



George Mason University
Center for Climate Change Communication

Climate Change Communication 2.0

NOAA Science Seminar Series

October 16, 2009

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Center for Climate Change Communication



Global Warming's "Six Americas"

segmentation

SAVING ENERGY
AT HOME
AND ON THE ROAD

A survey of Americans' energy
intentions, motivations, and



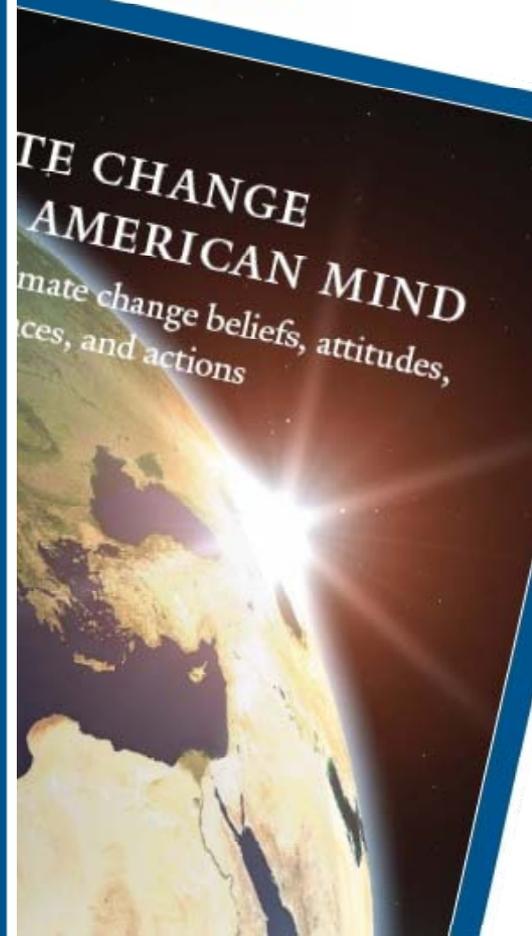
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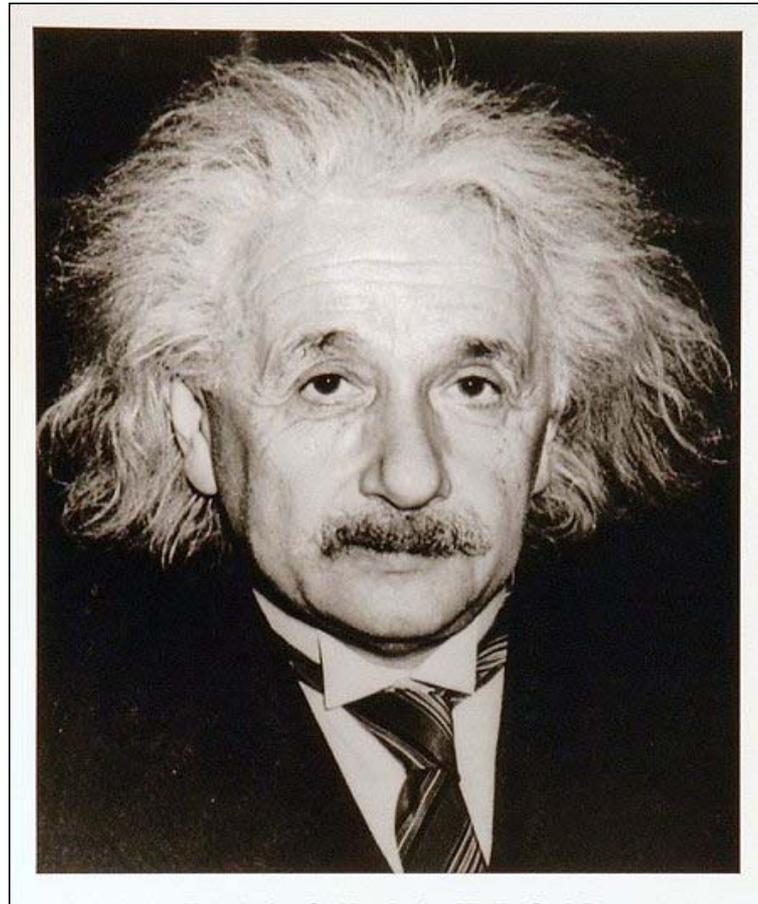
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GLOBAL WARMING'S SIX AMERICAS 2009: An Audience Segmentation Analysis



CLIMATE CHANGE
IN THE
AMERICAN MIND
Climate change beliefs, attitudes,
values, and actions





“Everything should be made as simple as possible,
but not simpler.”

Moving from 1.0 to 2.0

From:

- An education orientation



To:

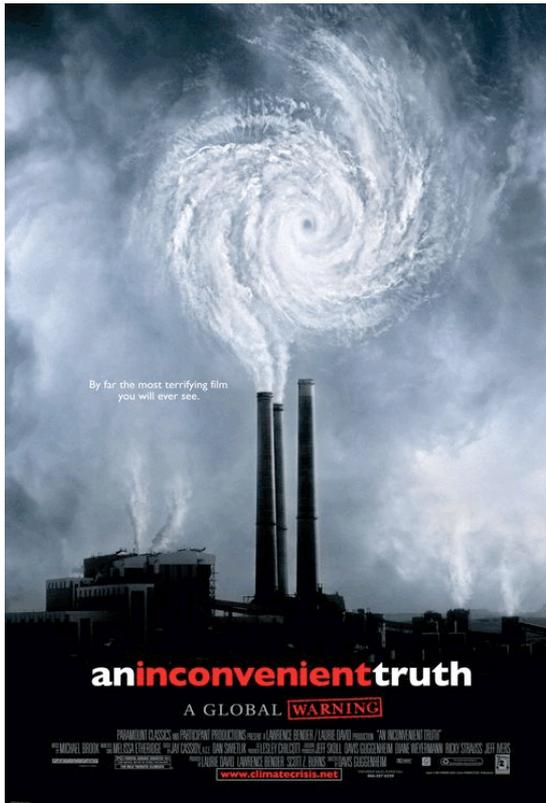
- A behavior change orientation



Moving from 1.0 to 2.0

From:

- A persuasion orientation



To:

- A decision-making & facilitation orientation





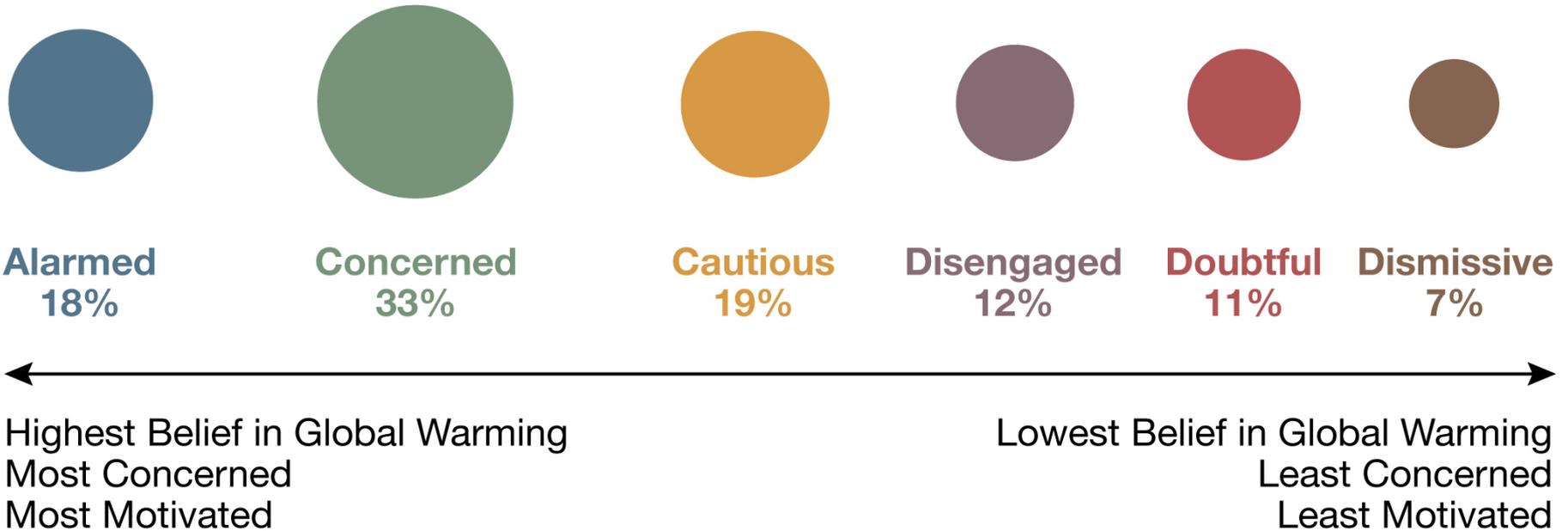
To understand people's decisions & barriers,
we must understand people.

But people are not all alike.

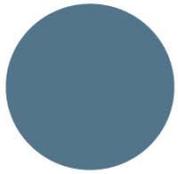


Figure 1: Proportion of the U.S. adult population in the Six Americas

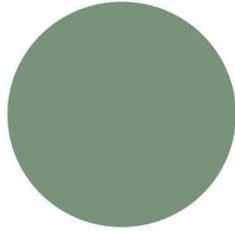
Proportion represented by area



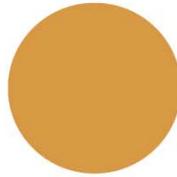
n=2,129



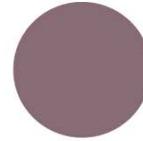
Alarmed
18%



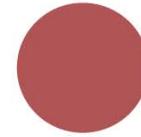
Concerned
33%



Cautious
19%



Disengaged
12%



Doubtful
11%



Dismissive
7%



Alice



Claudia



Carl



Diane



David

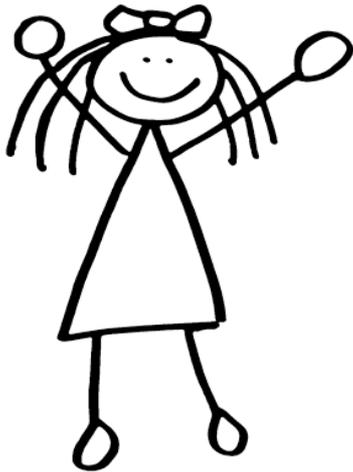


Dan

Moving from 1.0 to 2.0

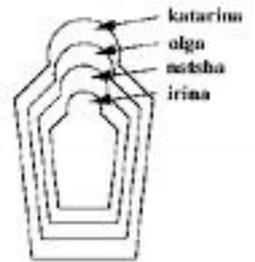
From:

- A focus on the individual



To:

- A focus on the “social ecology” (i.e., people & places)



The People and Places Framework

Societal outcomes

Behaviors of the people in the population

Individuals

Cognitions:
- knowledge
- beliefs
- self-efficacy

Affect

Skills

Motivation

Intentions

Biological
predispositions

Demographics

Social
Networks

Size and
connectedness
of personal
network

Social support
and modeling by:
-family
-peers
-mentors

Opinion leaders

Population or
Community

Social norms

Culture

Social
cohesion

Collective
efficacy

Social
capital

Income
Disparities

Racism

Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability of
products & services

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media
messages

Distal-Level
(e.g., state,
region, nation, world)

Availability of
products & services

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media
messages

Attributes of people

Smallest ----- Largest

Level of Aggregation

The attributes of place

Smallest ----- Largest

Level of Aggregation

Moving from 1.0 to 2.0

From:

- Behavior change



To:

- Behavior & policy change



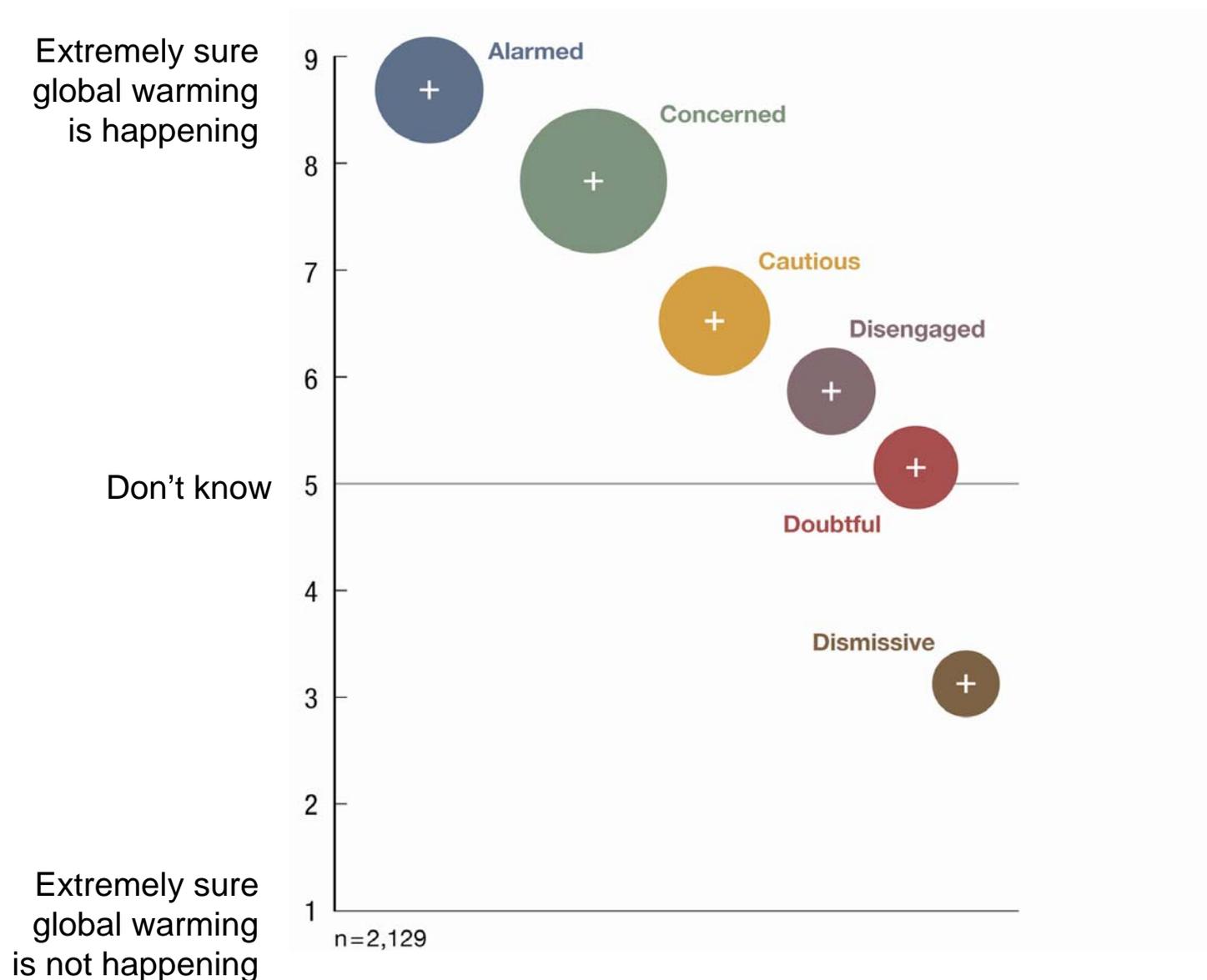
Five Key Beliefs

differentiate those who ***support*** strong climate change policies from those who ***don't*** in the United States

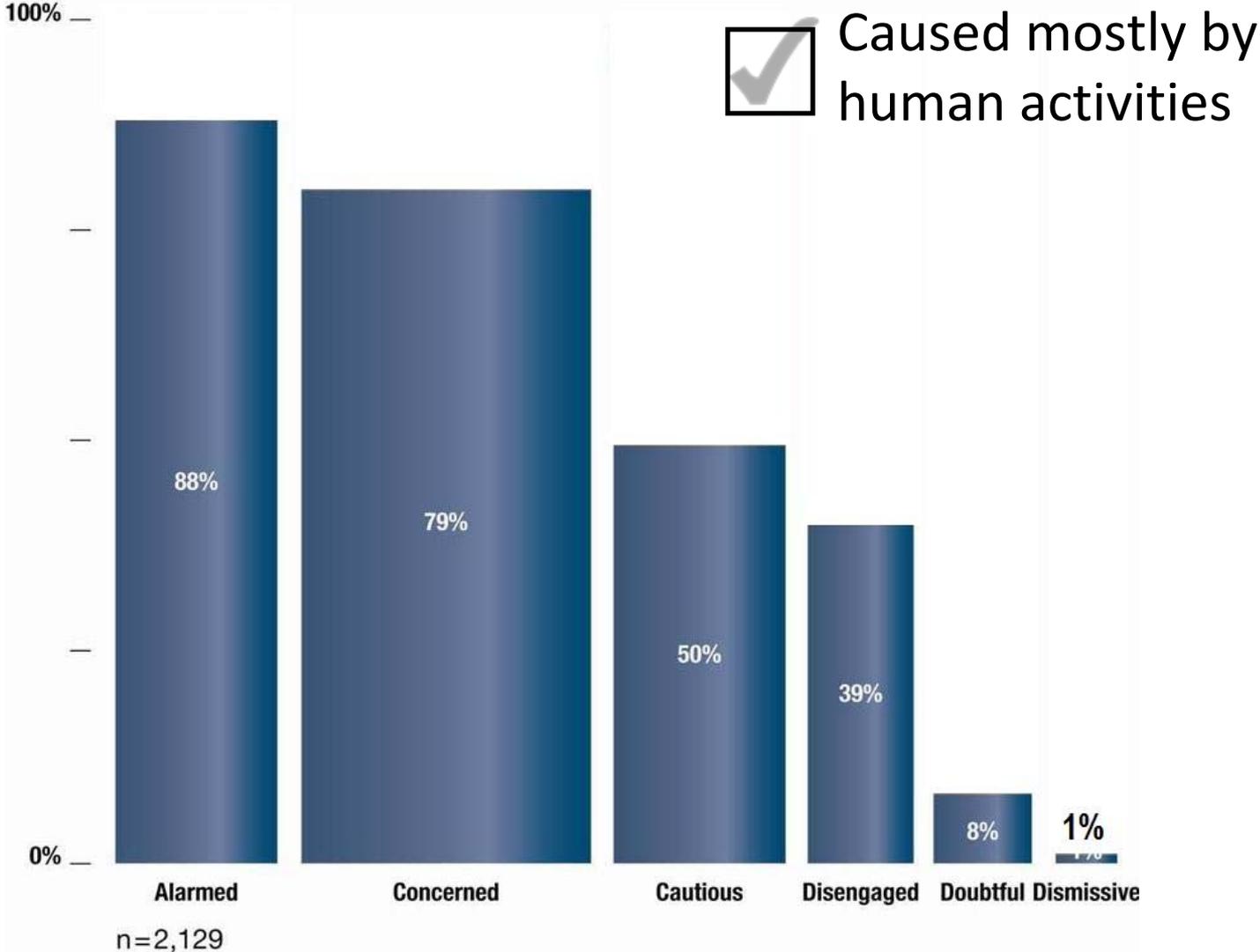
1. Reality of climate change: *It's real.*
2. Certainty: *I'm certain it's real.*
3. Evaluation: *It will be bad for people.*
4. Belief in human causation: *Humans caused it.*
5. Response efficacy: *Humans can fix it.*

Krosnick, Holbrook, Lowe & Visser, 2006

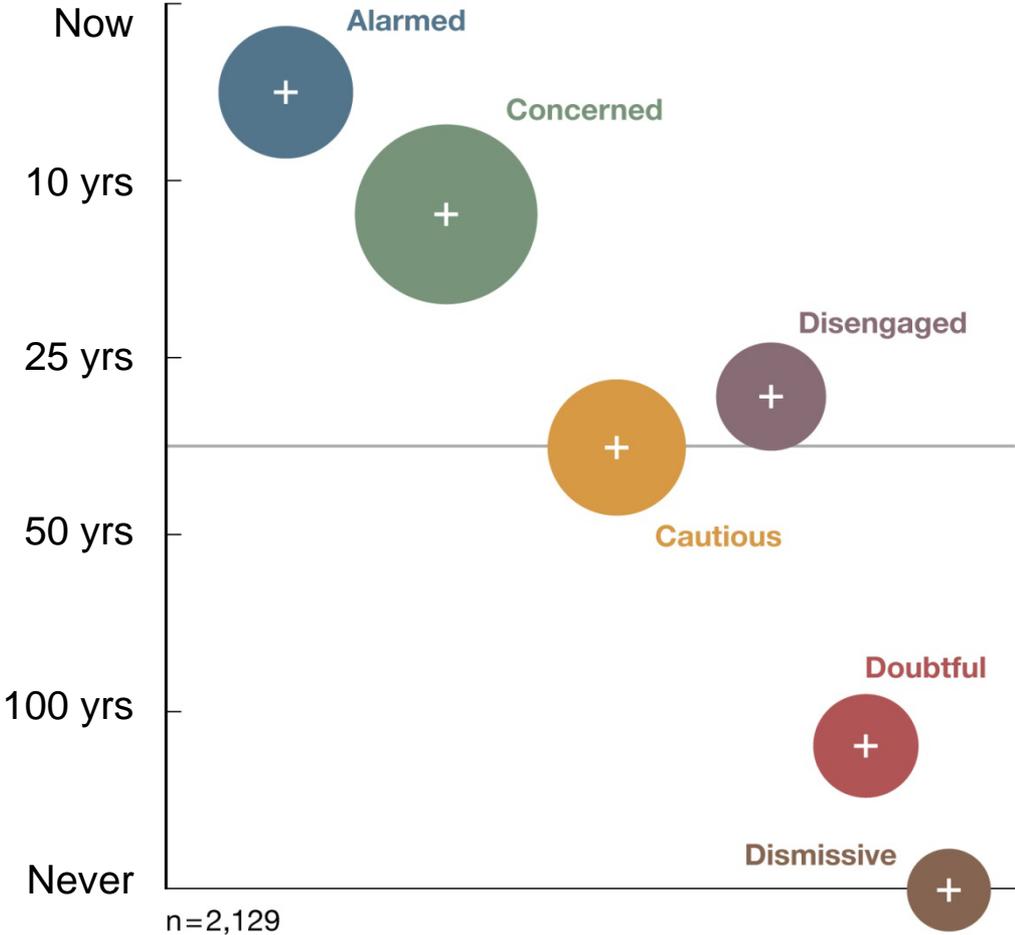
Do you think that global warming is happening? How sure are you?



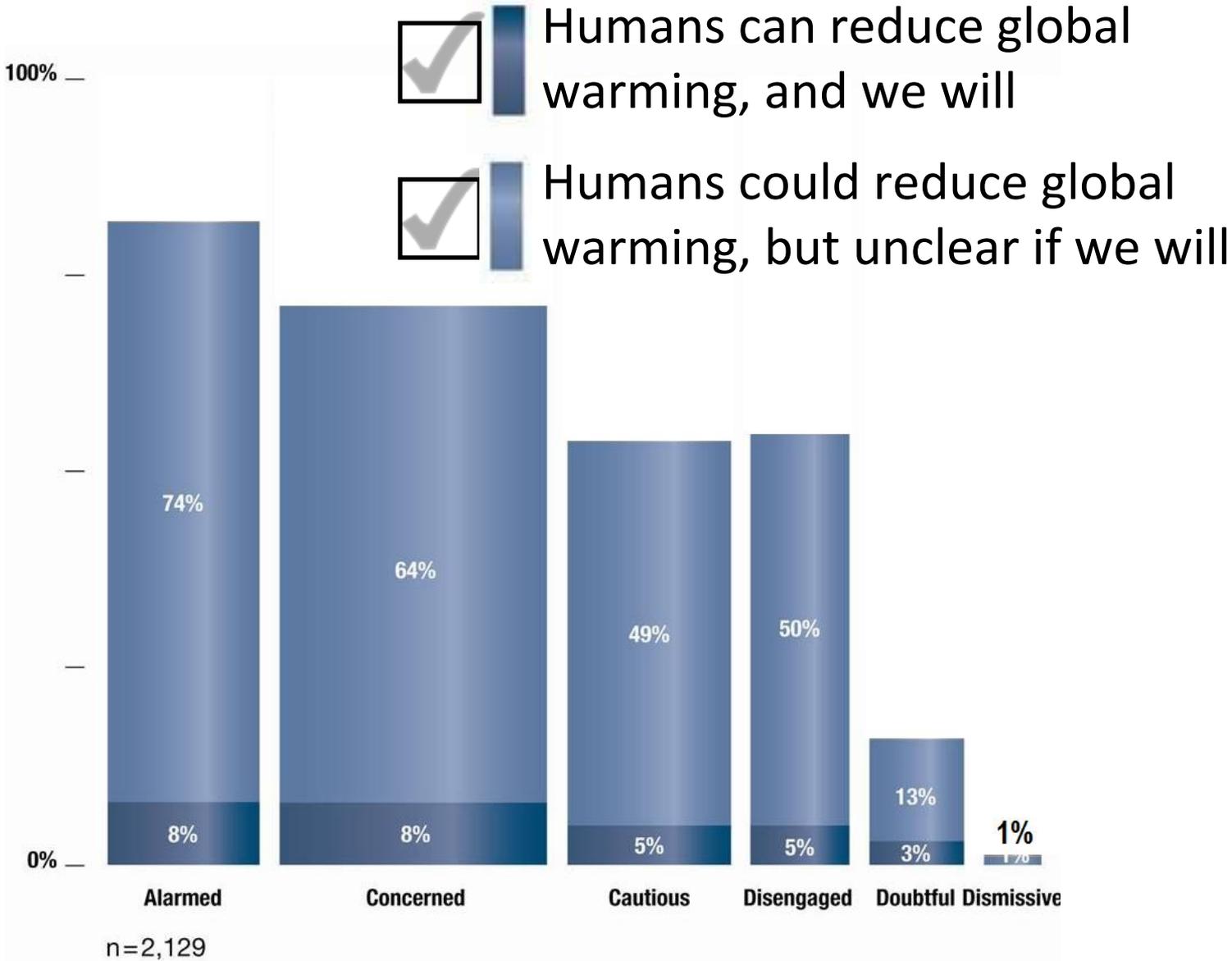
If global warming is happening, do you think it is ...



When do you think global warming will start to harm people in the United States?



Which of the following statements comes closest to your view?



Moving from 1.0 to 2.0

From:

- Conflict

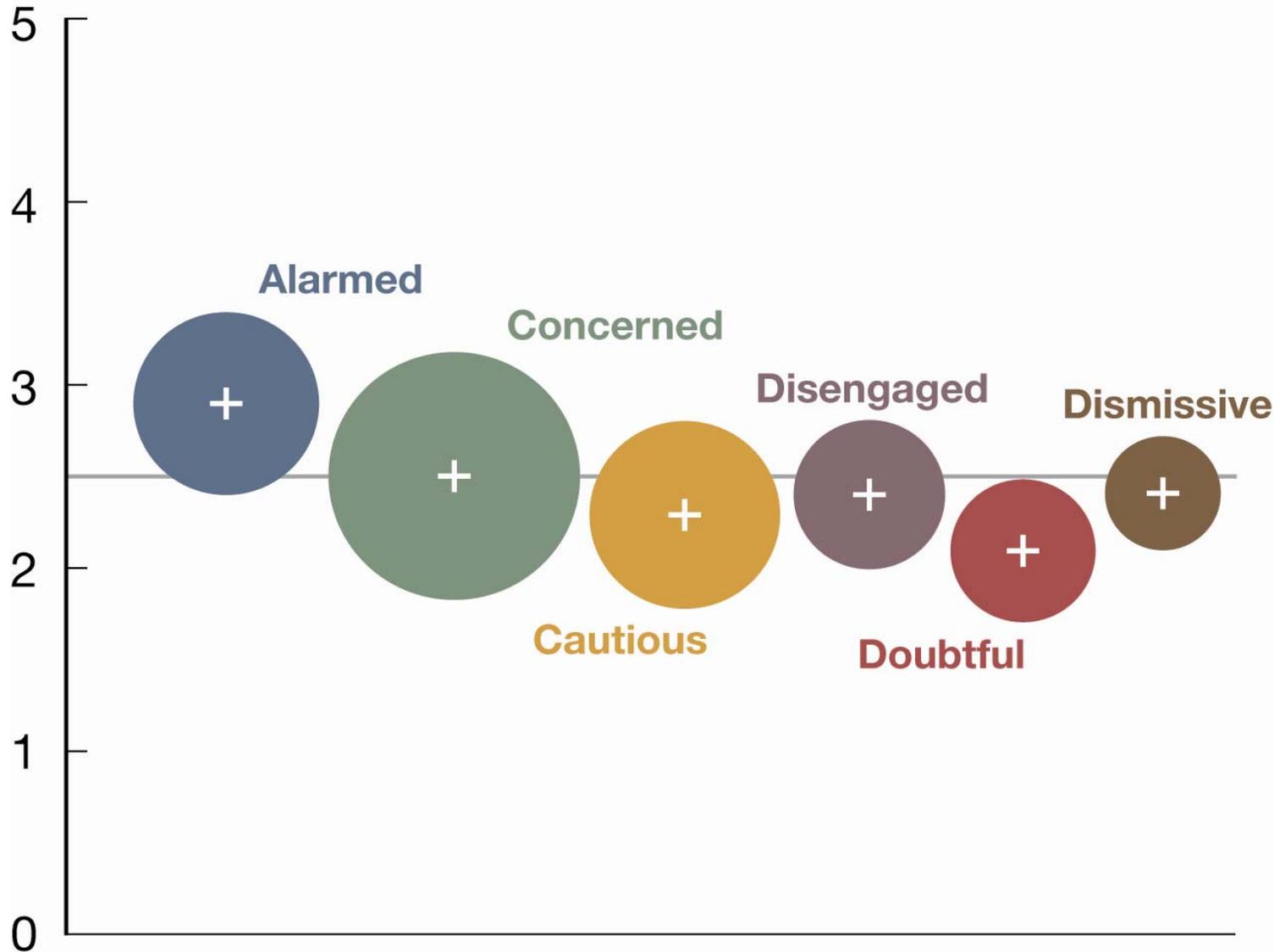


To:

- Collaboration

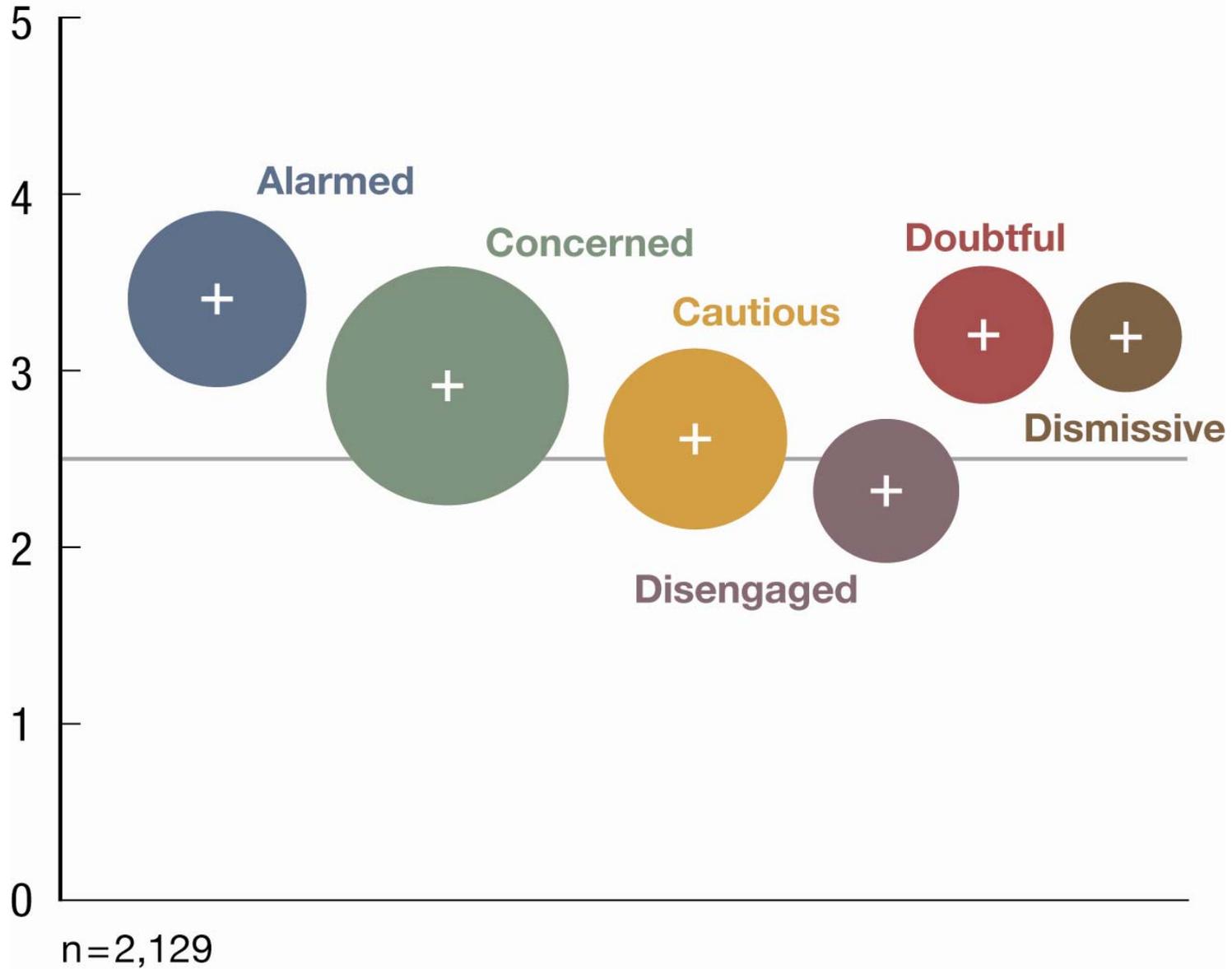


Number of habitual conservation actions



n=2,129

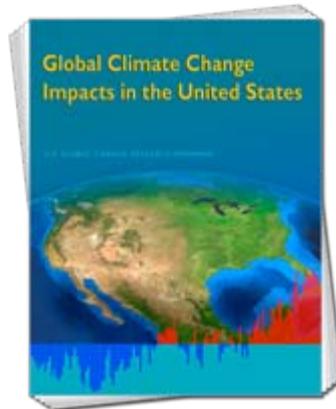
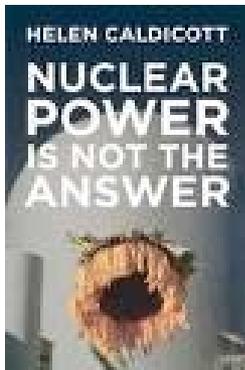
Number of energy efficient improvements made to home



Moving from 1.0 to 2.0

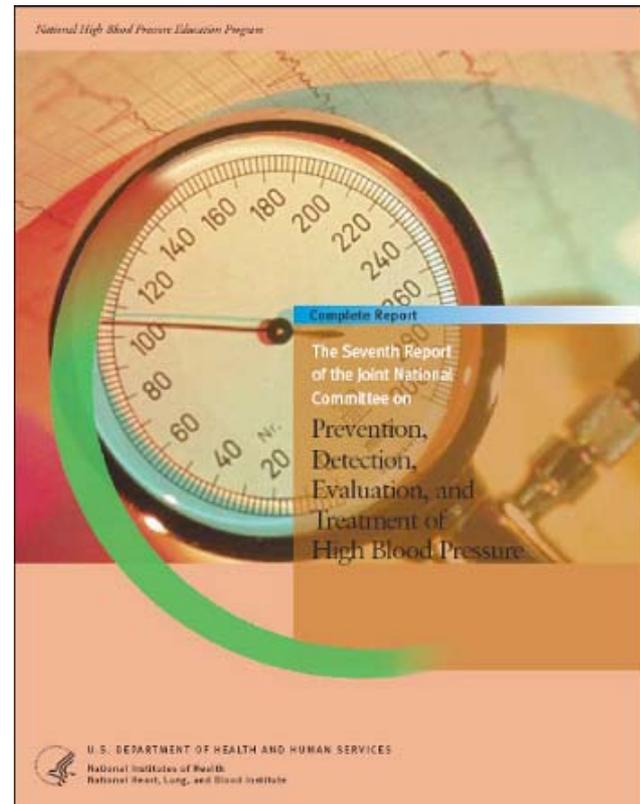
From:

- Ad hoc & atomized within sectors



To:

- Strategic & coordinated across sectors



**What can we learn from
the international community?**

**YOU CONTROL
CLIMATE CHANGE.**



 www.climatechange.eu.com

TURN DOWN. SWITCH OFF. RECYCLE. WALK. CHANGE

**European Commission
2006-2009**

ACT ON
C  **2**

Dept. for Environment, Food and Rural Affairs, UK
2007-current

1998-2002, UK

are you doing your bit?

doing your bit at home

Action to help our environment really does begin at home. Here are some top energy and money saving tips:

- Central heating - just turn it off when you're out to cut your heating bill.
- Lights - remember to turn them off when you leave a room.
- TVs, computers and other electrical appliances - switch them off if you're not using them.
- Washing machines - wash at 40°C rather than 60°C to save energy.
- Fridges - let food cool down before putting it in the fridge and avoid leaving the door open.
- Kettles - if you're not going to use all the water, boil only what you need.



doing your bit when you travel

We all travel - to work, to the shops and on holiday. For many, the car is essential. Individual choice in owning a car is one of our greatest freedoms. But this freedom comes with a price.

Consider these facts about emissions from vehicles:

- They make air quality worse.
- They contribute to acid rain and smog.
- They contribute to global warming.
- Pollution from car emissions can aggravate health problems such as asthma, and sitting in a car can result in you receiving up to three times more pollution than pedestrians.

Top travel tips:

- Walk when you can - it's great for your health.
- Re-use and enjoy the exercise. Take advantage of any designated cycle routes in your area.
- Catch a train or bus - family fares, ticket offers and group discounts mean public transport could cost less than you think. Contact National Rail Enquiries or your local bus company for further details.
- Park and Ride - these schemes are linked to priority bus lanes for a speedier journey, and take the hassle out of parking in town.
- Share car journeys with friends or family - the school run, journeys to work and shopping trips. Think about a car pool scheme with friends in your area.

doing your bit while shopping

As a consumer you have choice and power through your spending decisions. Why not use it? All the products you are buying will have some effect on the environment. Are you doing your bit when shopping?

Here are some simple tips:

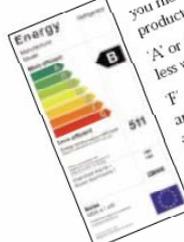
- Re-use bags or buy 'bags for life' which are now offered by most supermarkets.
- Choose good quality water-based or low-solvent paints, glues, varnishes and preservatives. They are less harmful to your health than solvent-based materials.
- When buying electrical products, choose the most energy efficient ones and reduce your electricity bills.

Ask your retailer to:

- Point out products made from recycled material such as plastic bottles (e.g. shampoos and soft drinks), kitchen rolls, tissues, toilet paper, writing paper and envelopes.
- Explain the environmental claims on products. If you don't understand, just ask. You should know.



This symbol means that the product can be recycled or that it contains recycled materials.



Choosing the most energy efficient product can save you money. Look out for the energy label on products, such as fridges and washing machines. 'A' or 'B' = most efficient, use less energy. 'F' or 'G' = cost more to run, use more energy. Products with a rating below 'D' are now being phased out.



Något konstigt håller på att hända med vädret.



Something strange is happening to the weather.



10 questions and answers on the greenhouse effect.



2002-2003, Sweden



A graphic for the One-Tonne Challenge. At the top right is a red maple leaf. Below it, the text reads "I'M TAKING THE One-Tonne CHALLENGE". Underneath that is the slogan "Let's take action on climate change". A thermometer graphic shows a temperature of 20.22 degrees Celsius. The Fahrenheit scale is marked from 60 to 94 in increments of 2. At the bottom, the website "www.climatechange.gc.ca" and the phone number "1 800 O-Canada" are listed, along with the "Canada" logo.

2004-2006, Canada

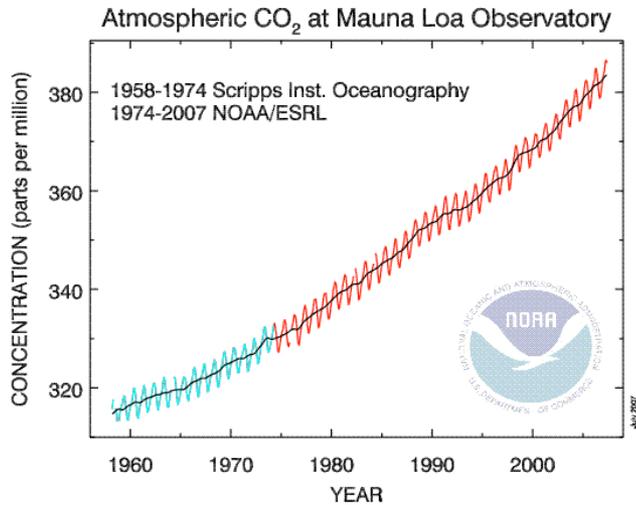
Moving from 1.0 to 2.0

From:

- Mitigation

To:

- Mitigation & adaptation

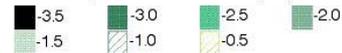


Simulated Air Temperature
Difference: Adding 11 M Trees

Los Angeles, 3 p.m., August 28



Temperature difference (°C)



Summary: From 1.0 to 2.0

From:

- Education
- Persuasion
- Individuals
- Behavior
- Conflict
- Ad hoc & atomized
- Mitigation

To:

- Behavior change
- Decision-making
- Social ecology
- Behavior & policy
- Collaboration
- Strategic & coordinated
- Adaptation

climatechange.gmu.edu



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