# Long image description for “Moral reframing study excerpt”

The image shows an excerpt from a study. It reads:

“Research finds that these divisions are fueled in part by disparate moral concerns and convictions that undermine communication and understanding between liberals and conservatives. This “moral empathy gap” is particularly evident in the moral underpinnings of the political arguments members of each side employ when trying to persuade one another. Both liberals and conservatives typically craft arguments based on their own moral convictions rather than the convictions of the people they target for persuasion. As a result, these moral arguments tend to be unpersuasive, even offensive, to their recipients. The technique of moral reframing—whereby a position an individual would not normally support is framed in a way that is consistent with that individual’s moral values—can be an effective means for political communication and persuasion.”

The study source is identified as: Feinberg, Matthew, and Robb Willer. “Moral Reframing: A Technique for Effective and Persuasive Communication across Political Divides.” Social and Personality Psychology Compass 13 (2019).

Image Source: From the section “[What Worked for You May Not Work for Others](https://bitesizevegan.org/should-vegans-empathize-with-meat-eaters/#whatworkedforyou)” on the article “[Should Vegans Empathize with Meat-Eaters?](https://bitesizevegan.org/should-vegans-empathize-with-meat-eaters/)”