

The truth will set us free. If we just tell people the facts, since people are basically rational beings, they'll all reach the right conclusions.

But we know from cognitive science that people do not think like that. People think in frames. The strict father and nurturant parent frames each force a certain logic. To be accepted, the truth must fit people's frames. If the facts do not fit a frame, the frame stays and the facts bounce off. Why?

Neuroscience tells us that each of the concepts we have—the long-term concepts that structure how we think—is instantiated in the synapses of our brains. Concepts are not things that can be changed just by someone telling us a fact. We may be presented with facts, but for us to make sense of them, they have to fit what is already in the synapses of the brain. Otherwise facts go in and then they go right back out. They are not heard, or they are not accepted as facts, or they mystify us: Why would anyone have said that? Then we label the fact as irrational, crazy, or stupid. That's what happens when progressives just "confront conservatives with the facts." It has little or no effect, unless the conservatives have a frame that makes sense of the facts.

Similarly, a lot of progressives hear conservatives talk and do not understand them because they do not have the conservatives' frames. They assume that conservatives are stupid.

They are not stupid. They are winning because they are smart. They understand how people think and how people talk. They think! That is what those think tanks are about. They support their intellectuals. They write all those books. They put their ideas out in public.

There are certainly cases where conservatives have lied. That is true. Of course, it is not true that only conservatives lie. But it is true that there were significant lies—even daily lies—by the Bush administration.

However, it is equally important to recognize that many of the ideas that outrage progressives are what conservatives see as truths—presented from their point of view. We must distinguish cases of out-and-out distortion, lying, and so on, from cases where conservatives are presenting what they consider truth.

Is it useful to go and tell everyone what the lies are? Well, it is certainly not useless or harmful for us to know when they are lying. But also remember