



Cultural and Cognitive Obstacles to Public Intervention

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Cultural Logic, The Topos Partnership

Council On Contemporary Families Annual Conference

Crossing Boundaries: Public and Private Roles in Assuring Child Well-Being Chicago, April 27, 2012

Research Background

- Linguistics, anthropology, cognitive science
- Communications strategy for NGOs
- Default thinking (“cultural models”)

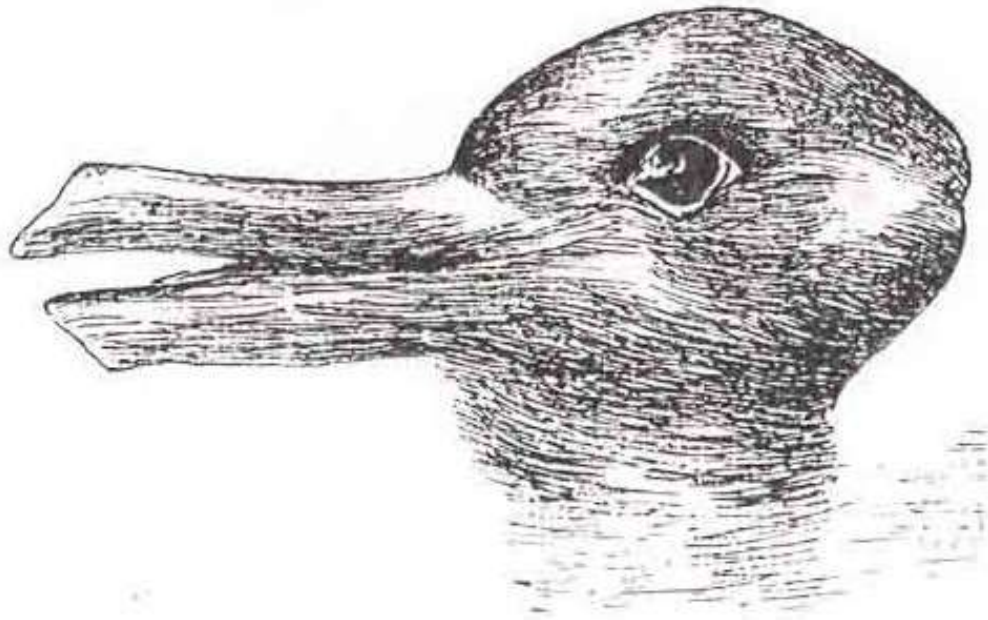
Topic Areas

- Child development in general
- Child maltreatment
- School readiness
- Out-of-school time
- Commercialization of schools
- Etc.

Multiple Methods

- In-depth interviews (“cognitive elicitations”)
- Ethnographic observation
- “TalkBack” message testing
- Etc.

“Seeing As”



Jastrow, 1899. The mind's eye. *Popular Science Monthly*, 54, p. 312

Culture



People don't care?



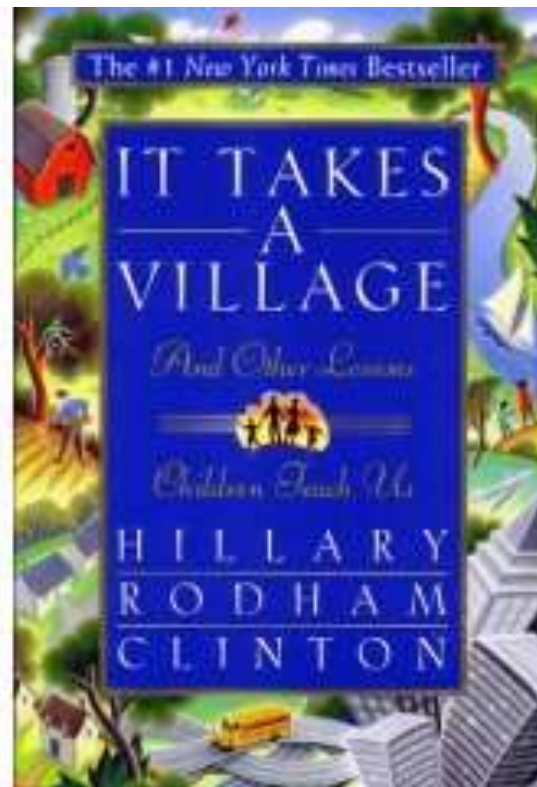
“The Family Bubble”



“The Family Bubble”



“The Family Bubble”



“The Family Bubble”

“[W]ith all due respect, I am here to tell you, it does not take a village to raise a child. It takes a family to raise a child.”

Bob Dole, accepting
Republican presidential
nomination,
August 15, 1996,

“Cognitive blindness”

- Social networks as protective factor against maltreatment
- Link between housing and educational outcomes
- Mental health system as determining factor
- General need for policy

“Cognitive blindness”

- Vs. “moral failure”
- Vs. prescriptive view
- Feels like common sense

Bursting the “family bubble”?



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