

THE ART & SCIENCE OF CLIMATE COMMUNICATION

**Some guidance on
finding your own way
to communicate about
climate change**

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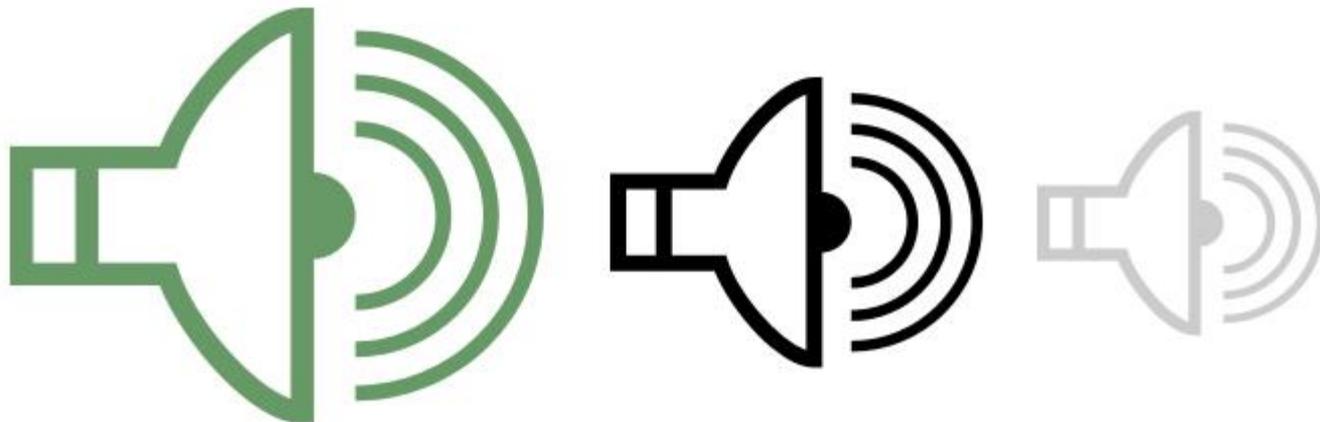
**When it comes to climate communication,
if anything, we've mostly learned
how complex it really is.**

There is no one-size-fits-all.

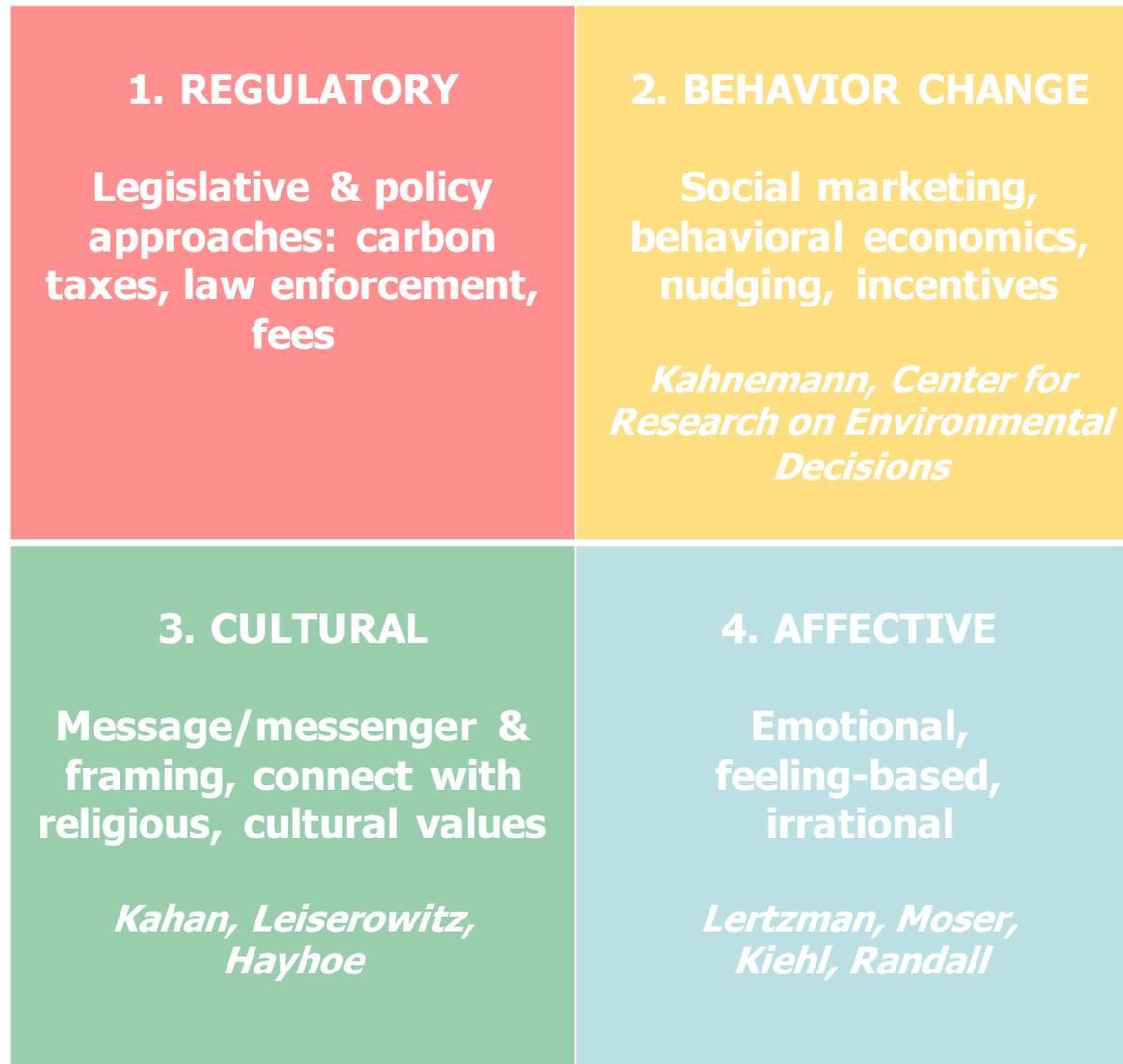


The evolution of science communication

- Science communication has traditionally focused on filling an information gap (aka, the deficit model) with awareness, education
- Largely based on formal teaching models: expert or instructor imparts knowledge to "blank slate" recipients
- Idea is "if people only knew x, they would do y"
- As a result, most of us were taught to talk to people
- This model is being upended everywhere – we know it rarely works



The evolution of climate communication frameworks



R. Lertzman, author, *Environmental Melancholia*

Big focus on culture and values of communities

The Six Americas



Alarmed



Concerned



Cautious



Disengaged



Doubtful



Dismissive

Alarmed

Concerned

Cautious

Disengaged

Doubtful

Dismissive

16%

29%

25%

9%

13%

8%

Highest Belief in Global Warming
Most Concerned
Most Motivated

Lowest Belief in Global Warming
Least Concerned
Least Motivated

Big focus on the importance of messaging/messengers

Four idealized modes of engagement

<p><u>"Pure" scientist</u></p> <p>Just the facts</p>	<p><u>Issue advocate</u></p> <p>Has a perspective</p>
<p><u>Science arbiter</u></p> <p>Plays a role in saying which science is more applicable</p>	<p><u>"Honest broker"</u></p> <p>Offers policy alternatives</p>

"Honest Broker" approach from Roger Pielke, Jr. is one example of a framework aimed at helping scientists figure out what kind of messenger they want to be

Beginning to see emotional appeals from scientists

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Climate scientists, mourning Earth's losses, should make their voices heard

Climate scientists are feeling the need to engage in social leadership before it's too late

grist BRIEFLY GRIST 50 SECTIONS NEWSLETTERS DONATE MORE



TOPICAL DEPRESSION

Climate depression is for real. Just ask a scientist

By Madeleine Thomas on Oct 28, 2014

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FAST FORWARD

IT'S THE END OF THE WORLD — HOW DO YOU FEEL?



WHY YOU SHOULD CARE

Because even lab coats need hugs sometimes.

By Meghan Walsh
THE DAILY DOSE • AUG 27 2016

IS THIS HOW YOU FEEL?

HOME THIS IS HOW SCIENTISTS FEEL HOW DO YOU FEEL? FOR TEACHERS



The Scientists

What follows are the words of real scientists. Researchers that understand climate change.

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ISSUE NUMBER THREE: SENTINEL DEVICES

The scientist as sentinel

Climate scientists have a frightening message, but the publ Naomi Oreskes argues that the dispassionate ideal of sci

Tweet Naomi Oreskes



Scientists have been warning the world for a long time about the interference in the climate system," but they also struggle with ho People don't experience the climate system, people experience v inevitable that a day or two after "Superstorm" Sandy hit New Yor ask if I thought Sandy would be a tipping point. Would this be the otherwise skeptical American public that climate change is under

My immediate thought was that this event should be a tipping poi another matter. Virtually as soon as the floodwaters stabilized in I proclaimed "skeptics" were spinning their usual arguments: that r systemic climate change.

These folks are formally correct, but then so was the tobacco ind lung cancer death proved smoking caused cancer. No one event definition climate is a pattern, and patterns can only be proved by made up of individual contributions, and for some time now scien

NEW REPUBLIC MAGAZINE



Fighting Climate Change Will Take More Than Science

BY FAITH KEARNS | December 15, 2015

Example: Katharine Hayhoe



SCIENCE | Katharine Hayhoe, a Climate Explainer Who Stays Above the Storm

Katharine Hayhoe, a Climate Explainer Who Stays Above the Storm

By JOHN SCHWARTZ | OCT. 10, 2016



Katharine Hayhoe photographed at Bull Run Park in Centreville, Virginia. “Katharine Hayhoe is a national treasure,” said Anthony Leiserowitz, director of the Yale Program on Climate Change Communication. Lexey Swall for The New York Times

LUBBOCK, Tex. — A member of Katharine Hayhoe’s church asked her a question after services a couple of weeks ago: “Do you feel our weather is getting more extreme?”

Time was, the question might have been the start of an argument with [Dr. Hayhoe](#), a climate scientist at [Texas Tech University](#) here. Instead, it led to a friendly discussion of the kinds of things they had both seen: Because of [climate change](#), the always shifting weather in West Texas was showing greater extremes, including more severe drought and fiercer inundations when storms came.

When she started her work spreading the word about climate change in Texas, very few people in the Lone Star State believed it was

Katharine’s approach:

- **Bonding and appreciating:** What do we have in common that we care about and can genuinely appreciate?
- **Connecting:** Given our shared values, why might we care about climate change?
- **Explaining:** Why is this happening? Why might we care?
- **Inspiring:** How can we work together to tackle this problem in a way that is compatible with our values?

Example: Sarah Myhre



theStranger

THINGS TO READ - THINGS TO DO -

SLOG

SCIENCE

Does Being a Nice Personable Scientist Make Sense in Trump's America?

by Sarah Myhre • Jul 14, 2017 at 11:15 am

Sarah's approach:

- **Making waves.**
- **Considers herself an advocate, not just in science but also feminism & racism.**
- **Says: "Our job is not to objectively document the decline of Earth, so what does scientific leadership look like in this hot, dangerous world?"**

We don't need to all agree with each other – dissent is healthy. But, we do need to summon our voices and start shouting from rooftops."

**We face not so much a
communication challenge
as a relationship challenge.**

