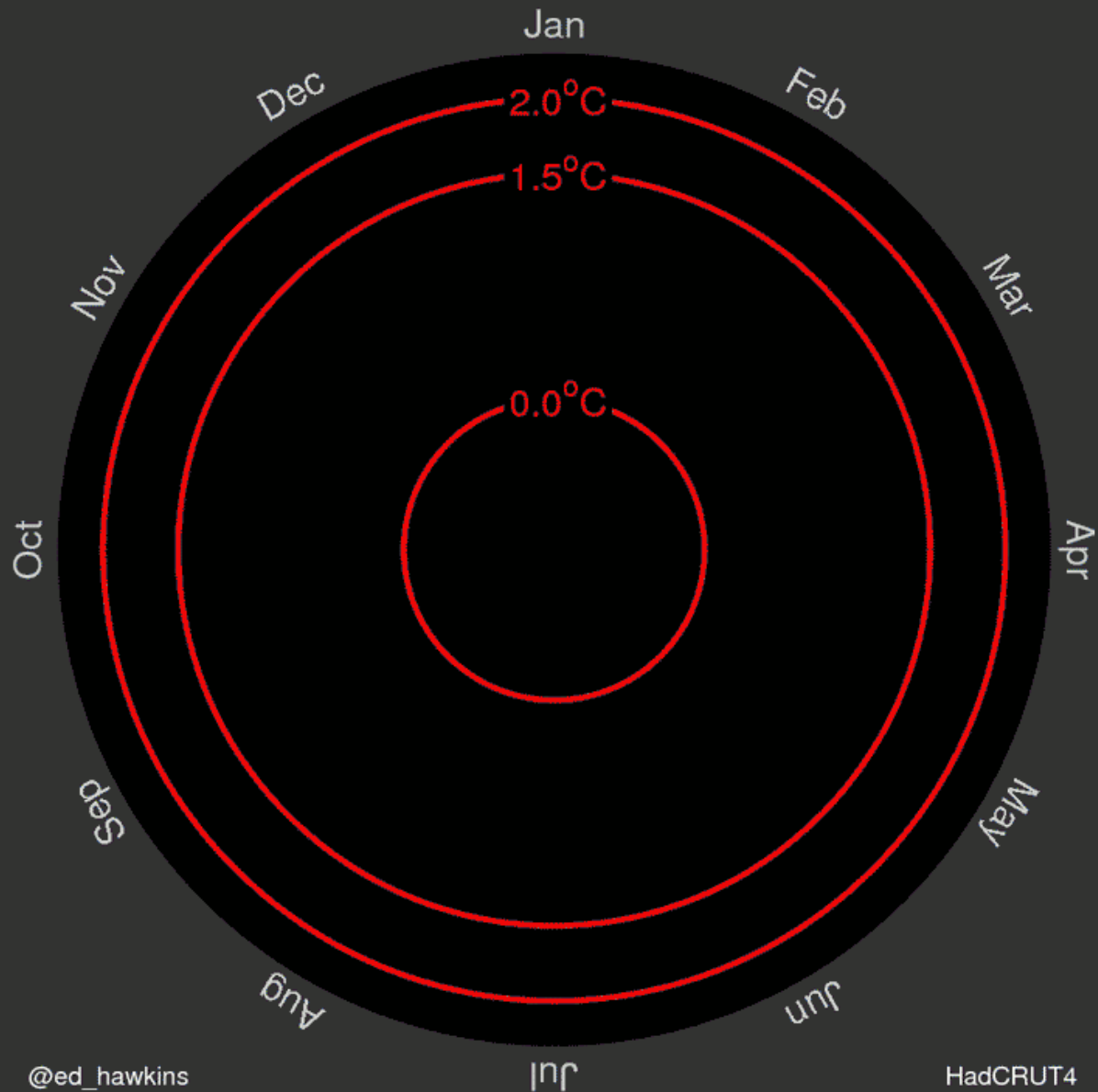


# Global temperature change (1850–2016)





# futureearth

research for global sustainability

**@asherminns**

**the science of climate communication**

Tyndall°Centre  
for Climate Change Research

# How to tell an engaging story about your research

Understand your audience

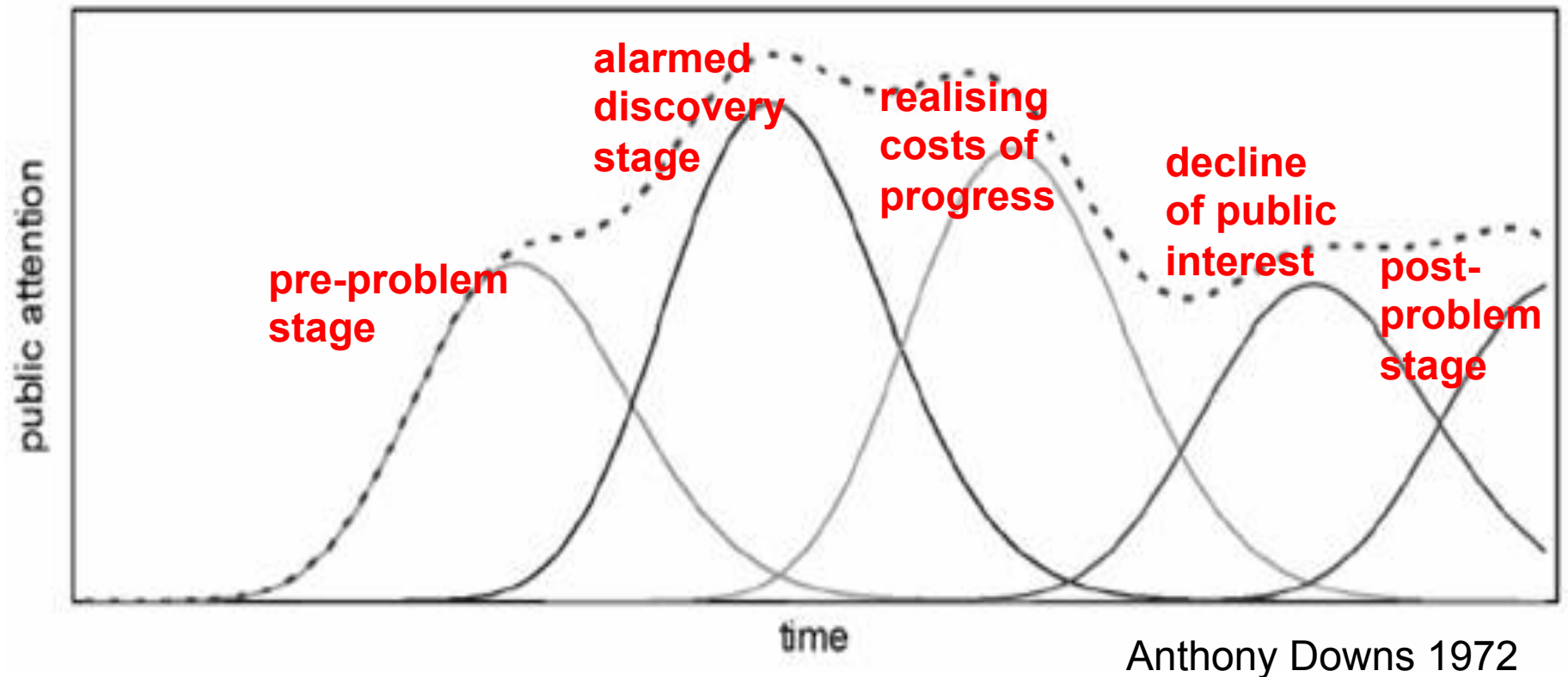
Find your authentic voice

Take responsibility for how you are heard

Frame your messages to selection bias and values

Showcase your human face of science

# Climate change should not be in the news



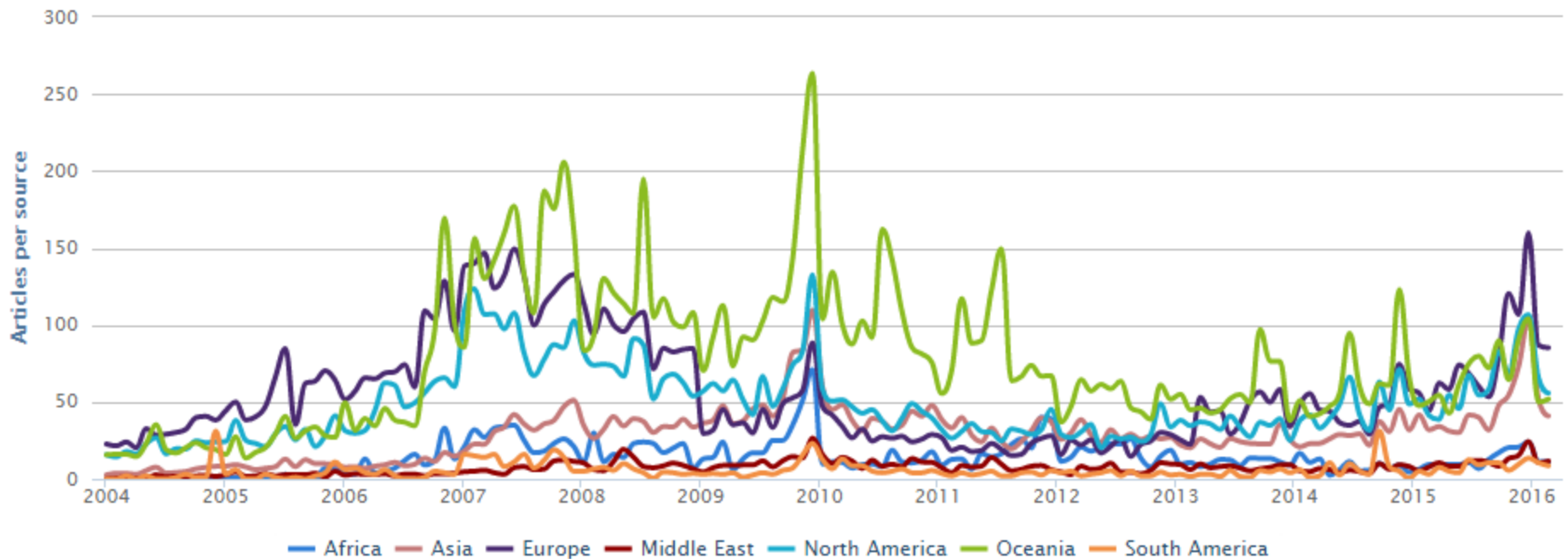
1991

2016

# Yet media interest continues across the world

2004–2016 World Newspaper Coverage of Climate Change or Global Warming

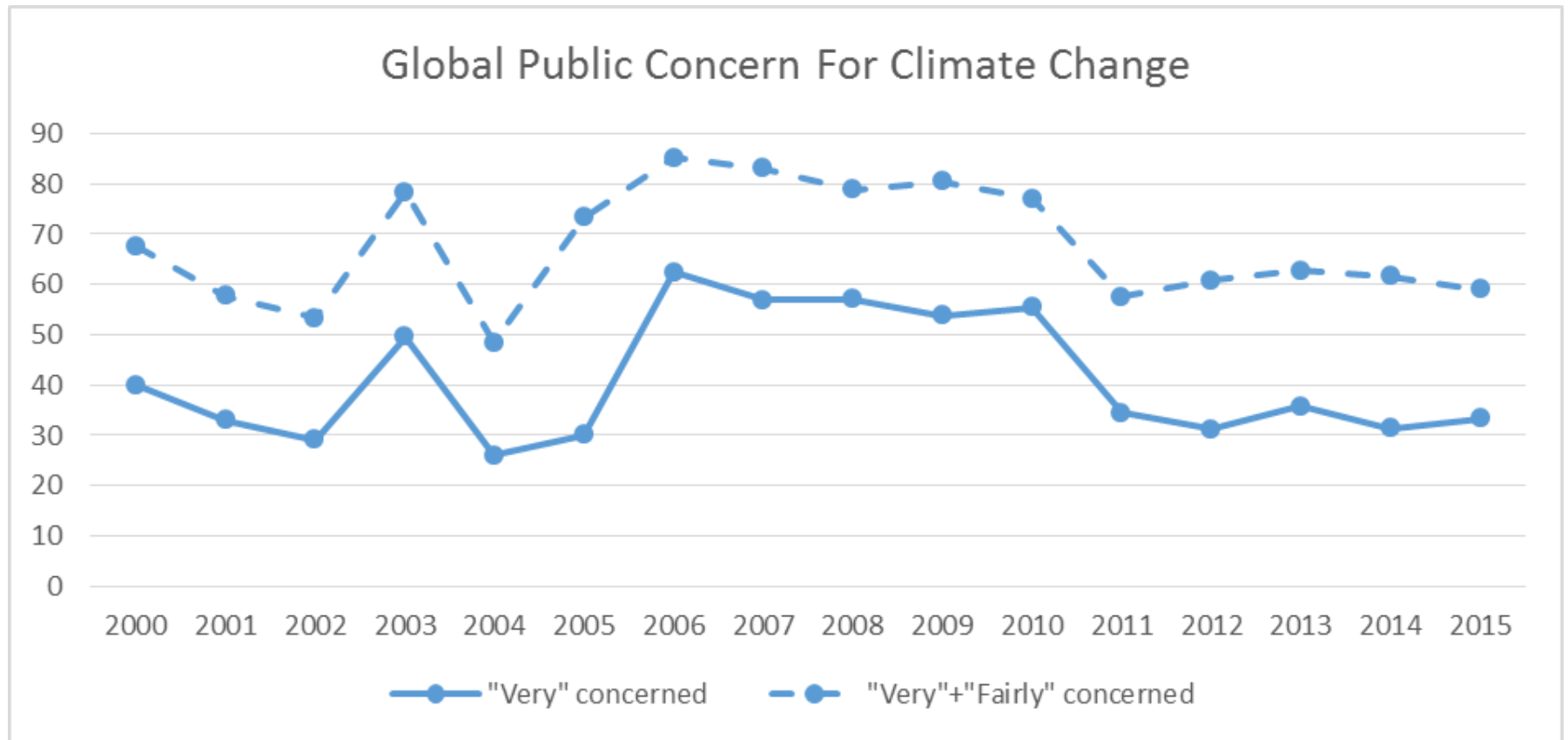
Click and drag in the plot area to zoom in



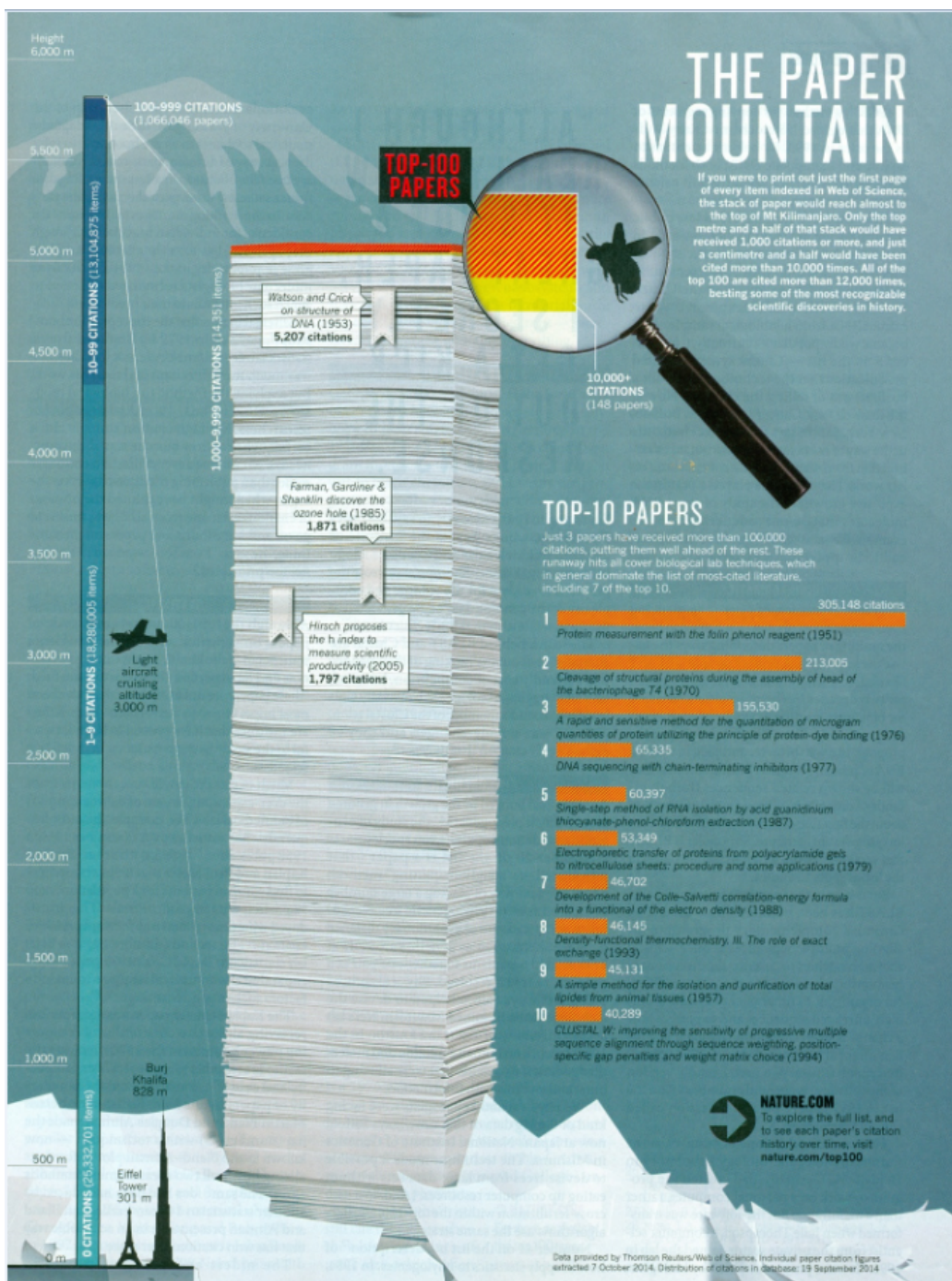
CIRES Center for Science and Technology Policy Research, University of Colorado Boulder, [http://sciencepolicy.colorado.edu/media\\_coverage](http://sciencepolicy.colorado.edu/media_coverage)

This figure tracks newspaper coverage of climate change or global warming in 50 newspapers across 20 countries and 6 continents.

## Public interest remains high







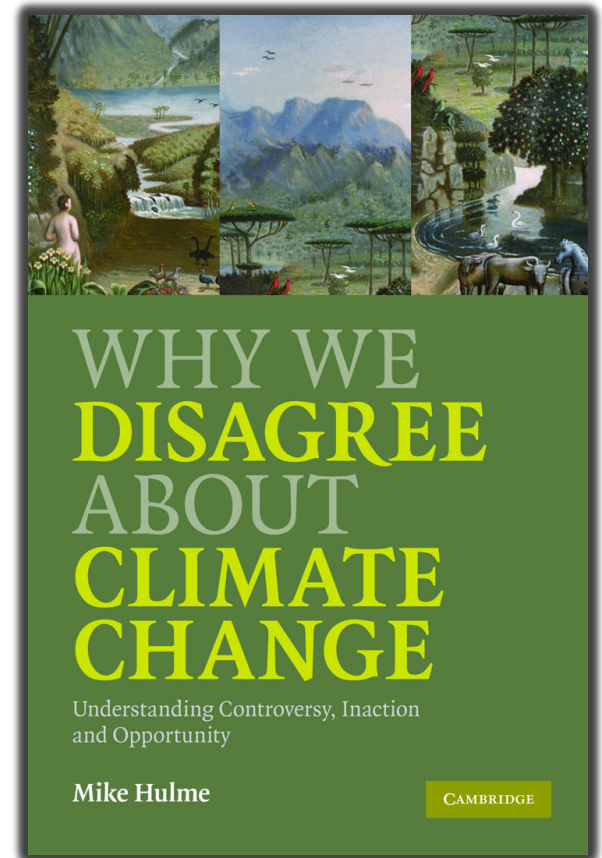
Equally plausible multiple discourses and narratives

+

Diverse groups use climate change to mobilize their values, goals and visions for society

=

Climate change more important in society than how much humans are changing the weather

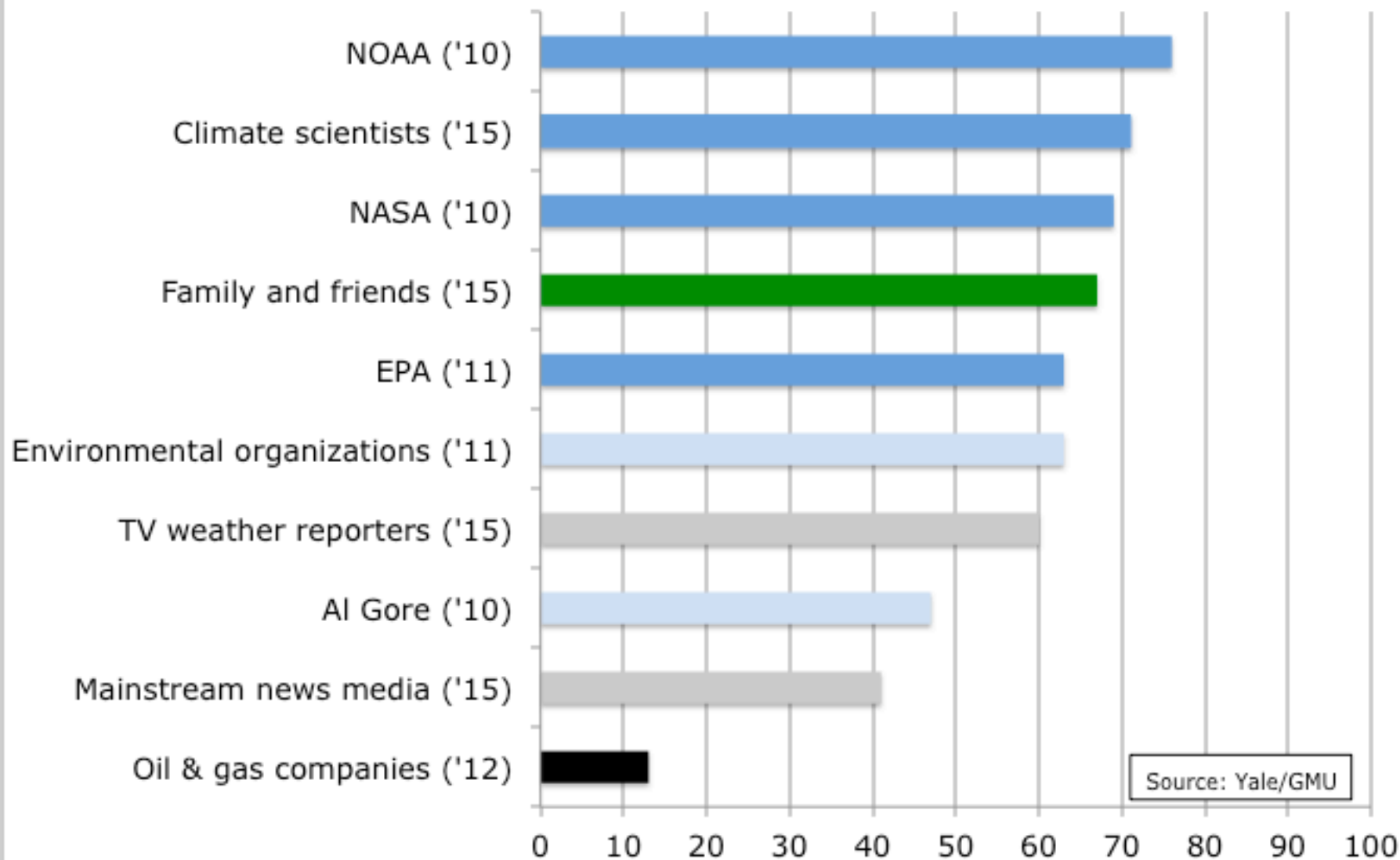


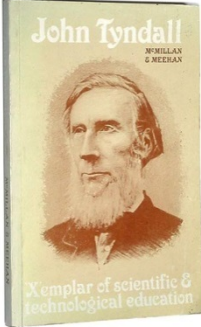



Find your authentic voice

## Global warming: Trust as source of information

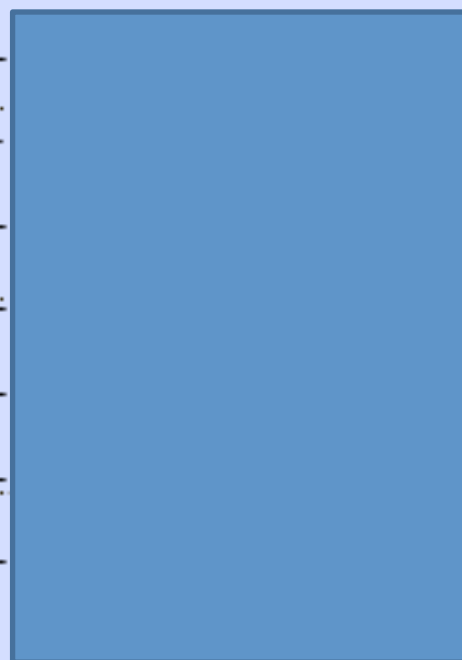
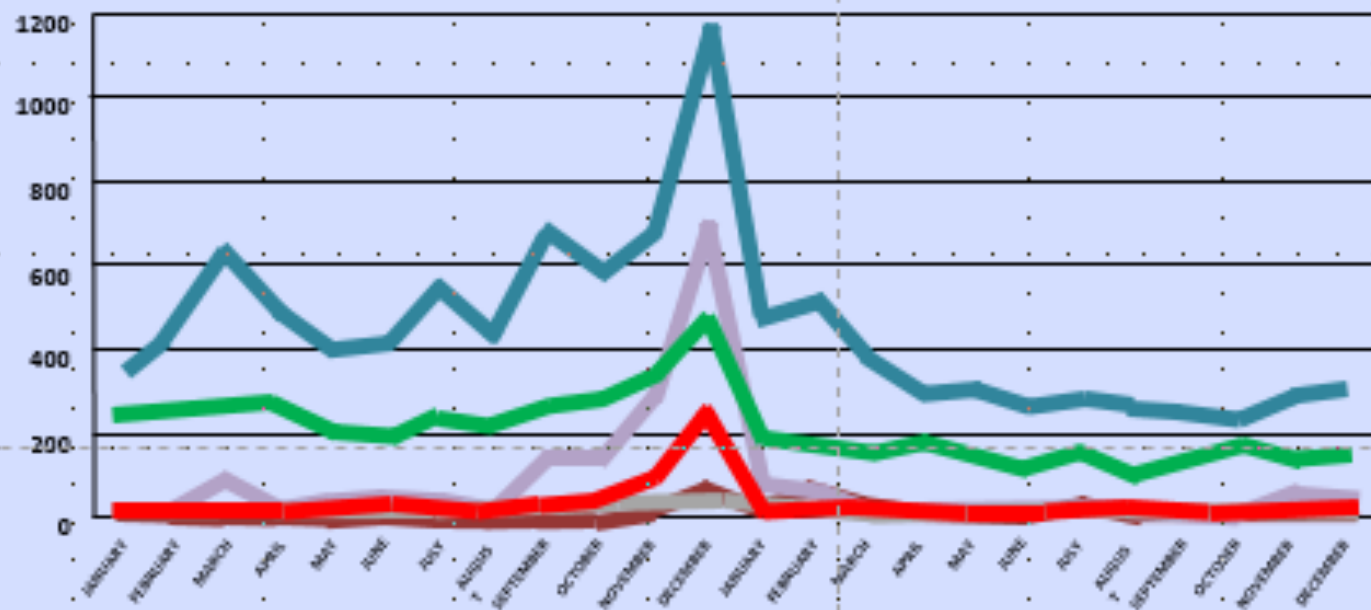
% trust "strongly" or "somewhat," most recent year asked



		View of science	
		Linear model	Stakeholder model
View of democracy	Madison	 <p>John Tyndall WILLIAM &amp; MEEHAN</p> <p>Pure Scientist</p> <p>Exemplar of scientific &amp; technological education</p>	 <p>Issue Advocate</p>
	Schattschneider	<p>Science Arbiter</p>	<p>Honest Broker of Policy Alternative</p>

Frame your messages  
to selection bias

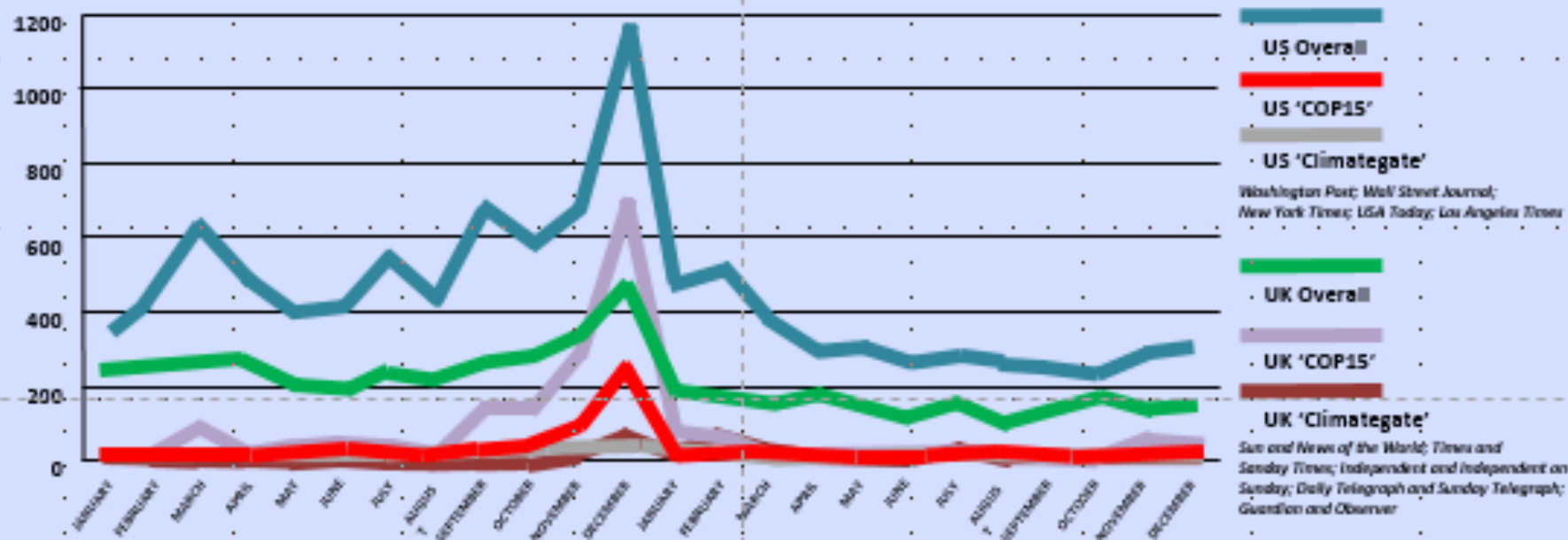
# USA and UK Newspaper Coverage of Climate Change, COP15 and 'Climategate', 2009-2010



**Figure 1.** The amount of coverage of climate change and global warming over the period of January 2009 through December 2010 in five US and UK newspapers.



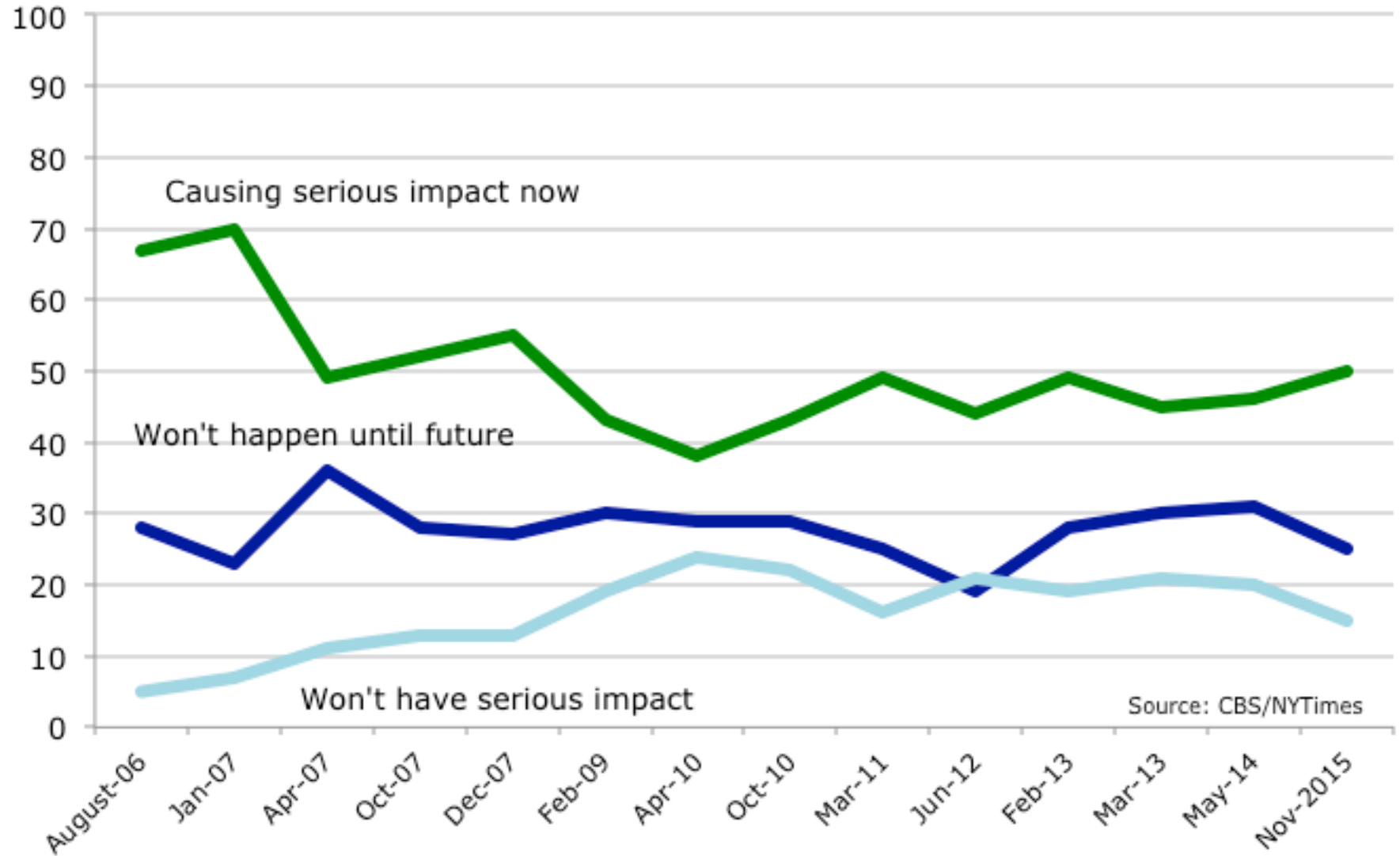
# USA and UK Newspaper Coverage of Climate Change, COP15 and 'Climategate', 2009-2010



**Figure 1.** The amount of coverage of climate change and global warming over the period of January 2009 through December 2010 in five US and UK newspapers.

## Global warming: a problem now, in the future, or no threat?

% respondents



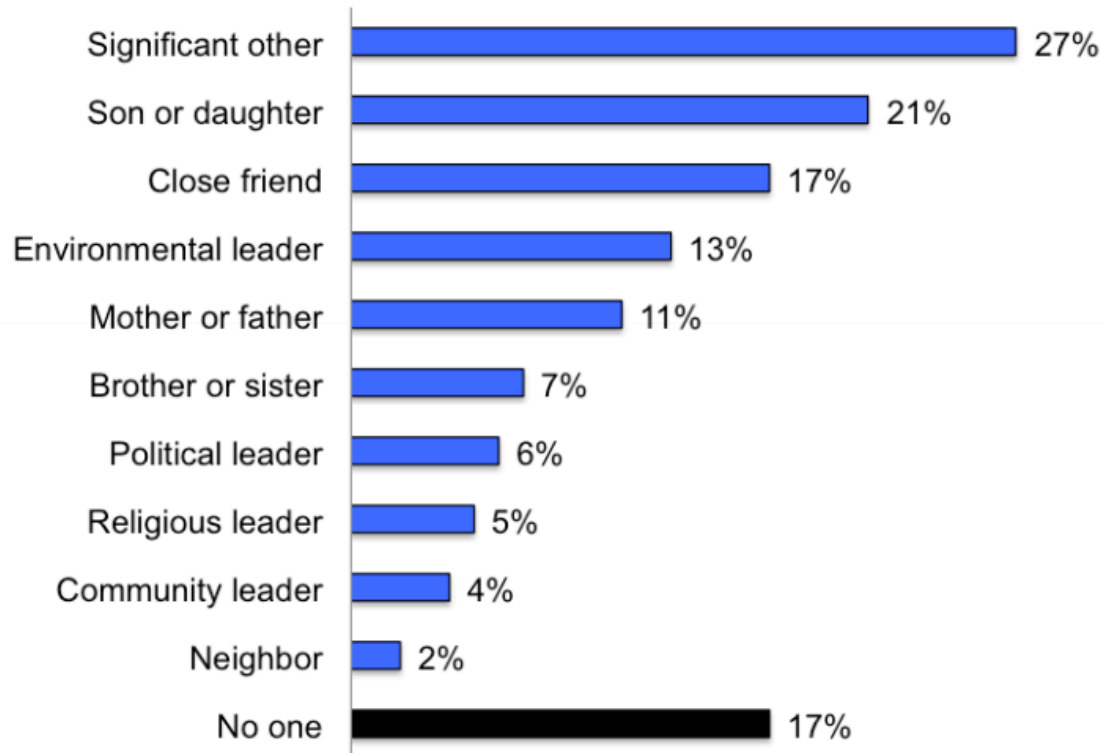
Gifford, R. (2011). The dragons of inaction: Psychological barriers that limit climate change mitigation & adaptation. *American Psychologist*, 66(4), 290.

@manesbitt

Frame your narratives  
to your audiences' values

# Americans Say Their Own Family and Friends Have the Greatest Ability to Convince Them to Take Action to Reduce Global Warming

- % who say person is among the three people most likely to convince them to take action -



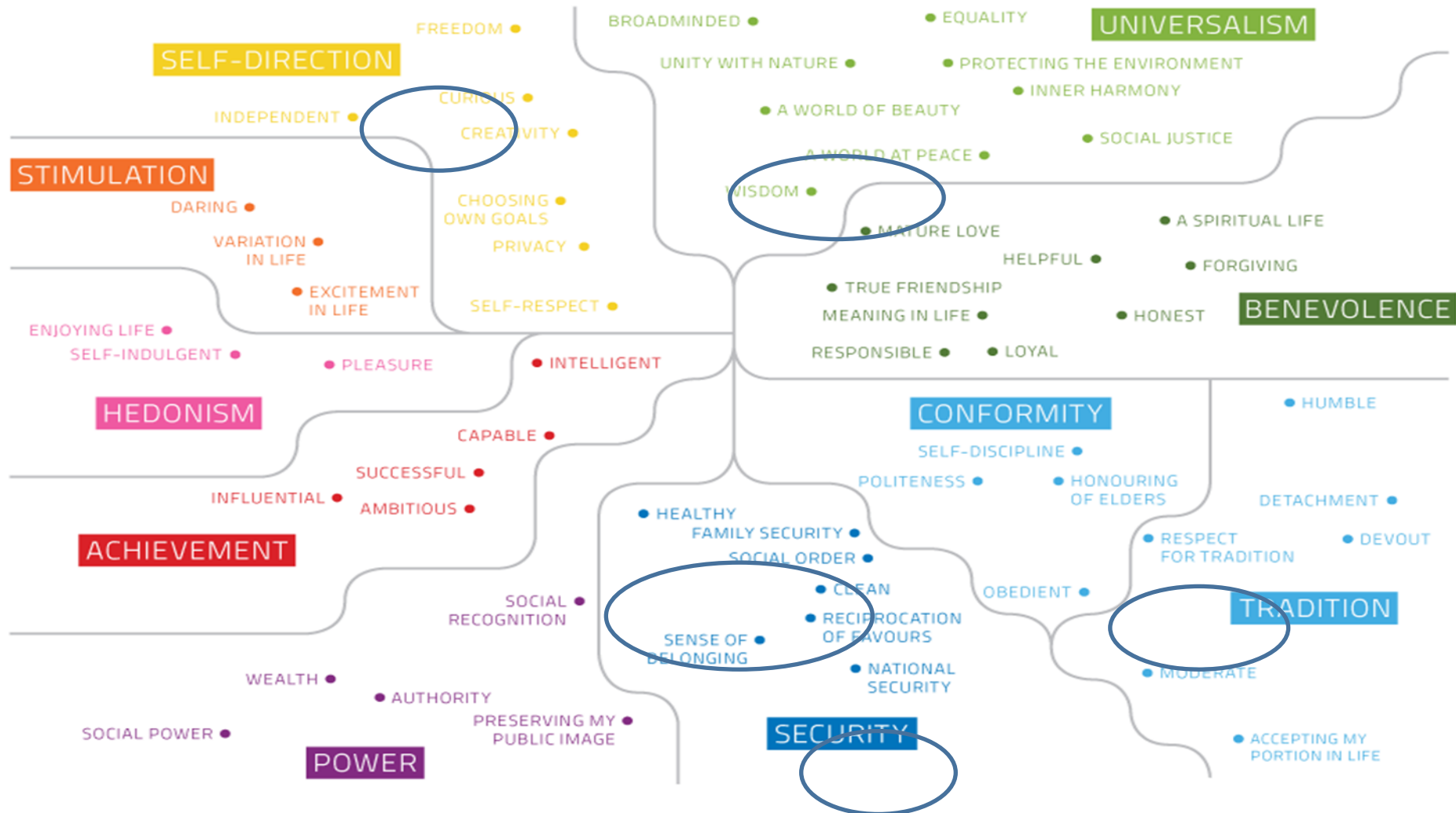
Who among the following, if anyone, could convince you to take action to reduce global warming? (Please pick up to three types of people.)

Base: Americans 18+ (n=1,045).



George Mason University  
Center for Climate Change Communication

# Values are guiding principles in our lives (Schwartz, 1992)





# Risk versus Uncertainty

Imagine you are sitting in an auditorium with about 50 people. A tornado is approaching. What will you all do?

Imagine you are sitting in an auditorium with about 50 people. Climate change is projected. What will you all do?

Take responsibility  
for how you are heard







**Aristotle**  
**384 BC - 322 BC**





[Film by the Climate Coalition](#)

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**People will forget what you said**

**people will forget what you did**

**people will never forget how you made them feel**

**Maya Angelou**