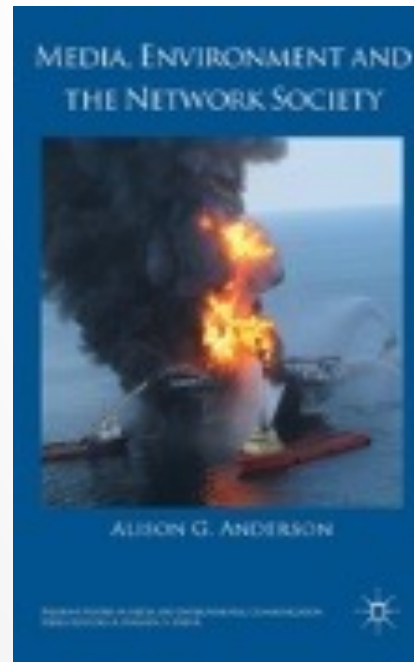
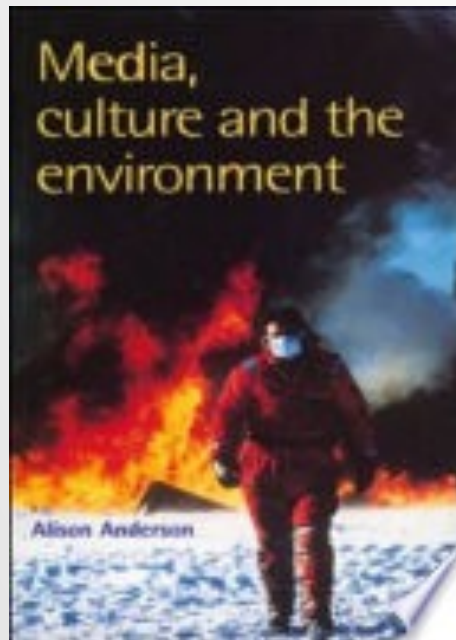


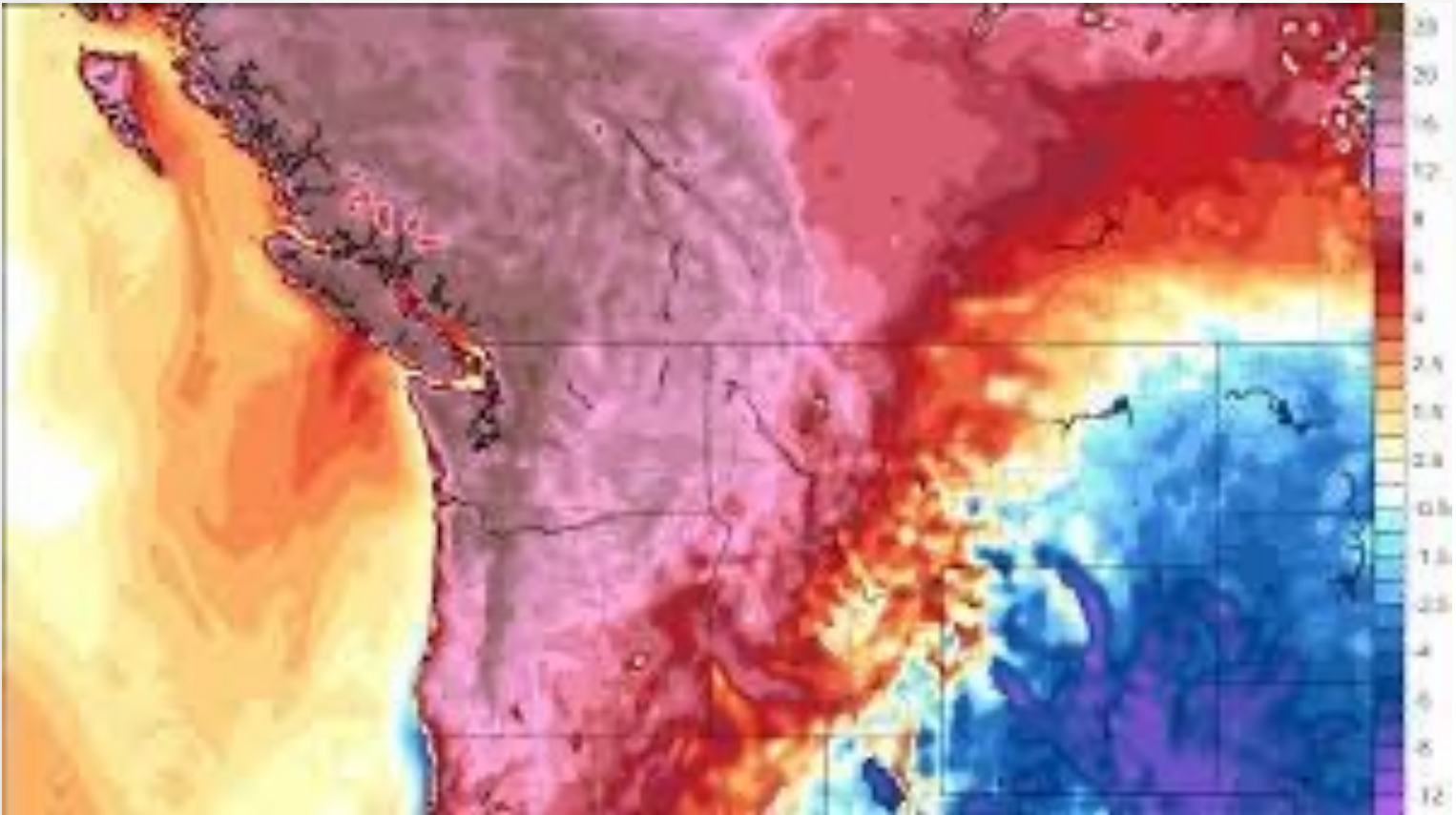
ENGAGING THE PUBLIC WITH CLIMATE CHANGE



Professor Alison Anderson







ASTRONOMERS ARE UNIQUELY PLACED TO ENGAGE PUBLIC WITH CLIMATE CRISIS

- ❖ Highly visual e.g. comets, solar eclipses draw considerable public interest
- ❖ Pluridisciplinary and opportunities to bridge gap between astronomy and climate science
- ❖ Important new initiatives such as 'Astronomers for Planet Earth' (A4E)
- ❖ Open letter signed by 2750+ astronomers from 81 countries



Scientists are the most trusted people in the world

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

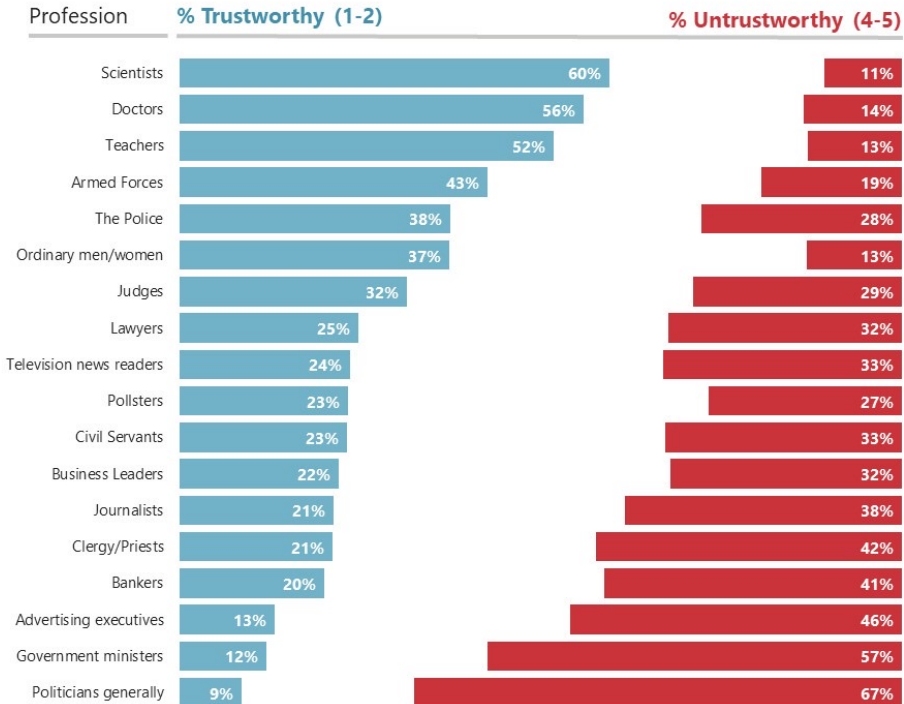
All countries ranking

Scientists are seen as the most trustworthy profession globally, followed by doctors and teachers.

Politicians and government ministers are the least trustworthy.



Global trust in professions August 2019 | Version 1 | Public

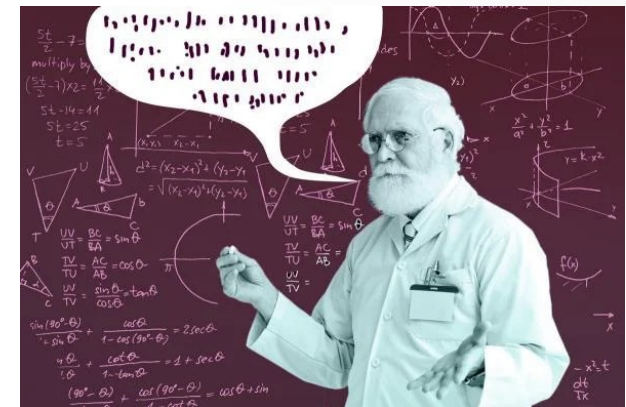


Base: 19,587 online adults aged 16-74 across 23 countries

<https://www.ipsos.com/en/its-fact-scientists-are-most-trusted-people-world>

MOVING BEYOND THE DEFICIT MODEL

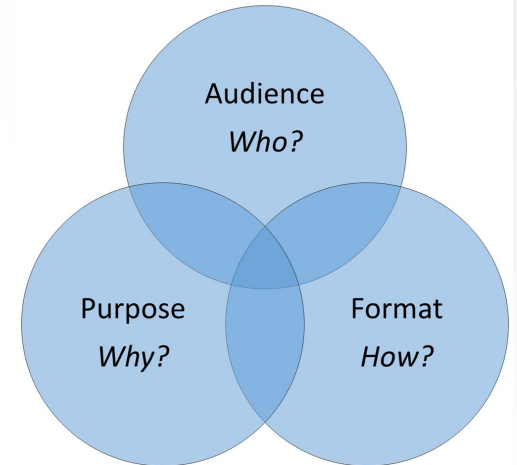
- ❖ People's attitudes to climate change are shaped much more by their values, identities and political views than their level of scientific knowledge
- ❖ Communal values closely linked with taking action on climate change
- ❖ Importance of efficacy as crucial in motivating action
- ❖ Frame messages in ways that relate to people's values and day-to-day experiences



ONE SIZE DOES NOT FIT ALL

- ❖ Communications need to be tailored to specific groups
- ❖ The most effective framing and narrative depends on values and identities of audience
- ❖ Interaction between political values, ideological world-views, cultural perspectives and non-partisan social factors (e.g racial and ethnic identities, social class and gender)
- ❖ Generational differences important to take into account

Key Factors In Science Communication



POTENTIAL PITFALLS

- ❖ Messaging exacerbates polarisation
- ❖ Providing purely catastrophic messages
- ❖ The language of uncertainty
- ❖ Too problem rather than solution focused
- ❖ Unintentional reinforcement of 'fake' news through sharing without giving context
- ❖ Insufficient bottom up contextualisation of climate risks drawing upon local experiences



ENGAGEMENT AT THE LOCAL LEVEL

“New ways of ‘seeing’ climate change need to be developed, with local publics in mind. Visioning the anticipated transformations in familiar local landscapes and ecosystems seems one encouraging way to provoke wider attention, as are participatory approaches that involve the public in collaborative data-gathering exercises, but both of these are going to require scientists themselves to change the way they operate, and training courses in science communication to be more inclusive and reflexive in their outlook.” (Interview, scientist)

Howarth, C. & Anderson, A. (2019) Increasing Local Salience of Climate Change: The Un-tapped Impact of the Media-science Interface, *Environmental Communication*, 13:6, 713-722

ORGANISATIONAL CULTURE AND RESOURCES ARE KEY

“... our global survey of astronomers showed that those scientists working with more resources from their institutions were also more active communicators, regardless of the global region in which they worked”

Entradas M, Bauer MW, O'Muircheartaigh C, Marcinkowski F, Okamura A, Pellegrini G, et al. (2020) Public communication by research institutes compared across countries and sciences: Building capacity for engagement or competing for visibility? *PLoS ONE* 15(7): e0235191

- ❖ Climate change outreach needs to be valued, incentivized and rewarded
- ❖ Need for greater training, funding, and support from communications staff
- ❖ Stricter funding requirements need to be introduced to encourage outreach

USEFUL WEBSITES

Climate Outreach

<https://climateoutreach.org/>

Climate Communication

<https://www.climatecommunication.org>

Climate Change Communication Research Hub

<https://www.monash.edu/mcccrh/home>

Yale Program on Climate Change Communication

<https://climatecommunication.yale.edu/>

Alan Alder Center for Communicating Science

<https://aldacenter.org/>

THANK YOU FOR LISTENING!

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