Task: Positive Value Map

A resource from the ICPA #KommMit Toolbox - 2024 (link)

a. Review the profile and reflect on who the people are and how they stand on the issue of migration & Muslims.

See segmentation profiles for all segments in Germany from the RESET Project.

3) The Established

Quite pro-migration, pro-democracy, rule-following, Centrist, oldest

Top issues: Provision for the elderly/pensions; affordable homes; combatting criminality/violence

17%

Migration attitudes		Anxieties & demographics	
Economy	**Culture**	**Trust & anxieties**	
• Agree migration is good for the economy	• Agree migration is good for cultural life	• Feel valued	• Majority satisfied with democracy
• Majority agree it has benefits for employers	• Disagree it will lead to a loss of "German-ness"	• Don't feel like second-class citizens	• Trust politicians – especially local ones
• But divided over whether it will strengthen the social system	• Don't feel like a foreigner in Germany	• But tend to feel economically marginalized	• But frustrated with political correctness
• Think it will lead housing market competition	• On balance, agree people with different background & beliefs live well together	• Tend to think the world is changing too fast & becoming more dangerous	• Rule-followers
• Agree 2nd & 3rd generation migrants contribute equally		• Feel in control of their future	• Worried about right-wing extremism
Islam/Muslims	**Other**	**Demographics**	
• Unsure if Islam & Germany society are compatible	• Agree migrants try to integrate	• Oldest (50% 60+)	
• On balance, agree Muslims are part of the community	• Agree well-integrated guest workers can stay	• Slightly more male (55%)	
• On balance, disagree Muslims hold similar values to them	• Strongly think refugees deserve asylum	• Urban	
• Some worry about the rejection of Muslims in society		• More protestant	
		• Union & SPD voters, some Green	
		• Average education & income	

b. Seeing themselves as good people, what values do you think they protect or defend in the debate? Bold or underline them in the list of values (below and in the next slide) and add more if something is missing.

Acceptance	Benevolence	Cooperation	Diversity	Fairness	Generosity
Accountability	Charity	Contribution	Empathy	Faith	Flexibility
Achievement	Community	Credibility	Enthusiasm	Family	Happiness
Autonomy	Commitment	Dedication	Ethics	Flexibility	Honesty
Being the Best	Compassion	Dependability	Excellence	Freedom	Humility

Inclusiveness	Kindness	Optimism	Stability	Responsibility	Thankfulness
Independence	Knowledge	Open-Mindedness	Peace	Self-Control	Traditionalism
Individuality	Leadership	Security	Power	Simplicity	Trustworthiness
Intelligence	Love	Service	Reliability	Stability	Wealth
Justice	Loyalty	Spirituality	Resilience	Success	Well-Being

c. After you have marked your list of values, group them together and choose a title for each group. You can use the following table.

d. From the groups above, mark the values:

·   *that you would be happy to build a message on; and*

·   *the ones that would be suitable for your target opening/debate/event.*

This should be overlapping value space on which you can build positive messages.

Positive Value Space

Event or debate

Where you are willing to message to

Resonant Message Space
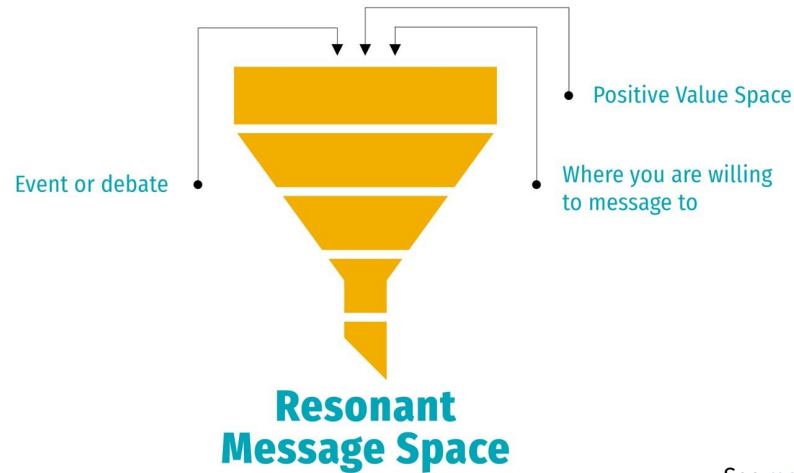
See more on positive value mapping