

100 VIEWS OF CLIMATE CHANGE



COMMUNICATION: START HERE

The Id and the Eco

Rosemary Randall, Aeon, December 2012

"Thinking about climate change makes people feel helpless and anxious—but that's why we must talk about it openly": so psychotherapist Randall explains in this terrific article. Rich in insights about human emotions as they interfere with our ability to deal well with climate change, and some good ideas about what we might do to face and cope with these emotions. (URL 1)

The Science of Why We Don't Believe Science

Chris Mooney, Mother Jones, May/June 2011

An excellent introduction to "motivated reasoning," one major source of the difficulty of communicating about climate change (and other tricky, polarized topics). Mooney's closing words: "Paradoxically, you don't lead with the facts in order to convince. You lead with the values—so as to give the facts a fighting chance." (URL 2)

The Psychology of Climate Change Communication

Columbia University's Center for Research on Environmental Decisions, 2009

CRED's guide is the best available for better ways to communicate about this subject, especially with the general public and decision makers from government and business. Culling research findings from psychology, anthropology, economics, history, environmental science and policy, and climate science, this text's principles and examples are clear, practical, and interesting. The whole report is well worth reading, but there's also a useful summary, "The Principles of Climate Change Communication in Brief." (URL 3)

Global Warming's Six Americas

**Yale Project on Climate Change &
George Mason University's Center for Climate Change Communication**

An important, ongoing series of surveys of Americans' "climate change beliefs, attitudes, risk perceptions, motivations, values, policy preferences, behaviors, and underlying barriers to action." The comprehensive landmark study from 2009 finds six groups: the Alarmed, Concerned, Cautious, Disengaged, Doubtful, and Dismissive. Newer studies include annual updates and a wide range of more specific surveys. (URL 4)

Responding to Misinformation

Skeptical Science is a lively website with lots of resources. **John Cook** and **Stephan Lewandowsky's Debunking Handbook** is a very good source of research-supported advice. Or look at **Coby Beck's** useful and entertaining guide on *Grist.org*, "**How to Talk to a Climate Skeptic.**" (URLs 5 & 6)

(over)

Climate Talk: Science and Solutions

Susan Joy Hassol

This 16-minute TEDx talk (University of Montana) offers a crystal-clear overview of fixes for the ways science communication can interfere with the public understanding of climate change. Hassol has long been in the lead on this issue as a practitioner and trainer. (URL 7)

Climate Access

A "resource hub" focusing on "research, news articles, and commentary on climate change communications, behavior change, and public opinion." Much of the site is public; for full access, you need to apply as part of an organization working in this field. (URL 8)

The URLs

- (1) <http://www.aeonmagazine.com/being-human/rosemary-randall-climate-change-psychoanalysis/>
- (2) <http://www.motherjones.com/politics/2011/03/denial-science-chris-mooney>
- (3) <http://guide.cred.columbia.edu/>
- (4) <http://environment.yale.edu/climate-communication/>
- (5) <http://www.skepticalscience.com/>
- (6) <http://grist.org/series/skeptics/>
- (7) <https://www.youtube.com/watch?v=V-tEmE85QDE>
- (8) <http://www.climateaccess.org/resource-hub>

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**For more resources on this and other climate change topics,
see our website:**

<http://changingclimates.colostate.edu>

