The Science of Climate Change Communication

climateoutreach.org/helix-online-resource

@asherminns

Tyndall Centre for Climate Change Research

futureearth research for global sustainability

UEA University of East Anglia

Introduction

About the science of climate science communication

Knowing your audience

Building rapport and trust with your audience

Understanding how you are heard and finding your authentic voice

Treading the line between communication and advocacy

Communicating uncertainty

Ensuring scientific uncertainty is not misinterpreted as ignorance

Bringing climate change into the here and now

Why psychological distancing is a problem, and what to do about it

What's really driving public beliefs about climate change?

The role of values and worldviews in shaping responses to climate science

Science and stories

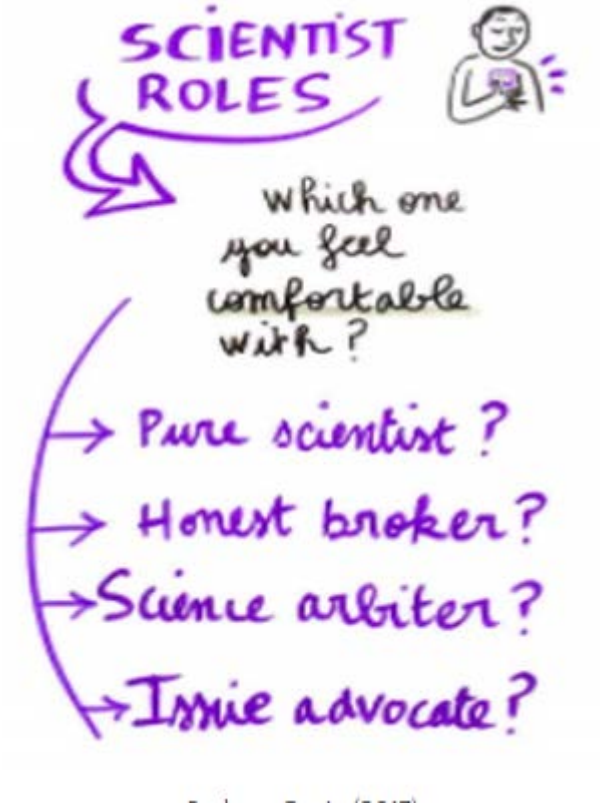
How the 'narrative' structure helps people engage with scientific findings

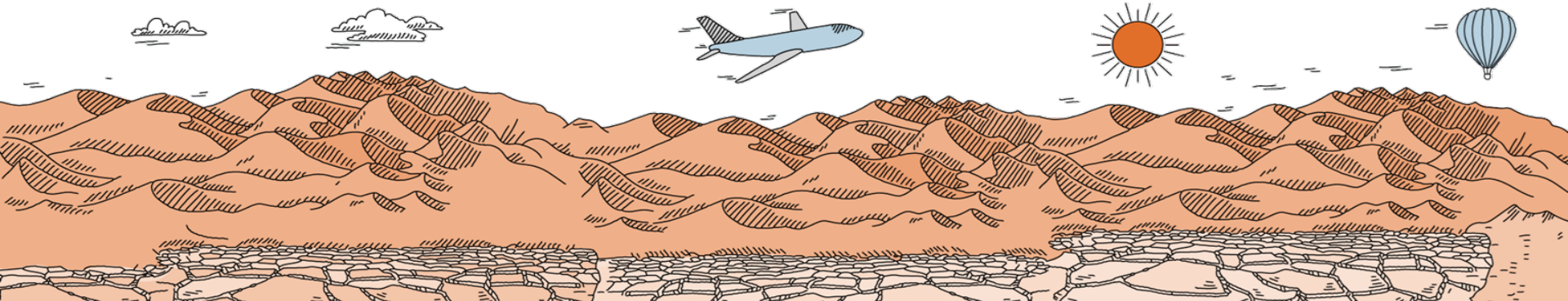
Do's and don'ts of effective science communication

Additional reading and references

A list of the research which forms the

Find your authentic voice





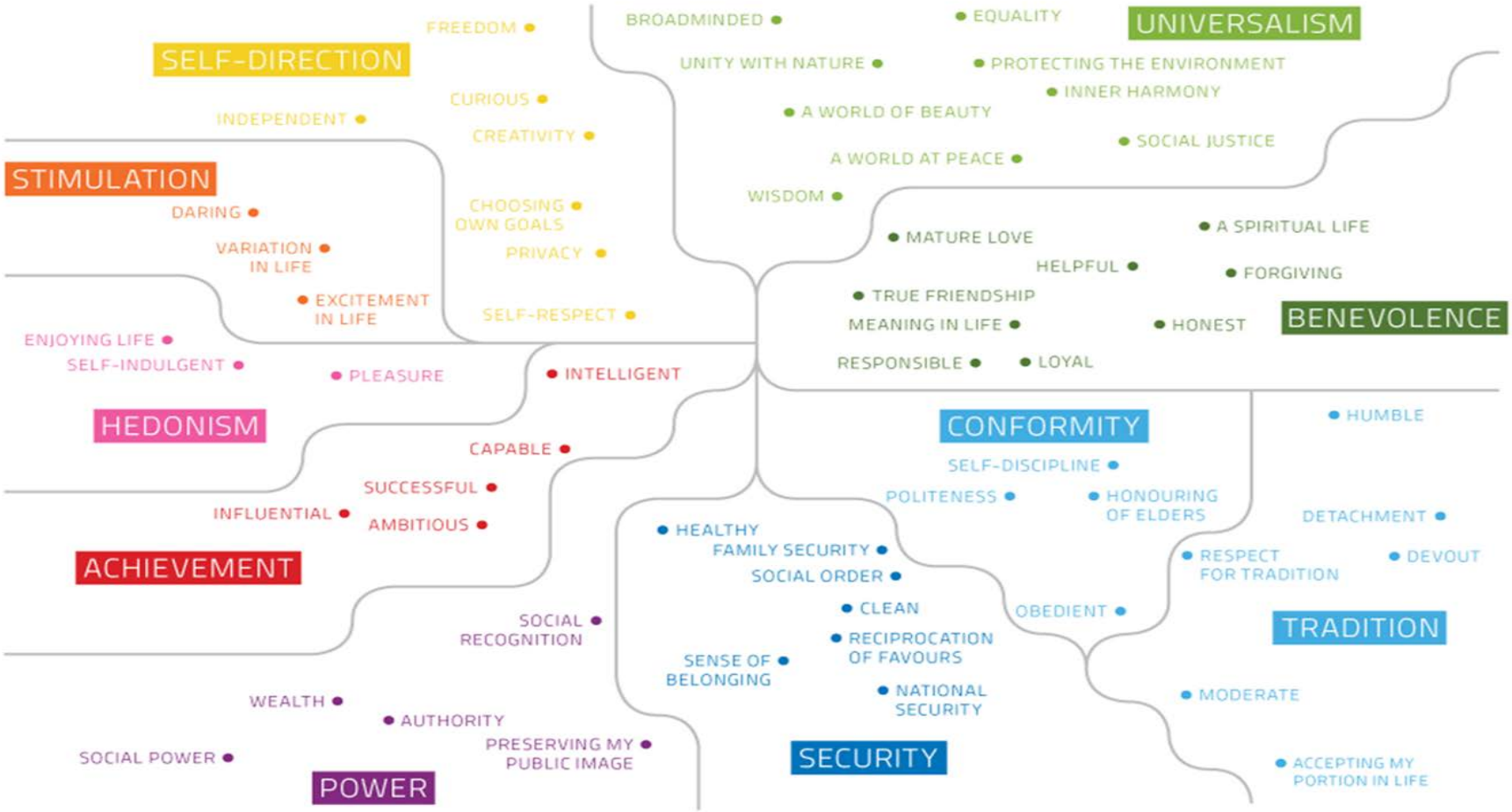
Frame your engagement to cognitive bias

Frame your narratives to your audiences' values

Values are guiding principles in our lives

‘Open to change’

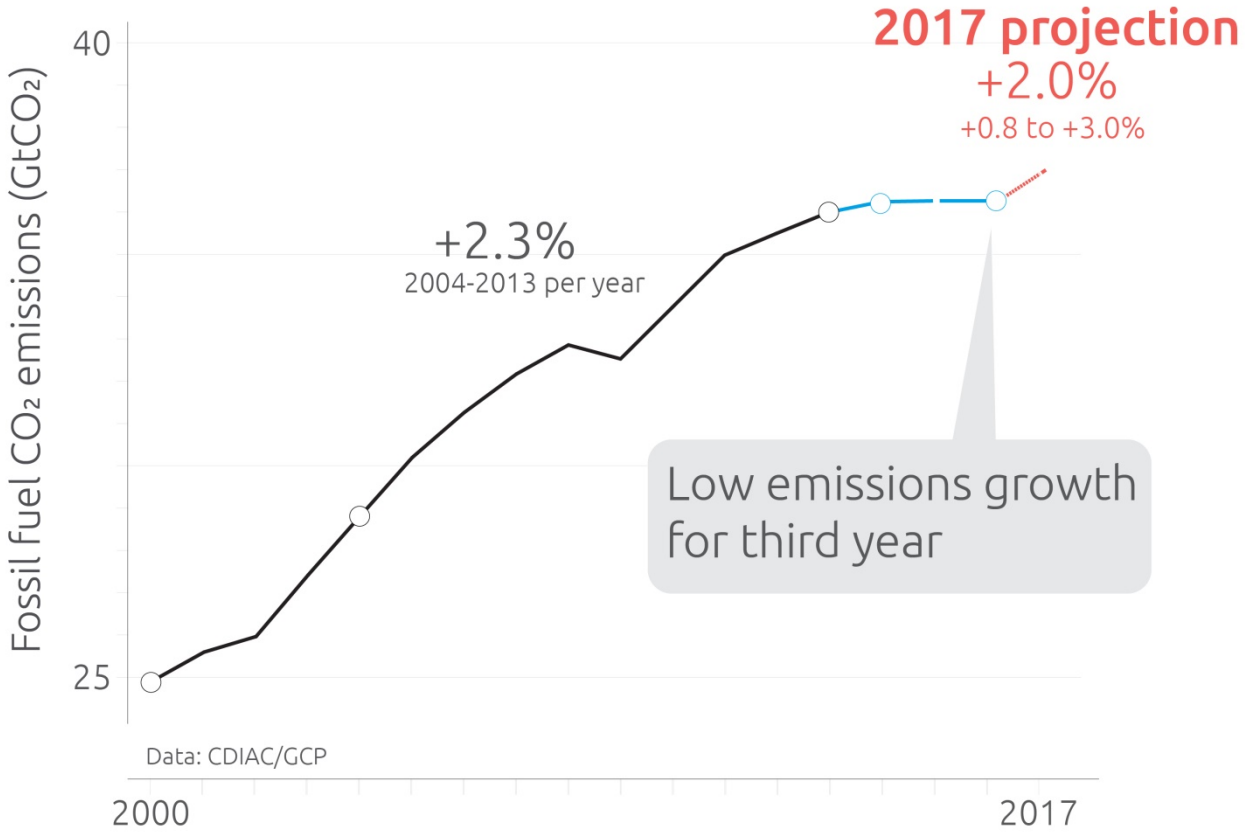
‘Self-transcending’

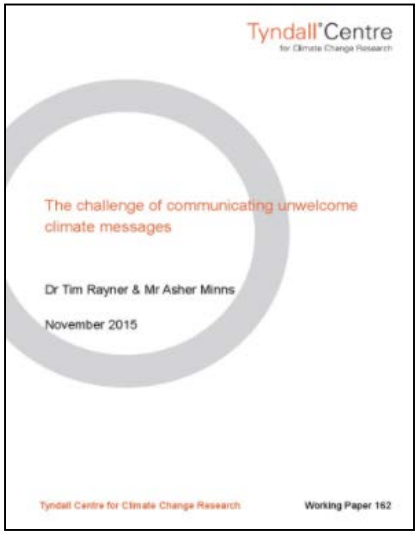


‘Self-enhancing’

‘Conservation’

The Global Carbon Budget 2017



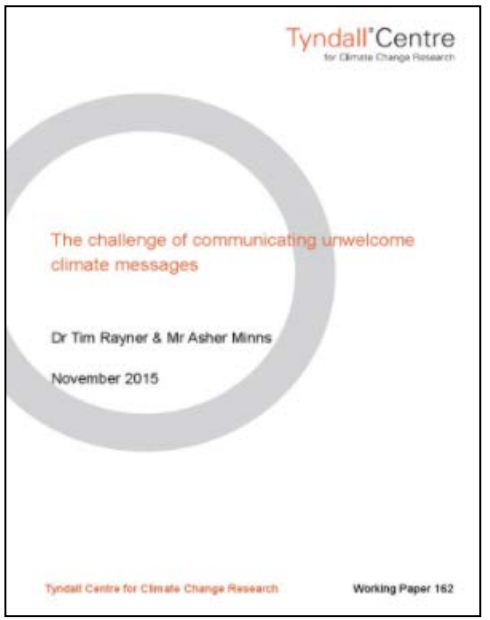


Friendly communicators' needed, not only 'narrators of doom'

Importance of emotions, values, sense of loss. Need for 'active hope' in promoting action

Dialogical forms of communication with various audiences in a range of venues

Need 'safe spaces' to make emotional connections that open up energy and engagement



Respond Climate Change on Vimeo


Hope
Requires An Uncertain
Future
What is your recipe for Authentic Hope?
CLIMATE CHANGE
GENERATION CHANGE
GENERATION CHANGE