

Climate communication!

Basic questions to ask yourself

- What is my goal?

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 - Raising awareness to change people's thought and behavior patterns
 - Strengthening existing arguments: we need to get people out of their silos and communicate; hydrofracking is bad
 - Doing/asking people to do something differently: Redesigning raingardens or sewer systems; changing invasive species management

The Psychology of Climate Change Communication

**A Guide for Scientists, Journalists,
Educators, Political Aides,
and the Interested Public**



Center for Research on
Environmental Decisions



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 - What mental models do they have?
 - What are their core, unchangeable values?

Figure 21: Support for providing rebates for purchases of solar panels and fuel-efficient vehicles

How much do you support or oppose the following policies?

- Provide tax rebates for people who purchase energy-efficient vehicles or solar panels.

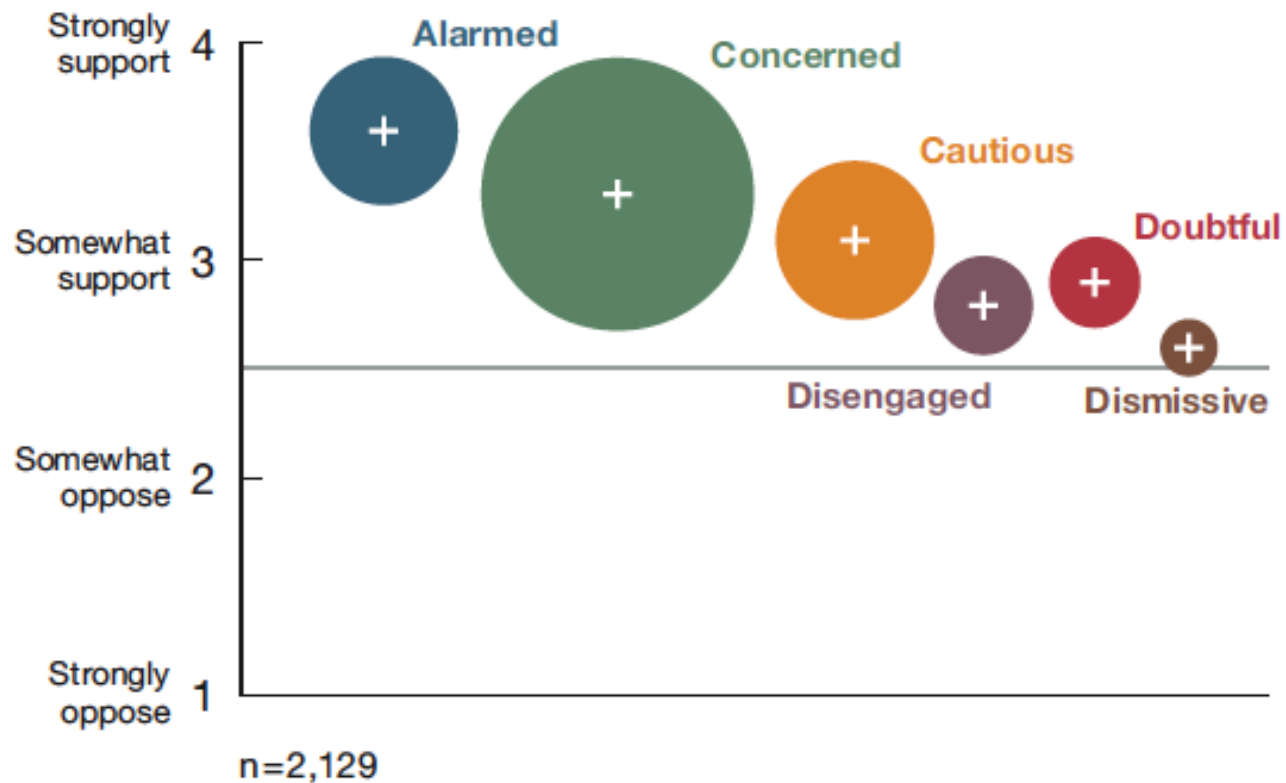


Figure 26: Number of energy efficiency improvements made to home

Number of improvements made from the following list of five: insulating the attic; caulking and weather-stripping the home; installation of an energy-efficient water heater; installation of an energy-efficient furnace; installation of an energy-efficient air conditioner.

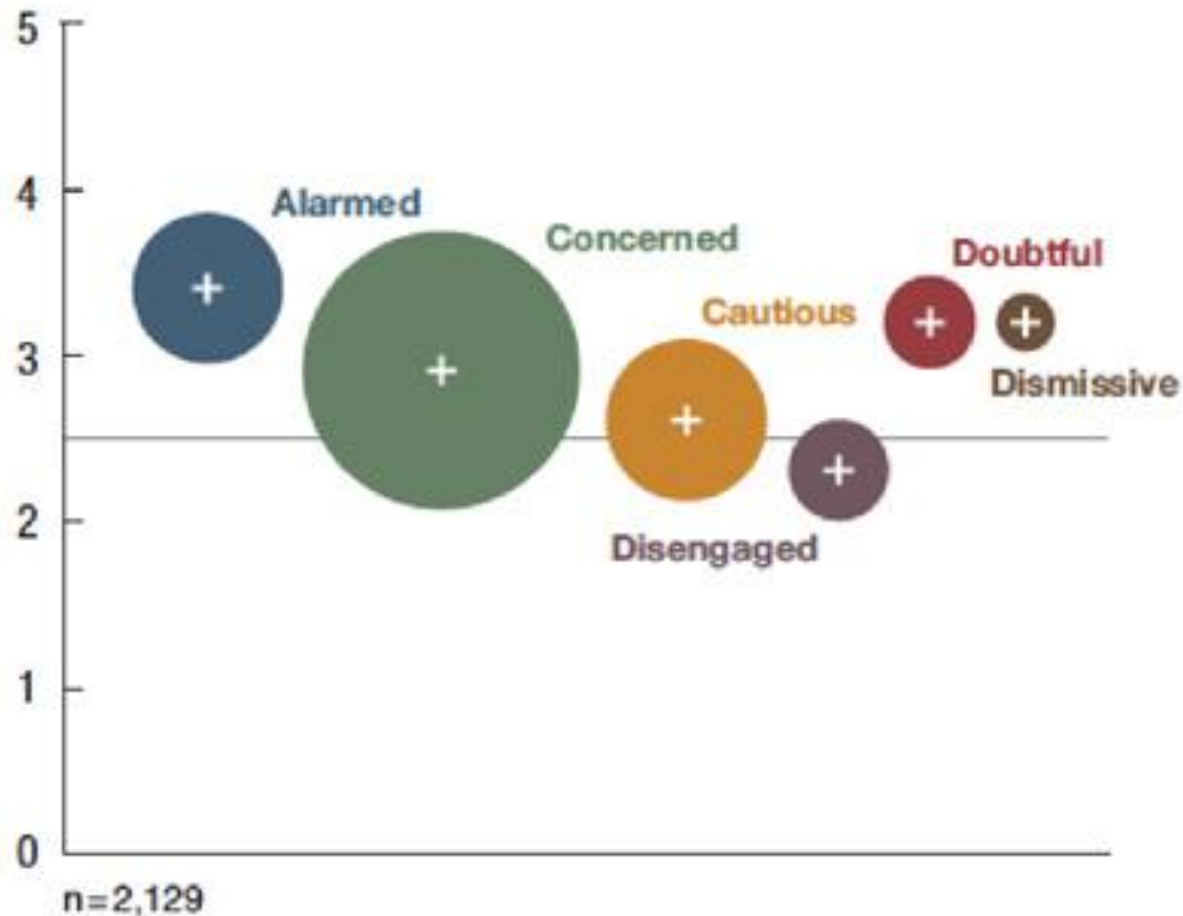
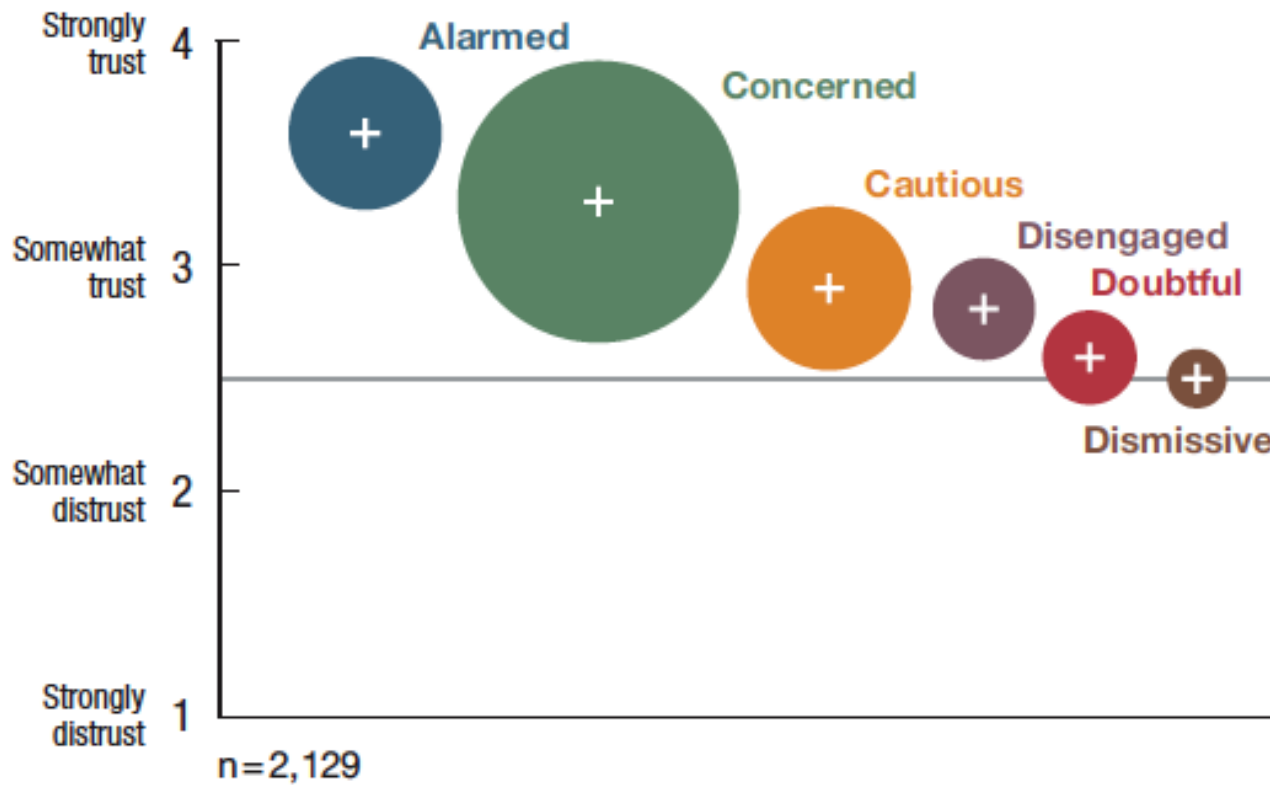


Figure 35: Trust in scientists as sources of global warming information

How much do you trust or distrust the following as a source of information about global warming?

- *Scientists*



Getting your audience's attention: *Does crisis language work?*

- The finite pool of worry/numbing the audience
 - I can't find a job, and you want me to worry about the climate?
 - The problem is so big I can't do anything
- The single action bias
 - I already recycle, why should I do more?

Framing

Promotion vs. Prevention

let's make something good happen

VS.

let's stop something bad from happening

Framing

Promotion vs. Prevention

Gain vs. Loss

Local vs. Global

Example “scienceese”:

- Precipitation is likely to increase over the next century under all climate scenarios
- *Translation?*
- At higher ambient temperatures, the toxicity of many chemicals associated with mining effluent increases.
- *Translation?*

Dealing with uncertainty

1. Invoke the precautionary principle

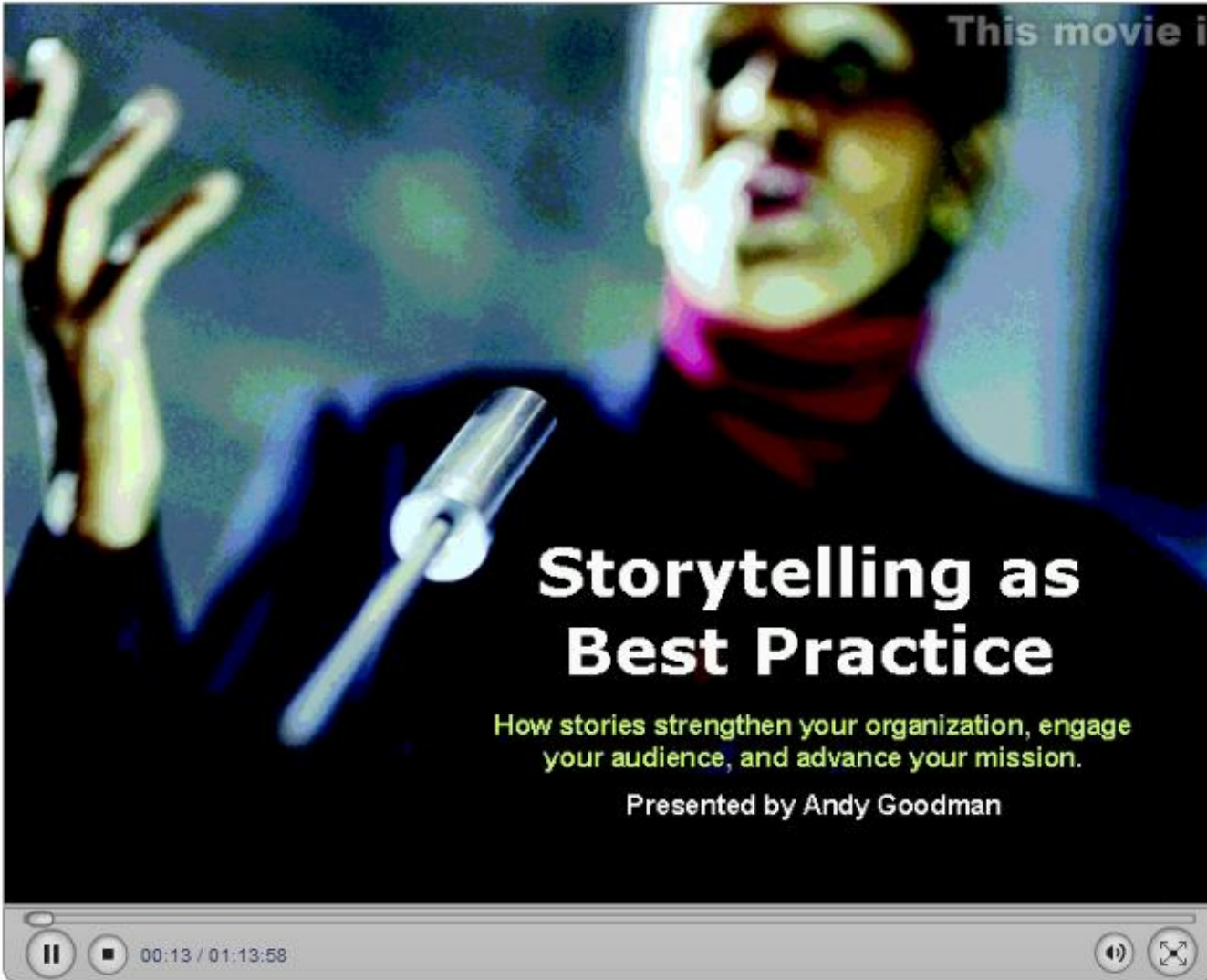
- If 98 out of 100 doctors said your child was sick and needed medicine, would you wait for the other 2 to make up their mind?

2. Invoke a risk management framework

- What if climate change is real but I do nothing?

3. Relate it to what they already do

- What uncertainties do you face in your current life or work? How do you deal with them?



This movie is

Storytelling as Best Practice

How stories strengthen your organization, engage your audience, and advance your mission.

Presented by Andy Goodman

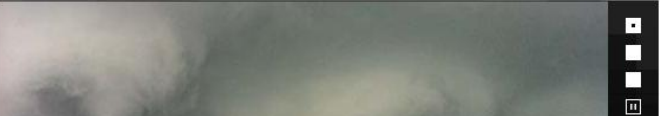
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Video player controls: play/pause, stop, volume, and full screen.

<http://www.trec.org/v-training/storytelling.asp>

www.climatecentral.org/

STUNNING IMAGES OF WATERSPOUTS FROM SEVERE WEATHER



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