

What have future generations done for me lately?

Making sense of the role of media in shaping awareness and engagement with climate change

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for the Sustainability Lecture series

University of Copenhagen



sustainability & sustainable development



- holding up, maintaining, supporting
- the capacity to endure
- long-term maintenance/stewardship of the planet, along intersecting environmental, economic, political, cultural, societal dimensions

“Sustainable development is development that meets the needs of present generations without compromising the ability of future generations to meet their needs.”

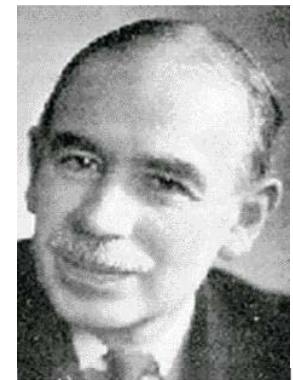
~ WCED, Brundtland Report (1987)

Roots & Culture

Tract on Money Reform (1923) “in the long run, we are all dead”

Economic Possibilities for Our Grandchildren (1930)

→ early (mainstream) conceptions of **SUSTAINABILITY**

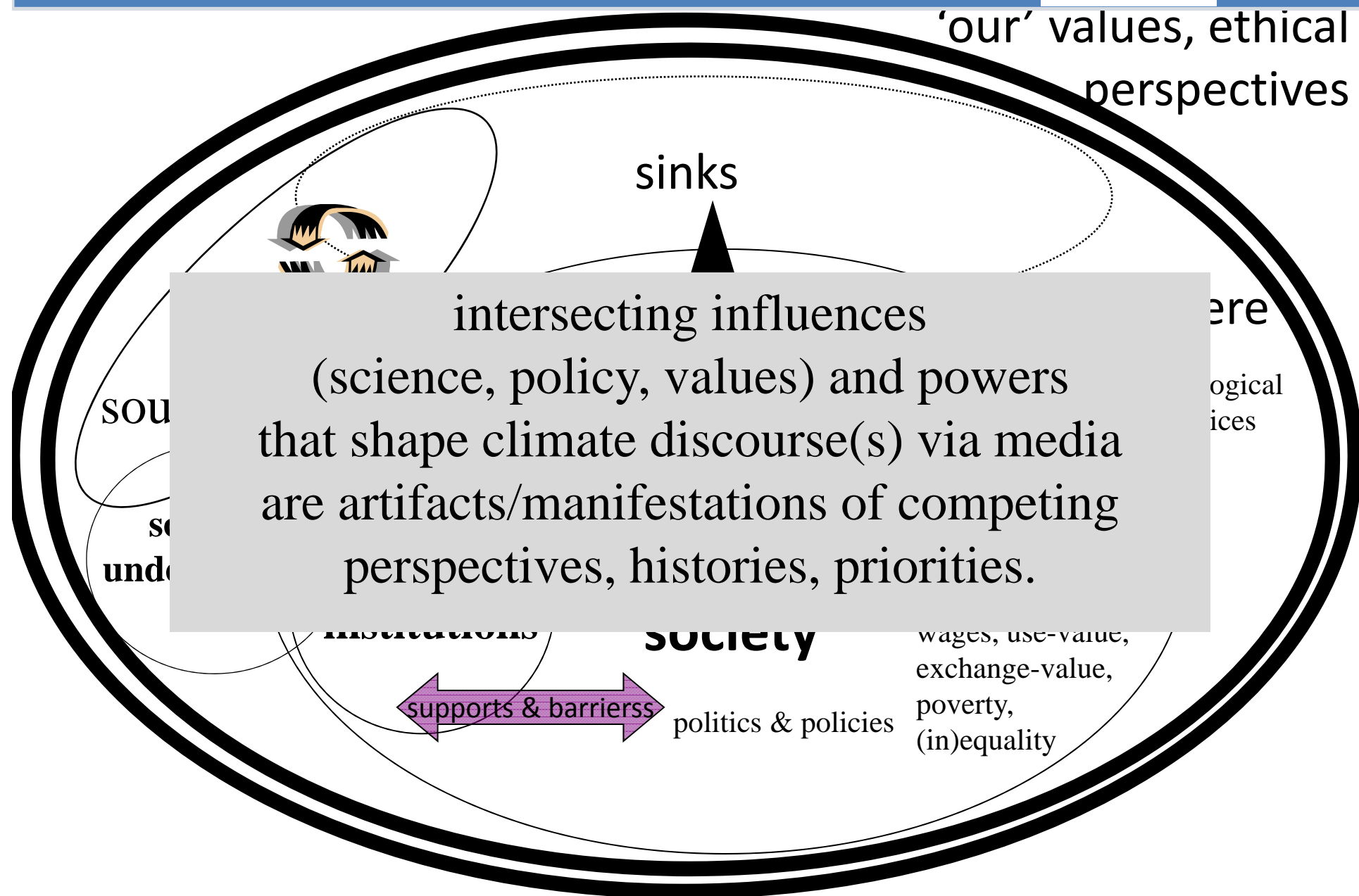


JM Keynes

human-environment relationships



'our' values, ethical perspectives



conditions of engagement

“The deficit model is dead...long live the deficit model.” ~ Brian Wynne (2008)

9/12/12

Richard Leakey Says Evolution Will Soon Be Accepted by Everyone | TheBlaze.com



TheBlaze TV Marks One-Year Anniversary With Major Announcement

Faith

FAMED SCIENTIST PREDICTS: EVOLUTION WILL SOON BE ACCEPTED BY EVERYONE

Posted on May 29, 2012 at 8:38am by Billy Holtzwell

NEW YORK (The Blaze/AP) — Faithful beware. Famed scientist Richard Leakey predicts skepticism over evolution will soon be history. Despite continued controversy surrounding the debate over life's origins, the avowed atheist sees a light at the end of the tunnel.

Sometime in the next 15 to 30 years, the Kenyan-born paleoanthropologist expects scientific discoveries will have accelerated to the point that “even the skeptics can accept it.”

“If you get to the stage where you can persuade people on the evidence that it's solid, that we are all African, that color is superficial, that stages of development of culture are all interactive,” Leakey says, “then I think we have a chance of a world that will respond better to global challenges.”



Leakey, a professor at Stony Brook University on Long Island, recently spent several weeks in New York promoting the Turkana Basin Institute in Kenya. The institute, where Leakey spends most of his time, welcomes researchers and scientists from around the world dedicated to unearthing the origins of mankind in an area rich with fossils.

His friend, Paul Simon, performed at a May 2 fundraiser for the institute in Manhattan that collected more than \$2 million. A National Geographic documentary on his work at Turkana aired this month on public television.

Now 67, Leakey is the son of the late Louis and Mary Leakey and conducts research with his wife, Meave, and daughter, Louise. The family claims to have unearthed “much of the existing fossil evidence for human evolution.”

On the eve of his return to Africa earlier this week, Leakey spoke to The Associated Press in New York City about the past and the future.

“If you look back, the thing that strikes you, if you've got any sensitivity, is that extinction is the most common

In this 2008 photo provided by the Turkana Basin Institute, paleoanthropologist Richard Leakey discusses the evidence for human evolution. (AP Photo/Turkana Basin Institute, Bob Campbell)

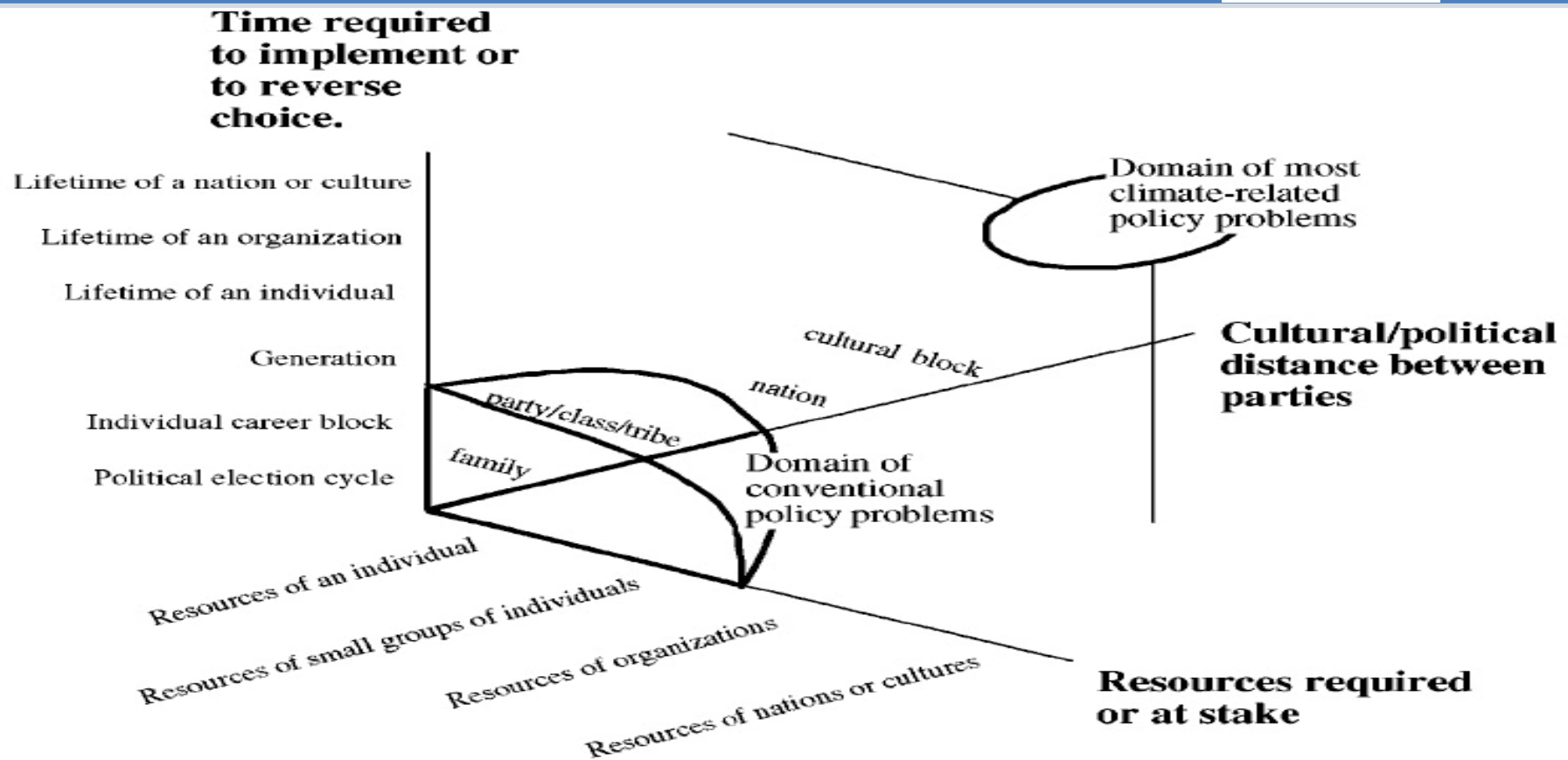
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“providing information and filling knowledge gaps is at best necessary but rarely sufficient to create active behavioural engagement.”

~ Susanne C. Moser(2009)

communicating (& confronting) climate change



‘finite pool of worry’ meets varied risk management strategies

Morgan et al (1999)

“We...must stop viewing climate change as yet another opportunity to apply our existing tool kit.” ~ Mike Hulme (2009)

communicating (& confronting) climate change



Olympian Is Indicted on Murder Charge
The double-amputee track star Oscar Pistorius was indicted on Monday in South Africa in the killing of his girlfriend. Page A9.

CHINA TAKES AIM AT WESTERN IDEAS

Party Paper Lists Perils, Including Democracy

By CHRIS BUCKLEY
HONG KONG — Communist Party cadres have filled meeting halls around China to hear a somber, secretive warning issued by senior leaders. Power could escape their grip, they have been told, unless the party eradicates seven subversive currents coursing through Chinese society. These seven perils were enumerated in a memo, referred to

Climate Panel Cites Near Certainty on Warming

By JUSTIN GILLIS
An international panel of scientists has found with near certainty that human activity is the cause of most of the temperature increases of recent decades, and warns that sea levels could conceivably rise by more than three feet by the end of the century if emissions continue at a runaway pace. The scientists, whose findings are reported in a draft summary of the next big United Nations climate report, largely dismiss a recent slowdown in the pace of warming, which is often cited by climate change doubters, attributing it most likely to short-term factors.

Sees Human Cause — Seas May Rise 3 Feet by 2100

ing emissions are likely to be profound. "It is extremely likely that human influence on climate caused more than half of the observed increase in global average surface temperature from 1951 to 2010," the draft report says. "There is high confidence that this has warmed the ocean, melted snow and ice, raised global mean sea level and changed some climate patterns in the recent half of the

Nobel Peace Prize in 2007, along with Al Gore. Its summaries, published every five or six years, are considered the definitive assessment of the risks of climate change, and they influence the actions of governments around the world. Hundreds of billions of dollars are being spent on efforts to reduce greenhouse emissions, for instance, largely on the basis of the group's findings. The coming report will be the fifth major assessment from the group, created in 1988. Each report has found greater certainty that the planet is warming and greater likelihood that humans are the primary cause. The 2007 report found "unequivocal" evidence of warming, but hedged a little on the possibility

Saudi Arabia Vows to Back Egypt's Rulers

Undercutting Leverage of U.S. Over Cairo

By ROD NORDLAND
CAIRO — Saudi Arabia has emerged as the foremost supporter of Egypt's military rulers, explicitly backing the violent crackdown on Islamists, using its oil wealth and diplomatic muscle to help defy growing pressure from the West to end the bloodshed in search of a political solution. As Europeans and the United States considered cutting cash aid to Egypt, Saudi Arabia said Monday that it and its allies would make up any reduction — effectively neutralizing the West's main leverage over Cairo. With Egypt's economy in free fall, the country's authorities might not have survived international outrage at a crackdown that has left as many as 1,000 dead and 4,000 wounded without the deep pockets of its Persian Gulf allies.

In recent days, King Abdullah of Saudi Arabia has publicly condemned the Muslim Brotherhood, sent field hospitals to Egypt and in rare public comments vowed continued support. The foreign minister, Prince Saud Al-Faisal, traveled to Europe where he pushed back against efforts to punish Egypt's rulers. And Saudi Arabia delivered a blank check to Cairo, promising to shower it with money as needed. "The kingdom stands with Egypt and against all those who attempt to interfere with its domestic affairs," King Abdullah said Friday in a televised speech. Saudi Arabia, which itself is a close ally of Washington, has not only undermined Western efforts to press for compromise, but it has revealed diminished United States support across the Arab world. The United States and Europe have been unable to persuade Cairo — or to convince Riyadh — to convince the Egyptian

EGYPTIAN COURT ORDERS RELEASE FOR MUBARAK

HIS FUTURE UNCERTAIN

A Stark Sign of Changes Rolling Back Since a President's Exit

By DAVID D. KIRKPATRICK
CAIRO — A court on Monday ordered the release of former President Hosni Mubarak, and for the first time it was conceivable he might go free — a measure of how far the tumultuous shaking Egypt has rolled back the sweeping changes and soaring hopes that followed his exit two and a half years ago. Few legal analysts thought a release was likely, at least in coming weeks. But under the new government installed last month by Gen. Abdul-Fattah el-Sisi, they say, it is no longer a foregone conclusion that prosecutors will continue to find reasons to detain the former autocrat, who was arrested after the uprising against his rule in 2011. Even the possibility of Mr. Mubarak's release, previously unthinkable, provided another sign of the return of his authoritarian style of government.

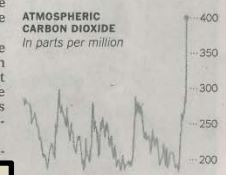
Since the ouster of President Mohamed Morsi, the interim government has brought back not only prominent faces of the Mubarak era but signature elements of his authoritarian state, including an "emergency law" removing the right to a trial and other curbs on police abuse, the appointment of generals as governors across the provinces and moves to once again outlaw the Muslim Brotherhood as a terrorist threat. State news media reported early Tuesday morning that the Brotherhood's spiritual leader, Mohamed Badie, had been arrested, and a private television network that supports Mr. Sisi



Heat-Trapping Gas Passes Milestone, Raising Fears

CO₂ at Level Not Seen in Millions of Years, Portending Major Climate Changes

By JUSTIN GILLIS
The level of the most important heat-trapping gas in the atmosphere, carbon dioxide, has passed a long-feared milestone, scientists reported Friday, reaching a concentration not seen on the earth for millions of years. Scientific instruments showed that the gas had reached an average daily level above 400 parts per million — just an odometer moment in one sense, but also a sobering reminder that decades of efforts to bring human-produced emissions under control are faltering. The best available evidence suggests the amount of the gas in the air has not been this high for at least three million years, before humans evolved, and scientists believe the rise portends large changes in the climate and the level of the sea. "It symbolizes that so far we have failed miserably in tackling this problem," said Pieter P. Tans, who runs the monitoring program at the National Oceanic and Atmospheric Administration that reported the new reading. Ralph Keeling, who runs another monitoring program at the Scripps Institution of Oceanography in San Diego, said a continuing rise could be catastrophic. "It means we are quickly losing the possibility of keeping the climate below what people thought were possibly tolerable thresholds," he said. Virtually every automobile ride, every plane trip and, in most places, every flip of a light switch adds carbon dioxide to the air, and relatively little money is being spent to find and deploy alternative technologies. China is now the largest emitter



New York Times 20 Aug 2013

New York Times 11 May 2013

'news holes' & agenda-setting in the public sphere



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BART Workers Killed by Train in Fatal Accident

US shutdown leader Ted Cruz, a conservative rock star

Budget battle: Treasury secretary hopes lawmakers learned lesson

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Haas bezwingt Haase im Finale von Wien

Partei-Konvent für Koalitionsgespräche: Gabriel: "Wir freuen uns auf die ..."

Völkerschlacht-Reenactment: Und am Ende wird getrunken

20.000 Euro auf Walddübel gefunden

Post testet neue Paketkästen für daheim

1. Bundesliga: Ulf-Torero FC Augsburg - VfL Wolfsburg (0. Spieltag)

Koch dämpft Hoffenheims Hoffnung auf Wiederholungsspiel

Klose beim Comeback ohne Tor, Lazio verliert

Arbeitsbeschäftigung - Zehnmal mehr Überwachung

Die Windows-8-Apps laufen auf der Xbox One

BBF: Wemmer will nicht mehr als Chef der Bundespolizei

Willy Cyrus abgemeldet auf 42 Mio

Hamburger SV - VfB Stuttgart 3:3 : Hamburger Torfestival ohne Sieger

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Tripletta di Rossi LIVE Fiorentina-Juve 4-2

Genoa Chievo, sintesi, gol e probabili assist per l'8^ giornata di SerieA

Serie A: Roma a +5 su Napoli e Juventus

Il Verona non si ferma più! Al Parma non basta Cassano

Apple, rumors su novità in arrivo

La Sglavo rimette le deleghe il sindaco temporeggia

Siria, Ginevra 2 il 23 novembre. Ma la conferenza è a rischio

Marko Duvnjak, la nuova Lega in ...

Prima gioia del SassuoloBolog na ultimo da solo

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Ligue 1 : Monaco cale à Sochaux, le PSG seul en tête

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PSV onder druk zetten'

Gaat u uw huis isoleren?

Feel yourself small and much more gain economy 10'

Alpe d'HuZes haalt minder geld op

Duitsland: de formatie kan beginnen

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Lavery clinches double as Sykes wins Superbike title

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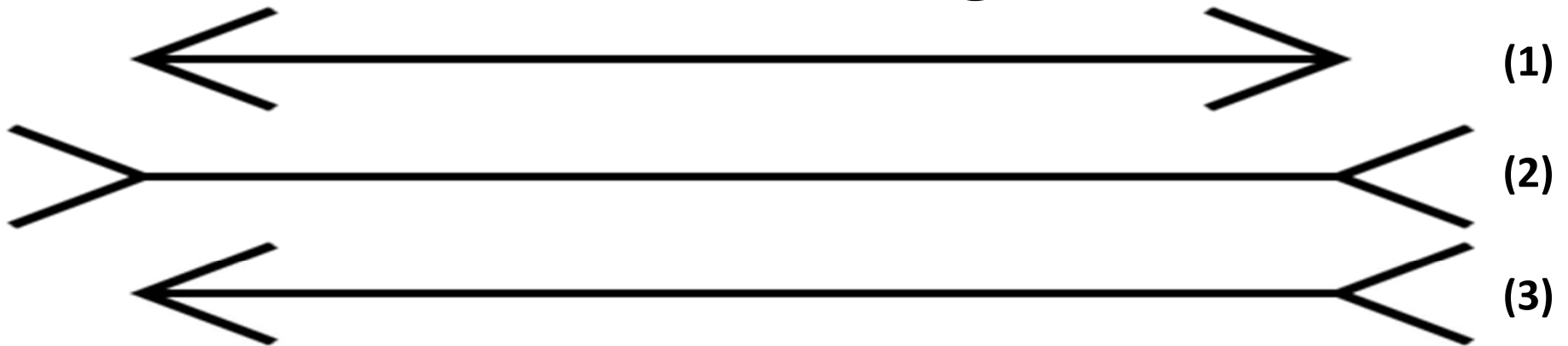
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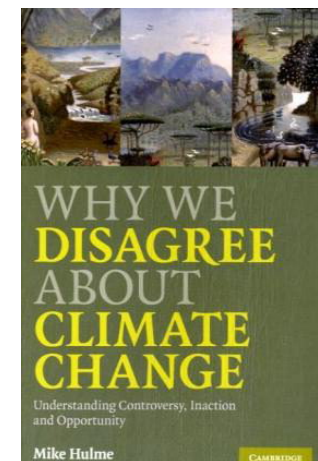
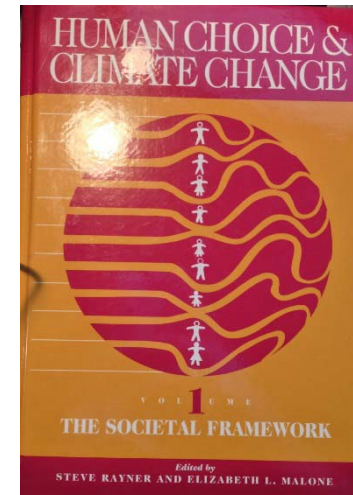
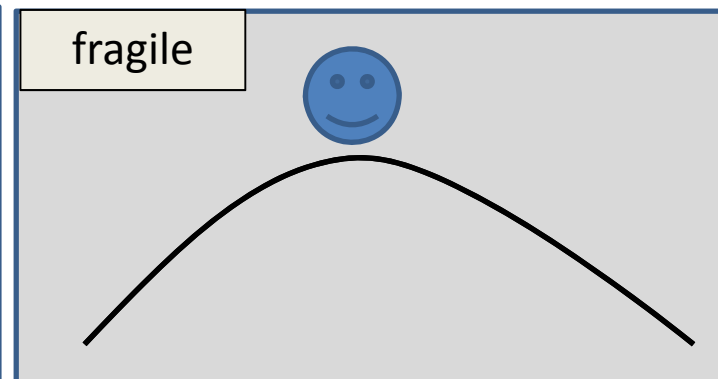
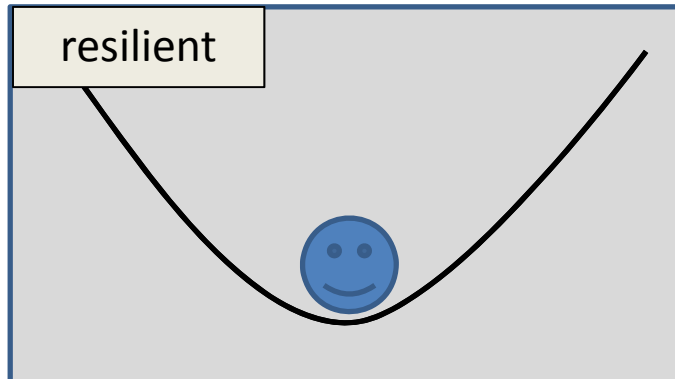
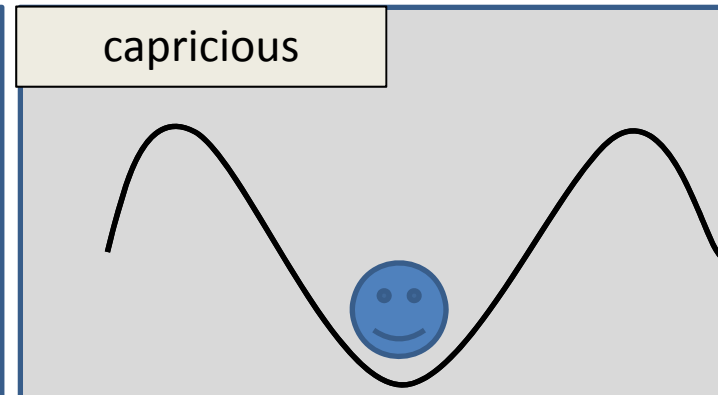
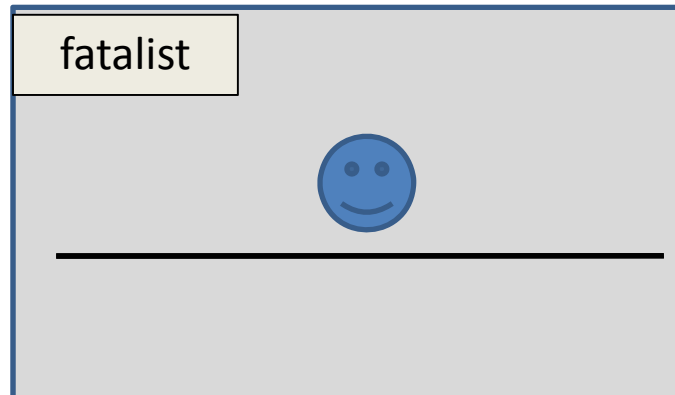
perception is reference dependent

Which line is longer?



Muller Lyer (1889)

risk perception, human choices & climate change



‘Cultural Theory of Risk’ meet ‘views of environment’ Douglas & Wildovsky (1992)

mass media (n. pl)

(1) means of public communication reaching a large audience

(2) publishers, editors, journalists, and others who produce, represent, interpret and disseminate information, through newspapers, magazines, television, film, (digital) radio, mobile phones and the Internet

“Few things are as much a part of our lives ...a[n] instant historical record of the pace, progress, problems, and hopes of society.” ~ W. Lance Bennett (2002)

changing media landscapes



traditional/legacy media

- (1) 'one-to-many' (often one-way) communications
- (2) centralized 'broadcast' communication → gatekeeping
- (3) influential content production → dominant communication through television

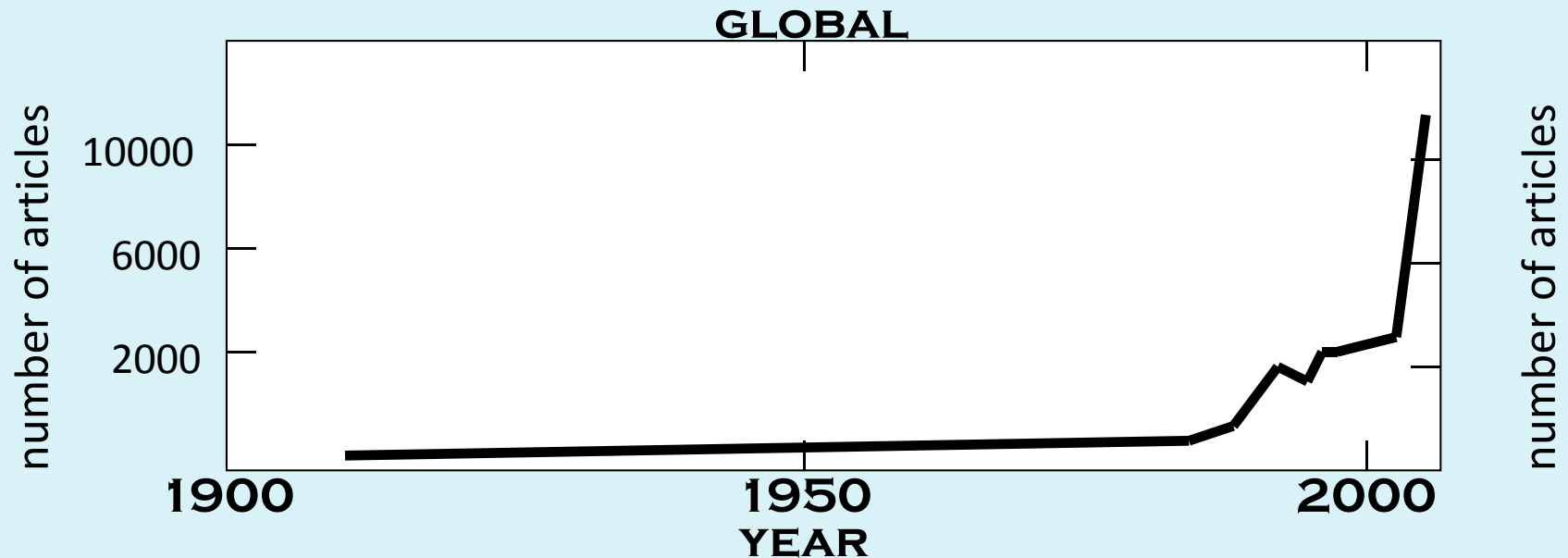
digital/new/social media

- (1) fundamental shift to 'many to many' interactive webs of communications
- (2) promotes interaction thru user-led decentralized communication
- (3) democratized content production → blogs, Twitter, Tumblr, Reddit, Kapost etc.



RESONANT THEMES:

- ecological/meteorological events and issues
- scientific events and issues
- cultural events and issues
- political events and issues



EDINBURGH ADVERTISER.

From FRIDAY SEPTEMBER 3, to TUESDAY SEPTEMBER 7, 1784.

From Mr. KNOX'S VIEW of the BRITISH EMPIRE, more especially SCOTLAND; with some Proposals for the Improvement of that Country, the Extension of its Fisheries, and the Relief of the People.

Of the Famine; the Failure of the Fisheries; and the Hurricanes, of 1782.

W H E I was engaged in the preceding pages, an event of the most calamitous nature befel the inhospitable region, which I had been describing. The year 1782 proved remarkably cold and wet, the crops over great part of Europe were more or less injured, and the northern climates experienced a scarcity, amounting to a famine. The scanty crops in the Highlands of Scotland were green in October, when a fall of snow, attended with frost, prevented every species of grain from arriving at maturity. The labour, the seed, and the straw were lost. Potatoes, which in bad seasons had proved a substitute for grain, were this year frost-bitten, and rendered entirely useless. Thus the earth withheld its bounty for the support of man and beast. During this distress at home,

no relief could be obtained from abroad. Ireland, the granary of the Hebrides and western shores of Scotland, shut its ports against the exportation of grain; those of the Clyde were unable to give any assistance; while, on the eastern side of the kingdom, the hazards of enemies cut off the necessary supplies from Germany, the Baltic, and in a great measure from England.

Thus deprived of every resource, by the double calamity of war and scarcity, many hundred perishes languished and died through the want of sustenance. The husband and the parent, unable to withhold these means of distress without endeavouring to relieve them, set out, amidst frost and snow, upon the long and almost impracticable journey to Inverness, where they expected to purchase a little grain with the produce of their clothes or furniture, which they had previously sold, in the districts where they resided. Several of those who had engaged in this generous enterprise, fell a sacrifice to hunger and cold, in their way to the market. They were found dead on the roads, in caverns, and amongst thickets, where they had taken shelter from the inclemencies of the weather, while the small, emaciated horses, the companions of their distress, could scarcely stand or walk.

Such was the dreadful situation of the mainland, and the islands, during the winter and spring; and though express were dispatched to the Lowlands by the clergy and others, imploring immediate relief for a perishing people, it doth not appear that application had been made to government, for that purpose, before the beginning of the summer, 1783, when a generous supply was readily granted.

Let us now suppose that a few small harbours and granaries were established at proper distances, along these western shores, and that the communications to the Lowlands were shortened by means of inland navigation; such calamities, if not in a great degree prevented, might be so far mitigated as to save the lives of thousands, besides obviating the necessity of occasional calls upon the Treasury for the relief of those parts.

The year 1782 furnishes another argument in favour of these proposals. The annual arrival of the herrings in the West Highlands had never been known to fail, completely, till this remarkable year, when these little visitors, scented to consort with the seasons, in order to rouse the notice of government, towards these distant shores. While the elements kept back or destroyed the natural produce of the earth, the herrings abandoned their well known lakes, directed their course towards the Irish Channel, or floated there, after their usual wont, round the Land's End; and here the

This was not all. While those people were deprived of grain, roots, milk, vegetables, and herbage, their usual food in good seasons, an almost uninterrupted succession of storms, such as had not happened within the memory of man, prevented them from attempting the white fishery; neither could they, had the weather been moderate, go to sea without the means of subsistence. Here, therefore, was a double famine; the cup of affliction and distress arising from every possible cause, was now full. From this *ne plus ultra* of human deprivation we entertain a hope that matters will revert into a contrary direction, under the auspices of a benevolent Sovereign and Parliament, to whose humane as well as political attention, this country and people are most humbly recommended.

To the PRINTER of the EDINBURGH ADVERTISER.

S I R, PERMIT me, through the channel of your paper, to make a few remarks on the arguments against the late resolutions of the General Session of Edinburgh, in the account of Principal Robertson's very elegant and spirited speech, lately inserted in the newspapers.—Whatever was the origin of the Session, nine tenths of the preceding and relief meetings, erected these last forty years, have been occasioned by the violent settlement of dissenters. In that period, though there have been struggles in parishes where heritors and elders had the choice of a minister, a fair election terminated them, and small parties acquiesced. Mr. Dru's settlement at Calder, Mr. M'Nigh's at Maybole, and Mr. Watson's at Canongate, are instances of this.

If there were many violent settlements from 1730, to 1734, there were none of them in which there was more a concurrence as in the later appointments concerning Fenwick, Fenwick, &c. Few dissenting settlements happened from 1734 to 1752, compared with those which have taken place since that time. Repeated decisions in favour of patronage have not reconciled the people of Scotland to it, and probably will not do it, till they become indifferent what are the principles and characters of their teachers.

The improbability of obtaining the restoration of King William's law is argued against applying for it, and we are told no assistance can be expected from administration, from opposition, from the land interest, or from the populace. What assistance shall be procured from any, or all of these, is a future contingency, and therefore to us uncertain. But all subjects never apply for the redress of a grievance, without certainty of success? It is not sufficient to justify efforts for landable and important purposes, that there is no cause of despair: the present case there is none. Many of chief influence, both in administration and in the opposition, if they have true to their declared Whig principles, must favour the measure. It is true, that the landed interest, as a body, has not been formally consulted in this matter; but it is equally true, that motions for confining them, repeatedly made in General Assemblies, have been opposed and rejected by the friends of patronage. These gentlemen value themselves on being better politicians than those whom they stile the *wild party*, and I believe they are not mistaken; but, if they knew that the nobility and gentry in Scotland were on their side, what maxim of sound policy makes them reluctant to seek their opinion? What man in his sober senses, who has an important cause at stake, declines applying to a judge, and dreads his sentence, because he knows it would be favourable? It is a strong assertion, that the landed interest is deeply concerned in opposing every attempt of this nature. Is it their spiritual interest to have no influence in the choice of their religious instructors, unless what they derive from the precarious favour of a Minister of State, or of some non-residing fish-d patron? Is it a confirmation devoutly to be wished for, that new shoals of their tenants and cotters, provoked by the intrusion of ministers disagreeable to them, should emigrate to foreign climes? Or, is their interest deeply concerned in those who farm their lands becoming less able to improve them, and to pay their rents, by the burden of supporting feeding or relief ministers?

But at least no assistance is to be expected from the people, who, by the law as it now stands, have something to say in the choice of a minister, and who would have nothing to do at all in the matter, if the

recollect his having argued in this manner. I believe he was too candid, and well informed, to have ventured such an assertion.—What had the people of Shotts, of Fenwick, or of Terregles, to say in the choice of their ministers? Was it not the plea for their birth usage, that church courts were obliged by law to pay no regard even to the most unanimous opposition of parishes?

The act 1697 gave the people a valuable privilege, of which, by the repeal of it, at least as interpreted by the views of posterity, they are now deprived. Upon a vacancy, the heritors, being Protestants, and the elders, were to propose the person whom they elected to the whole congregation, to be either approved or disapproved by them; and, if they disapproved, the disapprover were to give in their reasons, to the effect the affair might be cognosed by the presbytery of the bounds, at whose judgment, and by whose determination, the election and entry of a minister was to be ordained and concluded. The recovering this privilege may appear a small matter to societies chiefly composed of men connected with the Session or Presbytery of Renfrew; but I am informed the West Country

should be remembered, should fall under the of the people, yet in Scotland, though they were of power than that of a Torv ministry yet have restoration of King William can legally claim, or have They will not therefore must have or pretended first to six too much, my object.

When the trumpet of rebellion on this head, at Edinburgh quelled it, I am so no Whig—yet I find never means proposals for addressing the legislature to law. Indeed, we of the tion of our brethren—Wence, supplicating relief—ministration of our own a despair. Therefore every Council solicited that the delayed till the restoration seemed an intimation, they would not object to law no force in their arguments declared so, yet, respected members of the T We refused, however, to selves that the consideration should not be resumed till plenty. This undoubtedly ten by some of the speaking Sessions, or surely they were as the resolution of the only that proposal of the will by that executive committee without a general such it well merited.

As we are told, that the populace, and occasion for position to the Popish bill cord was one of the foremost the populace raise a some populace will despite pretended by our opposition is greater now, than when to Edinburgh; yet no nor ministrations ago nor who indignated or directed which burnt the Popish the persons and injured side Roman Catholics, but of respectable Protestants. —Bard, therefore, it is, to accuse zeal against Popery, as occasioning what, for any thing that appears, may have been occasioned by a zeal to promote it. Jesus Christ has formerly advised doing evil, that good might come; and Jesus concern for the danger of Protestants, who generally multiplied their toleration and compassion for those of their own communion who might feel violence, would soon be allayed, if their clear selves were not at a distance and safe, and a specious pretext was gained for charging Protestants with a persecuting spirit. —B. &c.

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7 Sept 1784

W H E I was engaged in the preceding pages, an event of the most calamitous nature befel the inhospitable region, which I had been describing. The year 1782 proved remarkably cold and wet, the crops over great part of Europe were more or less injured, and the northern climates experienced a scarcity, amounting to a famine. The scanty crops in the Highlands of Scotland were green in October, when a fall of snow, attended with frost, prevented every species of grain from arriving at maturity. The labour, the seed, and the straw were lost. Potatoes, which in bad seasons had proved a substitute for grain, were this year frost-bitten, and rendered entirely useless. Thus the earth withheld its bounty for the support of man and beast. During this distress at home, no relief could be obtained from abroad. Ireland,



1

How and Why Earth Will End

SCIENTISTS BELIEVE OUR UNIVERSE WILL SOME DAY PLUNGE INTO THE SUN.

the end of the world by this means far distant. We have every reason to believe, he assures us, that the energy of the sun is sufficient to maintain the solar heat for many thousands of years, perhaps even billions to come.

hundreds of millions of them, all incapable of bearing life upon them and all moving empty tracks through space

But we may infer, the reader, if we have not always convinced that it is possible to enact that principle into a workable law.

But we may infer, the reader, if we have not always convinced that it is possible to enact that principle into a workable law.

resonant themes examples:

heavy rainfall, floods, hurricanes as ecological/meteorological events



1. POLITICS:

Senators say Sandy poses severe challenge to climate skeptics

Evan Lehmann, E&E reporter

Published: Friday, November 30, 2012

Senate Democrats believe the wreckage from Superstorm Sandy could hasten a "turning point" in the public's blurred perception of climate change and spur a bipartisan effort to build dunes and sea walls to protect Americans.

Special report

Eight days, 1,000-year rain, 100-year flood

The story of Boulder County's Flood of 2013

By Charlie Brennan and John Aguilar, Camera Staff Writers

POSTED: 09/21/2013 07:49:24 PM MDT

UPDATED: 09/22/2013 01:19:34 PM MDT

Boulder Daily Camera (2013)

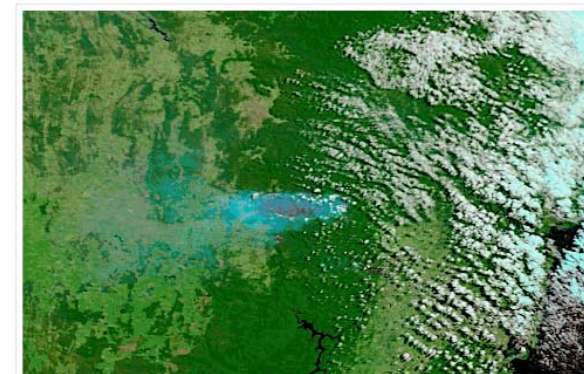


« Space Momma

Beijing Airpocalypse Redux »

Climate Context on Continuing Australia Fires

By Tom Yulsman | October 18, 2013 1:36 pm

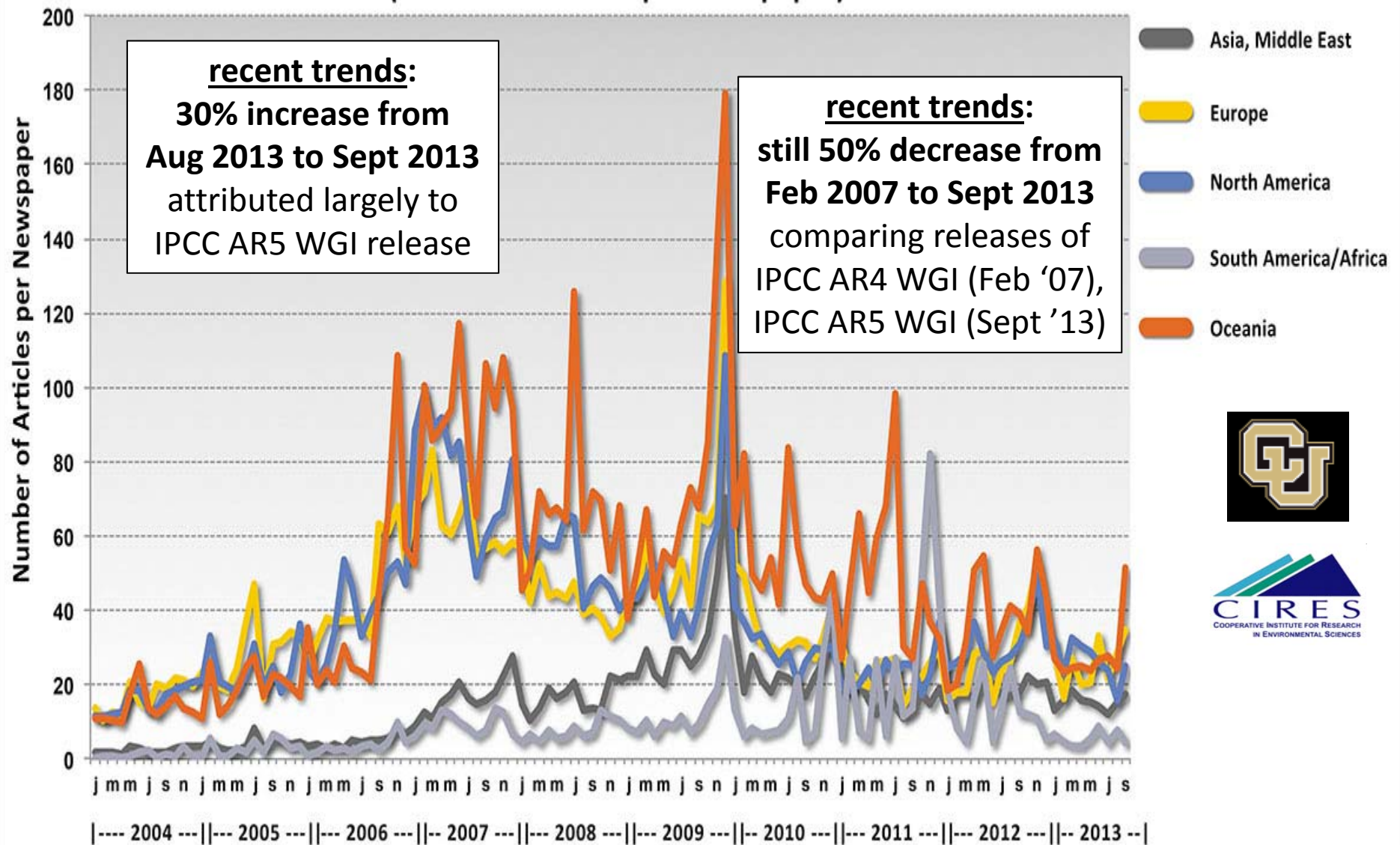


True-color and false-color satellite views of a massive blaze in Australia's Blue Mountains just west of Sydney alternate in this animation. (Images: NASA)

More than two thousand firefighters continue to battle blazes across New South Wales in Australia, with more than 20 fires still uncontained despite easing weather conditions, the Australian Broadcasting Corporation **reports**.

Discover on above shows true- and false-color satellite images of one of in the Blue Mountains just west of Sydney on the coast. The false

2004-2013 World Newspaper Coverage of Climate Change or Global Warming
(number of articles per newspaper)



updated monthly at http://sciencepolicy.colorado.edu/media_coverage/

updated through
September 2013

CONVERGENCE/DIVERGENCE OF VIEWS IN CLIMATE SCIENCE AND GOVERNANCE

**HUMANS CONTRIBUTE
TO CLIMATE CHANGE**

**INTERNATIONAL GREENHOUSE GAS
EMISSIONS REDUCTIONS AGREEMENTS
WILL HAVE AN EFFECT ON THE ECONOMY**

(A)

(B)

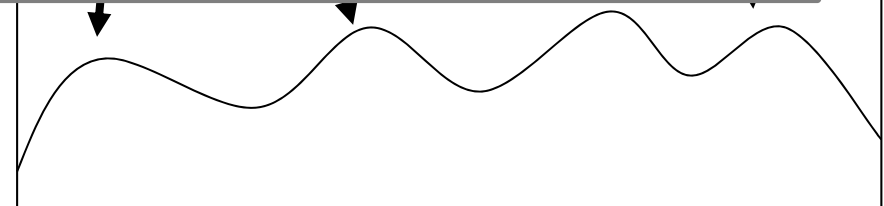
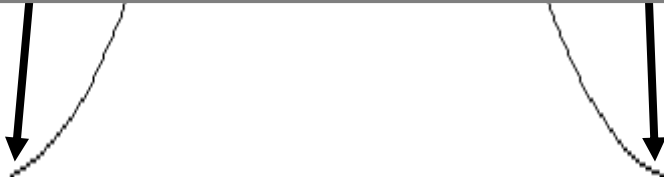
**'ALARMISTS',
'GLOBAL WARMING
FUNDAMENTALISTS'**

**'ALARMISTS',
'GLOBAL WARMING
FUNDAMENTALISTS'**

**'CONTRARIANS',
'SKEPTICS',
'DENIALISTS'**

**'CONTRARIANS',
'SKEPTICS',
'DENIALISTS'**

'the (great) global warming debate'
(with associated questions of legitimacy, expertise, authority)



understanding media amplification of climate contrarian views



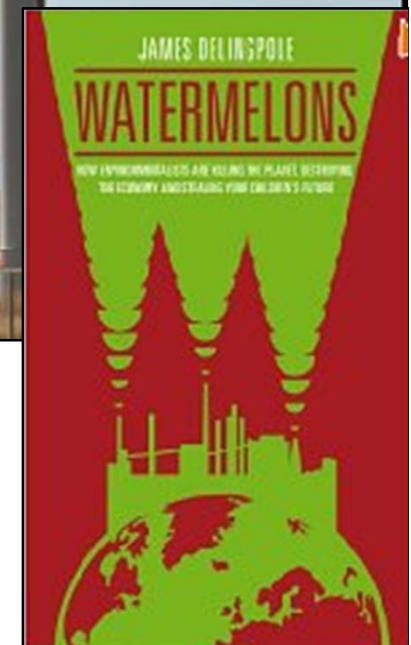
- mapping contemporary stances onto pro-privatization, anti-regulatory neoliberal political stances
- modern-day Copernicuses? or contemporary courtesans...



from Boykoff & Olson (forthcoming) "Wise Contrarians' in Contemporary Climate Science-Policy-Public Interactions' *Celebrity Studies*

"The reason [climate change as an environmental issue] has staying power is it's got so much money. And when you get into clean energy, so called clean energy, it just becomes this whole ideology. It's a whole funded movement, and it corrupts the science...It's the madness of our age; man made global warming fears." -- Marc Morano (ClimateDepot) at IPCC, 2011

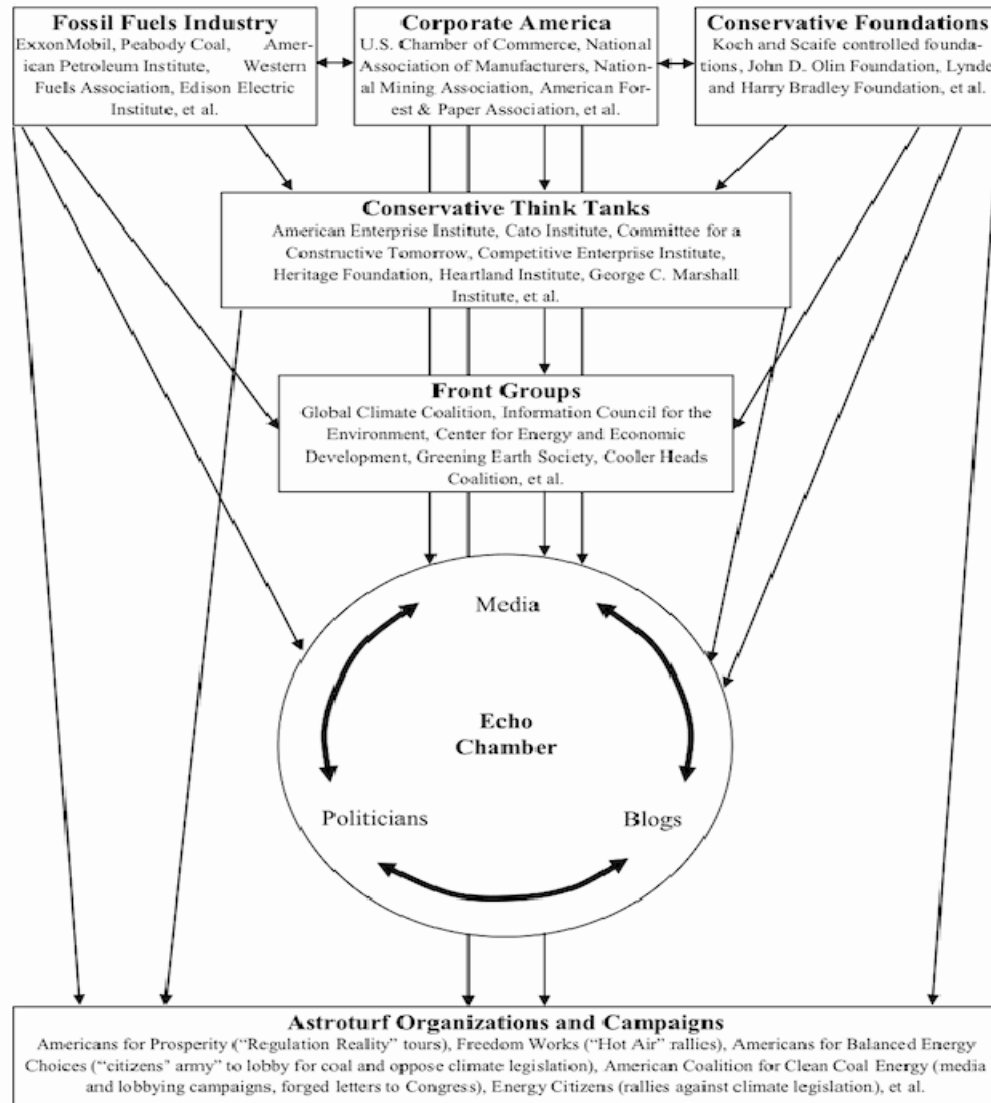
implications - an increasingly polarized and tangled atmosphere



climate contrarianism

machinations of contrarianism

Key Components of the Climate Change Denial Machine



“anti-environmentalism has been, from the start, a keystone of neoliberal antiregulatory politics. But the perceived threats posed by climate change discourse intensified this opposition, mobilizing energy companies and other related industries and broader free-market forces....” - Antonio & Brulle (2011)

A PARADOX

MORE MEDIA ATTENTION ≠ MORE PUBLIC UNDERSTANDING/CLARITY

SCIENCE WORLD REPORT sciencewr.com

HOME SPACE **NATURE & ENVIRONMENT** HEALTH & MEDICINE TECH

Nemo Caused by Climate Change Nor'easter Had More Snow

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Catherine Griffin

First Post



(Photo : Flickr) Nemo slammed into the East Coast this weekend, but was it fueled by climate change? This image was taken during the storm in Maine.

CONTRIBUTING INFLUENCES

- weather events
(e.g. snowstorms)
- technical capacity issues
(e.g. specialist training)
- ethical perspectives & stances
(e.g. utilitarianism)
- cultural differences
(e.g. trust in science & media)
- political econ drivers & factors
(e.g. media consolidation)
- journalistic norms, pressures
& values (e.g. balance)

HOW DO JOURNALISTIC NORMS & PRESSURES SHAPE MEDIA REPRESENTATIONS OF CLIMATE CHANGE?

It's American to disagree. It's also American to come together in the face of a challenge. And few challenges are as urgent as global climate change. Take one minute to join us at wecansolveit.org and add your voice to millions of others. Together we can solve the climate crisis.

Join **we** today.



Inputs:

issues

events

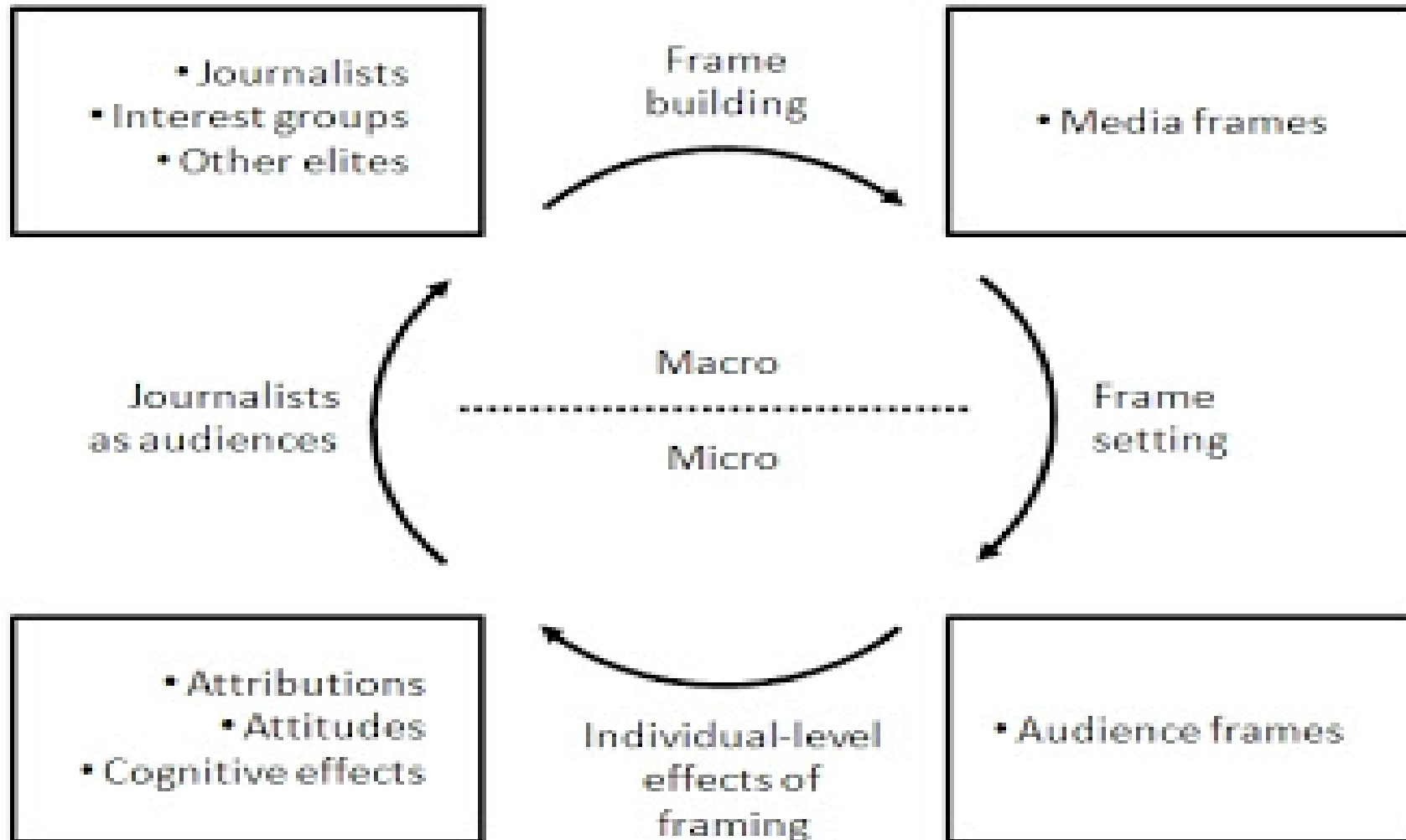
information

Outputs:

news

media
coverage

processes of framing



Schuefele (2009)

continuing & formidable challenges:

translating complexities of culture, politics & climate change



- participatory & comparative studies across place/context and time
- navigation through AND valuation of varying ways of knowing: observational/experiential access to understanding vis-à-vis 'expert' knowledge
- engagements with power of new/social media (e.g. democratizing content production; addressing signal-to-noise considerations)
- mobilizations of metaphors & analogies; accurate, effective & appropriate 'hooks'



burgeoning research engagements: translating complexities of culture, politics & climate change



BBC News Sport Weather Capital Culture Autos TV Radio More...

BBC MEDIA ACTION
TRANSFORMING LIVES THROUGH MEDIA AROUND THE WORLD

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October 19, 2013

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YALE PROJECT ON
Climate Change Communication
Bridging Science & Society

About

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October 16 2013 | RESEARCH REPORTS

Climate Change in the Columbus, Ohioan Mind

Highlights:

- Most people in Columbus, Ohio, (70%) believe global warming is happening, while only 18% believe it is not.
- About half (49%) believe that if global warming is happening, it is caused mostly by human activities.
- Of those who believe global warming is happening, two in three believe it is currently having a large or moderate

CLIMATE CHANGE IN THE COLUMBUS, OHIOAN MIND

going INSIDE THE GREENHOUSE



THE PROJECT:

provides a living laboratory and intentional space for development and experimentation with creative modes to communicate, evaluate and confront climate change through a range of mitigation and adaptation strategies



ASSOCIATED UNIVERSITY COURSES:

“Climate Change: Science & Expression through Video-Production & Presentation” (ATLS 3519/EBIO 4460)

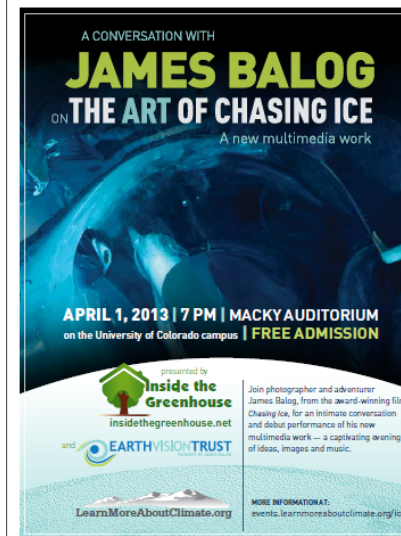
<http://vimeo.com/cuebio/channels> (Safran)

“Inside the Greenhouse: Using Media to Communicate Positive Messages about Climate Change” (ENVS 3100)

www.insidethegreenhouse.net (Boykoff/Osnes)

‘Inside the Greenhouse’ EVENTS & PROGRAMS:

Inspired by Inside the Actors Studio, events draw out process, motivations & creative communications surrounding engagement w climate change



Fight Semantic Drift: discourse (& material) matters



a key challenge: **SMARTENING UP**, not
DUMBING DOWN communications

**considerations of 'who speaks for
climate' via media are as
important as formal climate
governance architectures
themselves to the long-term
success or failure of
environmental decision-making**

**"All the world's a stage, and all the men
and women merely players. They have
their exits and their entrances..."**

~ William Shakespeare in 'As You Like It'

WHO SPEAKS FOR CLIMATE?
Making Sense of Mass Media Reporting
on Climate Change



BY MAXWELL T. BOYKOFF

'Our Common Future': carbon-based lives & livelihoods

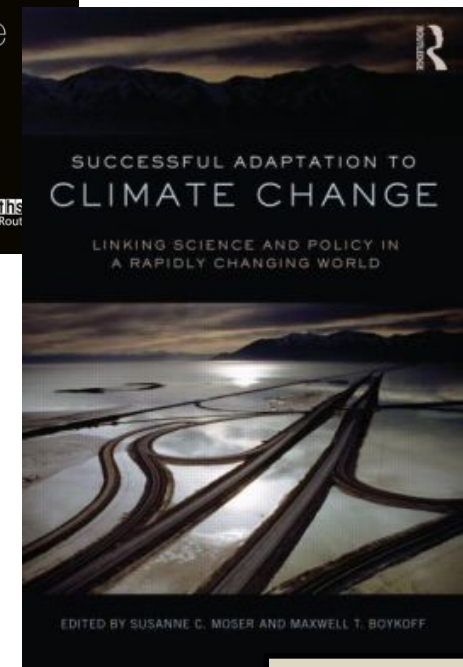


“...if things are *made* rather than found, then the possibility exists for them to be *unmade*, or *made differently*.”

~ Stephanie Rutherford, 2007



(2014)



(2013)

thank you

Max Boykoff

Cooperative Institute for Research in Environmental Science (CIRES)
Center for Science and Technology Policy Research
University of Colorado-Boulder

