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Greetings!

Face to Face, not numbers, changes attitudes

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In response to an Op-Ed in the Boston *Globe* that described how showing people statistics did not change people's political and social views, I wrote a letter which they published on Oct 27, 2013, describing how face to face relationships, rather than numbers, can be effective in changing people attitudes and political beliefs. I mentioned a Christian church I had read about in the *Wall Street Journal*, where some Christians who had anti-immigrant beliefs changed their attitudes after meeting actual immigrants. It is this theory of social change that we, community organizers, often pursue when we are trying to influence the policies and behavior of anyone, including elected officials: we use face to face communication of real people, often telling personal stories. This has more impact that numbers. The link to the letter to the editor is here: [**Read my letter**](#)

If you want to see the article where some wealthy Christians in the Mariner Church in Orange County, CA changed their minds, read down in this article. Food for thought about HOW to change people's minds. What struck me most was the quote about "putting a whole new face on it..." When there is a real face, a real person, rather than statistics (or "math"), attitudes are likely to change. [**The Article about people changing their minds on immigration, and more...**](#)

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