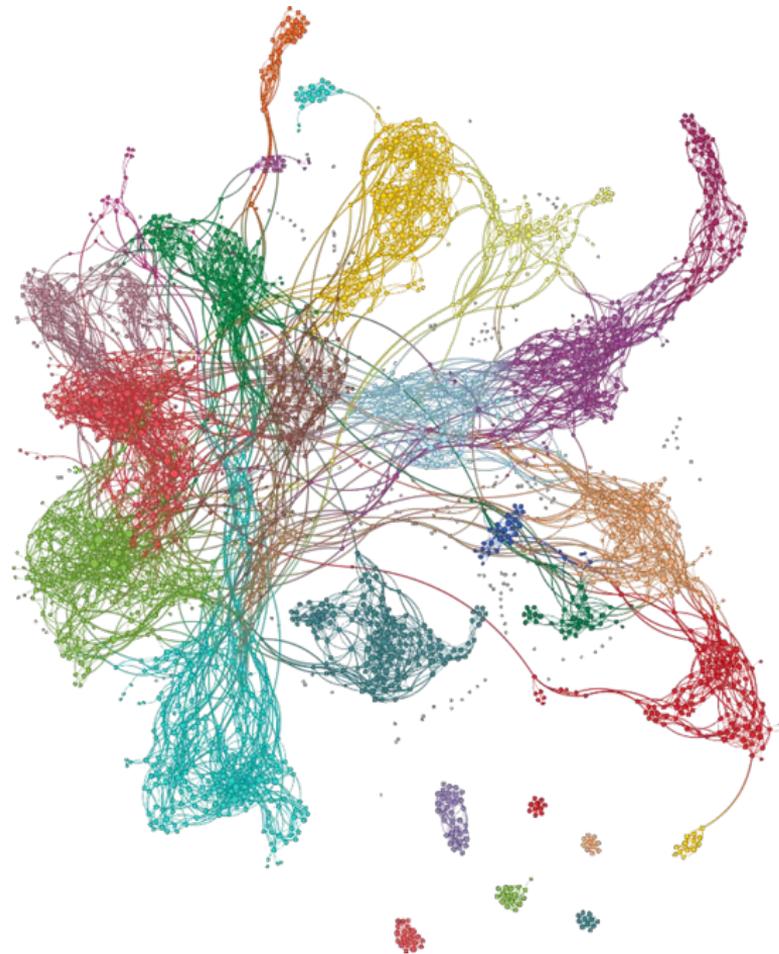
summit / pyongyang / south korean / denuclearization	10%
cruise / adversaries / npr / submarine launched	8.8%
iranian / nuclear deal / jcpoa / comprehensive plan	6.4%
tax / health / immigration / dreamers	6.2%
air force / aircraft / command / world's most secretive	6.1%
school / gop / court / children	5.6%
wars / destruction / vietnam / foreign policy	5.5%
national defense / house armed services / defense authorization / overseas contingency	5.3%
disarmament / prevent nuclear / doomsday clock / peace prize	4.1%
savannah river / los alamos national / oxide fuel fabrication / pit production	3.8%
national nuclear security / laboratory / bechtel / uranium processing	3.7%
putin / powered cruise missile / unlimited range / putin's speech	3.5%
cleanup / gallons / nuclear reservation / environmental management	2.8%
mining / asx / uranium market / uranium mining	2.4%
energy and water / efficiency and renewable / water development / energy efficiency	2.2%
markets / investors / oil prices / nasdaq	2.1%



Environmental links to nuclear threat employ popular language

Environmental cluster keywords are intuitively grouped, indicating consistency of use and meaning. These clusters reflect the most common or expected topics in relation to nuclear.

- Notable positive language
- life / earth
- peace and security
- peaceful / environment
- disarmament / dialogue / treaty
- Paris climate / foreign policy
- scientists
- cleanup



Diffuse justice

Social Justice language ranges broadly in theme but contains a great deal of overlap—it’s a fairly tight-knit network with little identifiable aspirational language.

century / racist / nature / working class	13%
republicans / lawmakers / trump campaign / michael cohen	11%
palestinian / jews / arab / unrwa	10%
hall / campaign to abolish / navajo / women's international league	9.1%
writing / fun / feminism / oscar winner	8.3%
content and programming / international correspondent / rights reserved prepared / programming copyright	8.2%
sexually oriented language / hear eyewitness accounts / racist or sexually / threats of harming	7.1%
church / martin luther king / jesus / graham evangelistic association	6.9%
understanding of environmental / receiving the included / advance understanding / interest in receiving	4.1%

