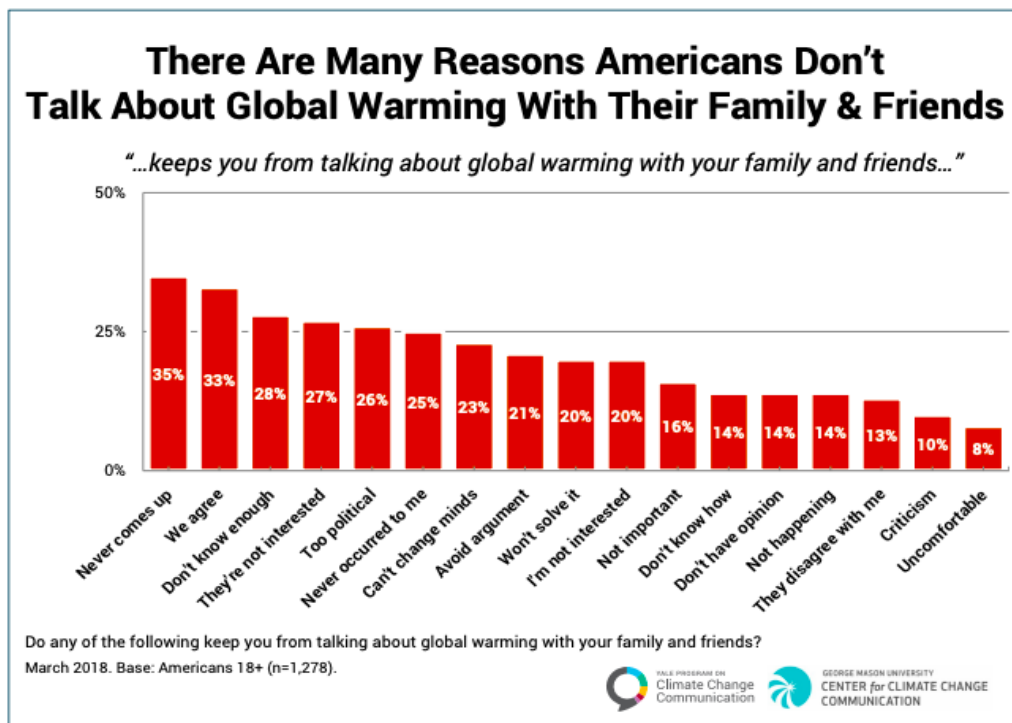# The Science Behind Engagement

- Engage in a positive dialogue with people who have a <u>moderate</u> stance on climate change.
    - Be persuasive
    - Find common ground
- Explain issues easily and emphasize that climate change is man-made and reversible
    - Don't make it political!
- The general public tends to rank climate issues as nonurgent and rank it below economy issues, terrorism and more.
    - Lack of engagement = deferred decision making
- Reasons why people don't engage in climate change conversations
    - Source:https://climatecommunication.yale.edu/news-events/attaining-meaningful-outcomes-from-conversations-on-climate/#_ftn2

There Are Many Reasons Americans Don't Talk About Global Warming With Their Family & Friends

"…keeps you from talking about global warming with your family and friends…"

Never comes up	We agree	Don't know enough	They're not interested	Too political	Never occurred to me	Can't change minds	Avoid argument	Won't solve it	I'm not interested	Not important	Don't know how	Don't have opinion	Not happening	They disagree with me	Criticism	Uncomfortable
35%	33%	28%	27%	26%	25%	23%	21%	20%	20%	16%	14%	14%	14%	13%	10%	8%

Do any of the following keep you from talking about global warming with your family and friends?
March 2018. Base: Americans 18+ (n=1,278).

- While only about four in ten Americans believe that global warming will personally do them at least a moderate amount of harm, it will very likely impact other things about which they are concerned.
    - Source: http://climatecommunication.yale.edu/wp-content/uploads/2018/04/Climate-Change-American-Mind-March-2018.pdf
- Approximately six in ten Americans say that global warming is personally important to them, only about a third say that they talk with friends and family about the issue at least occasionally.
    - Source: http://climatecommunication.yale.edu/wp-content/uploads/2018/04/Climate-Change-American-Mind-March-2018.pdf

- Spiral of Silence
  - Most Americans are interested in climate change but avoid talking about it often with family and friends because it is so rarely talked about.
  - Graphs on percentages of Americans who care about climate change.
  - Source:https://climatecommunication.yale.edu/publications/climate-spiral-silence-america/
- Because climate change is a global problem with global consequences, peoples' sense of personal efficacy: the belief that individual actions can make a difference, is often very low
  - Global nature=individual powerlessness
  - It is often more effective to appeal to and leverage the social context in which people make decisions, particularly to help promote collective efficacy: the belief that group actions can make a difference
  - Social groups = comparison and validation of opinions and decisions, and we are wired to follow and conform to social norms
- Social Norms Influence
  - Prescriptive norms contain information on how people ought to behave
  - Descriptive norms simply describe how others are behaving
  - The more friends and family talk about climate issues, the more the issue becomes prominent in the social group, and intensifies individual's belief that climate change is an urgent issue to take action
  - Framing climate issues as losses discourages the public, such as tax increases, so needs to be framed in a way that the public will feel like they're winning
    - Source: https://spia.princeton.edu/system/files/research/documents/PPS.pdf
- Engagement paradigms
  - Graphs and different solutions to engage the public
  - Source:https://www.americanscientist.org/article/how-climate-science-could-lead-to-action
- Strategies to use when talking about climate change
  - Source:https://yaleclimateconnections.org/2018/07/climate-change-science-comeback-strategies-part-one/
- Yale Climate Data
  - Yale climate opinions map 2020 data, great for visualizing how America perceives different aspects of climate change
    - https://climatecommunication.yale.edu/visualizations-data/ycom-us/
- Time
  - Humans are bad at thinking into future
  - They don't get motivated by things they can't visualize

Global Climate Data

- Statistics on global warming and climate change from NASA
    - https://climate.nasa.gov/vital-signs/sea-level/
- Amazing study on how political views affect the way people view and talk about climate issues, and how to engage in a new conversation. It analyzes the different viewpoints of right and left leaning individuals, and how those viewpoints translate into what they support and why they support that. This study was conducted in the UK and is not limited to only American viewpoints, but it helps understand the reasoning behind the skepticism of conservatives and how to engage in a meaningful conversation about climate change without bringing up the political aspects of it.
    - Study showed that phrasing climate issues to reflect a person's ideology can help them understand and engage in a meaningful conversation. The way a question or issue is worded can influence the way a person perceives it, whether it's a "left" or "right" viewpoint. Questions phrased in a "patriotic" manner seem to garner the most support from "conservatives" because it inspires them to want to do good for their country.
- Graph on how major countries ranked the severity of climate change threat taken in 2018
    - https://www.pewresearch.org/fact-tank/2019/04/18/a-look-at-how-people-around-the-world-view-climate-change/
    - US is not highly ranked in comparison to many other countries
- Older article mapping climate change concern on a global perspective, from 2015
    - https://climatecommunication.yale.edu/publications/analysis-of-a-119-country-survey-predicts-global-climate-change-awareness/
- Interactive time lapse graphs to showcase global climate issues
    - https://www.bbc.com/news/science-environment-46384067
- Article on how to properly explain and look at climate change graphs to fully understand the big picture
    - https://www.nytimes.com/2019/02/28/learning/teach-about-climate-change-with-these-24-new-york-times-graphs.html