

# Reaching your audience

You &  
your  
message

Frames / Filters / Mental Shortcuts / Heuristics

Knowledge  
Beliefs  
Fears  
Values  
Feelings  
Family  
Friends  
Peers  
Experience  
Trust  
Identity

Frames / Filters / Mental Shortcuts / Heuristics



# It's Time to Give Up on Facts

Or at least to temporarily lay them down in favor of a more useful weapon: emotions.

By *Jess Zimmerman*

    
20.6k 735 1.6k



SECTIONS



THE NEW YORKER

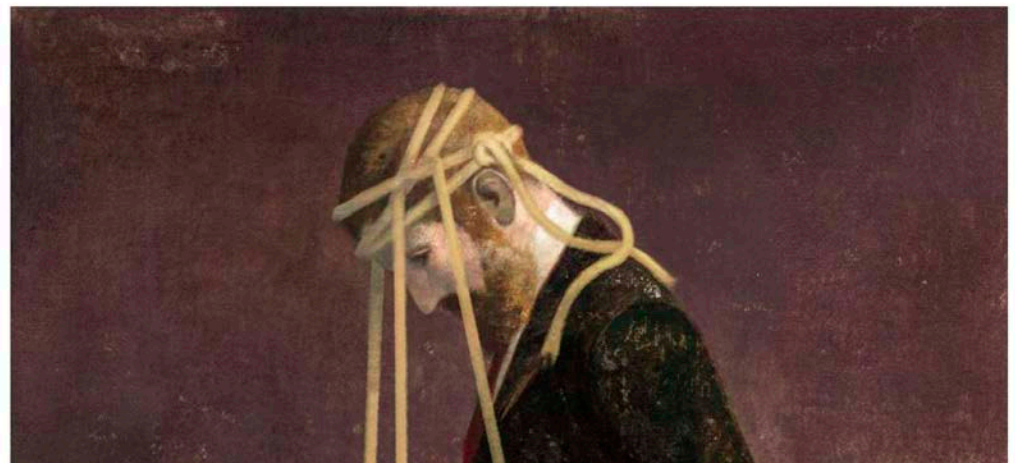
BOOKS FEBRUARY 27, 2017 ISSUE

## WHY FACTS DON'T CHANGE OUR MINDS

*New discoveries about the human mind show the limitations of reason.*

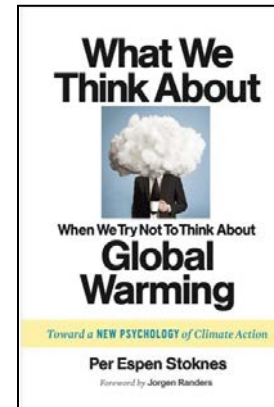
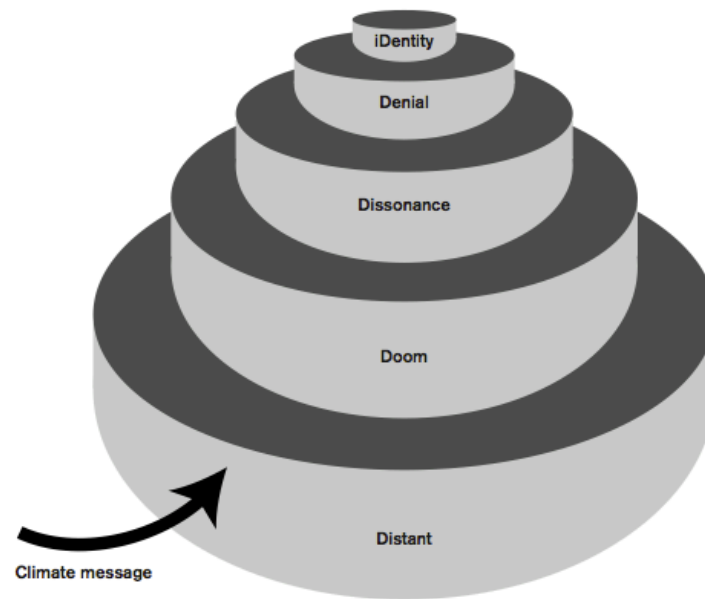


By Elizabeth Kolbert





# Understanding your audience: challenges of information exchange



YALE PROGRAM ON  
Climate Change  
Communication


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Home / Publications / Climate Change Psychology: Five Insights

ARTICLE - Nov 18, 2015

## Climate Change Psychology: Five Insights

By Sander van der Linden, Edward Maibach and Anthony Leiserowitz  
Filed under: Policy & Politics



### Citation

van der Linden, S., Maibach, E., & Leiserowitz, A. (2015) Improving public engagement with climate change: Five "best practice" insights from psychological science. *Perspectives on Psychological Science*. 1-6. DOI: 10.1177/1745691615598516

# Understanding your audience: psychological distance



# Understanding your audience: too much gloom and doom

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Effects | Facts - Climate Change: Vital ...  
climate.nasa.gov

Mitigation and Adaptation | Solu...  
climate.nasa.gov

What Humanity Must Do to Prevent ...  
time.com

Bjorn Lomborg on the Costs and Benefits ...  
econtalk.org

Students barred from talking ...  
thebulletin.org

Causes | Facts - Climate Change: Vital ...  
climate.nasa.gov

What is climate change? - David Suzuki ...  
david Suzuki.org

Climate or Weather? Climate Change or ...  
aao-csa.go.ca

Mountain of Evidence Confirms: Climat...  
livescience.com

State of the Climate in 2018...  
public.wmo.int

The World Was Just Issued 12-Year ...  
smithsonianmag.com

DNC swiftly kills the idea of a climate ...  
mashable.com

Opinion | The Democratic Party Is ...  
nytimes.com

Climate Change Is Settled Science | Time  
time.com

Will climate change kill everyone — or just lots and lots of people?  
Vox - Jun 13, 2019  
In a detailed response, six researchers argued that the report overstates the risks from climate change, and that subsequent reporting ...

Household emissions in 1990, 2017 and 2050  
Annual emissions, kilograms of CO<sub>2</sub>  
1990 2017 2050  
Emissions 11,752 8,759 3,475  
Net zero emissions 1,168  
Source: Climate Change Commission (2018)

Why Do Climate Change Disc...  
pbs.org

The Clock's Ticking on Climate Change ...  
singularityhub.com



# Understanding your audience: too much gloom and doom



Will **climate change** kill everyone — or just lots and lots of people?

Vox - Jun 13, 2019

In a detailed response, six researchers argued that the report overstates the risks from



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NationofChange - Jun 12, 2019

Alarmist claims on **extinction** can lead to apathy

Stuff.co.nz - Jun 12, 2019

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the 6th mass ...

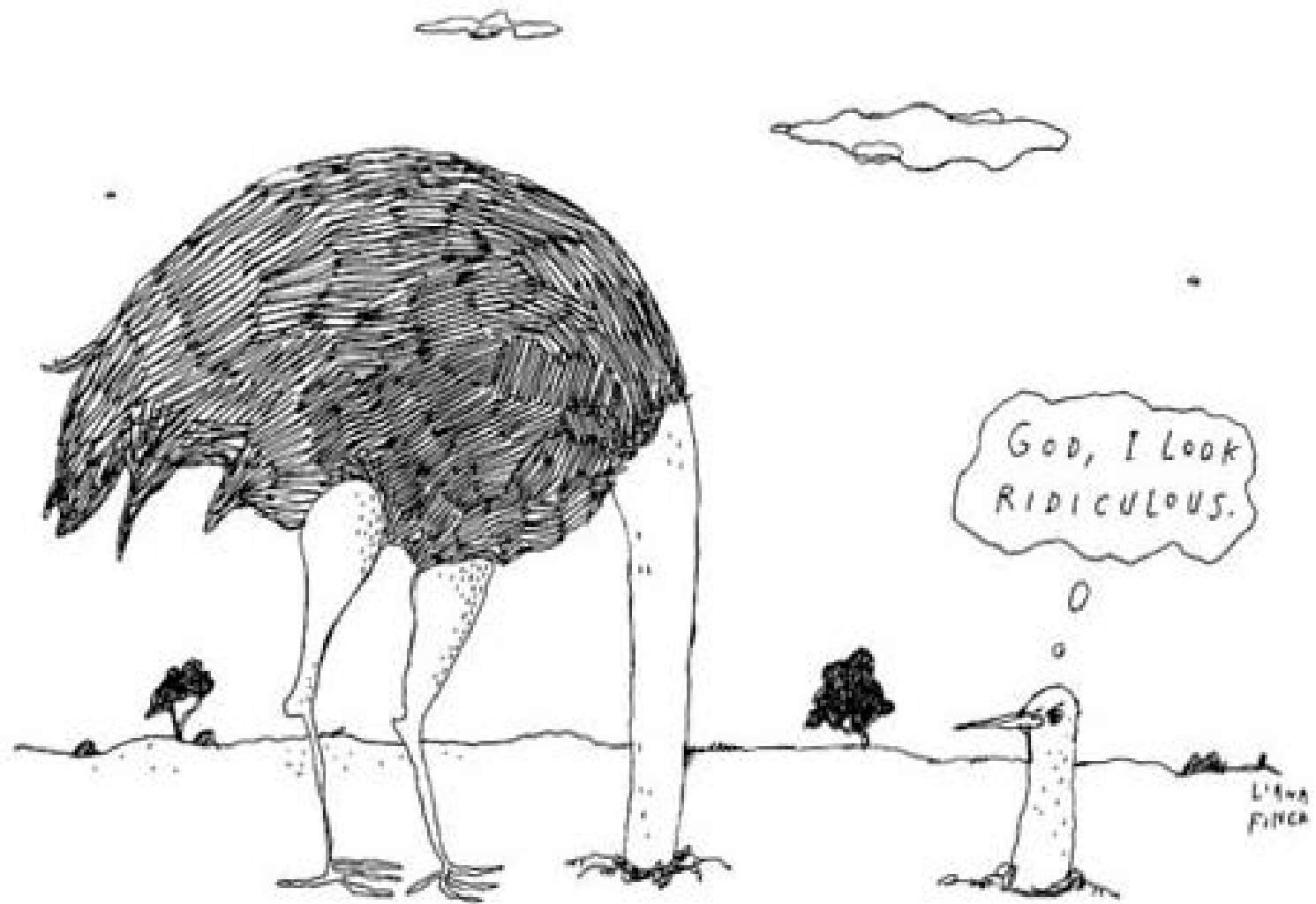
e in Earth's history



# Understanding your audience: cognitive dissonance



# Understanding your audience: denial, fear of change

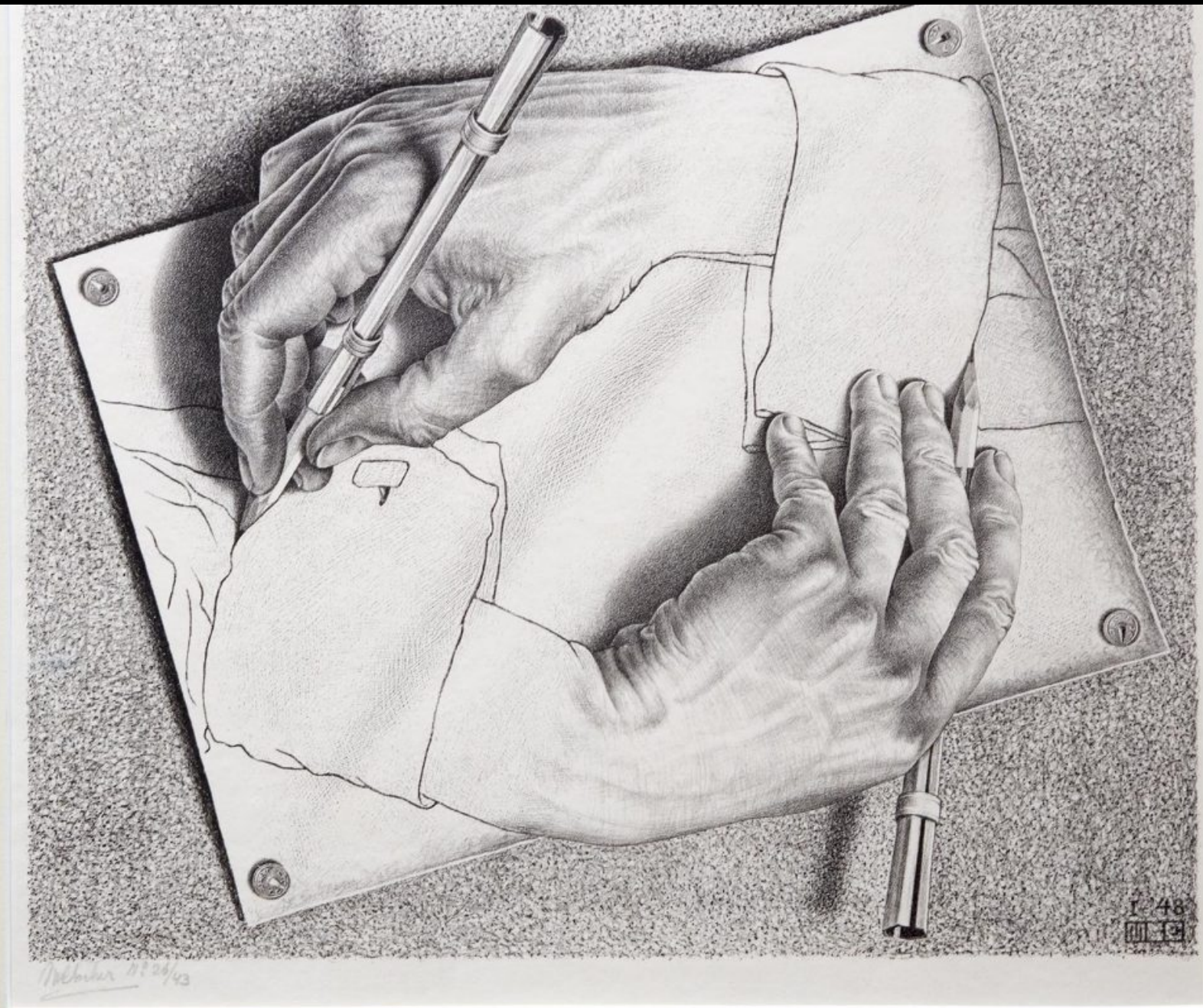




# Understanding your audience: identity



# Understanding your audience: yourselves





# Understanding your audience: trust

## Are you the right messenger?

Table 4. Average trust ratings by agency and political ideology.

	Very liberal (A)			Moderate (B)			Very conservative (C)			Very conservative trust– Very liberal trust (C–A)	
	Rank	General science trust	Climate science trust	Rank	General science trust	Climate science trust	Rank	General science trust	Climate science trust	General science trust	Climate science trust
NASA	3rd	3.54	3.58	1st	3.38	3.20	1st	3.24	2.88	–0.30	–0.69
NOAA	1st	3.57	3.61	2nd	3.37	3.19	2nd	3.20	2.84	–0.38	–0.77
Smithsonian	2nd	3.57	3.61	3rd	3.24	3.06	8th	2.96	2.60	–0.62	–1.01
CDC	7th	3.41	3.45	4th	3.23	3.05	5th	3.07	2.72	–0.34	–0.73
NSF	6th	3.44	3.47	5th	3.19	3.01	7th	2.98	2.62	–0.46	–0.85
NPS	9th	3.28	3.31	6th	3.18	3.00	3rd	3.10	2.74	–0.18	–0.58
NIH	4th	3.46	3.50	7th	3.13	2.95	9th	2.85	2.49	–0.62	–1.01
USDA	8th	3.28	3.32	8th	3.12	2.94	6th	2.98	2.62	–0.30	–0.69
DOD	11th	2.98	3.01	9th	3.03	2.85	4th	3.08	2.72	0.10	–0.30
EPA	5th	3.45	3.49	10th	3.03	2.85	11th	2.67	2.31	–0.77	–1.17
DOE	10th	3.22	3.25	11th	2.97	2.79	10th	2.76	2.40	–0.46	–0.85
Average		3.38	3.42		3.17	2.99		2.99	2.63	–0.39	–0.79

NASA: National Aeronautics and Space Administration; NOAA: National Oceanic & Atmospheric Administration; CDC: Centers for Disease Control & Prevention; NSF: National Science Foundation; NPS: National Park Service; NIH: National Institutes of Health; USDA: Department of Agriculture; DOD: Department of Defense; EPA: Environmental Protection Agency; DOE: Department of Energy.

Agencies ordered by rank for respondents with moderate political ideologies; table entries are model-based means controlling for age, education, gender, income, race, and church attendance. Furthermore, entries are the average of trust scores between the two different orders of questions.

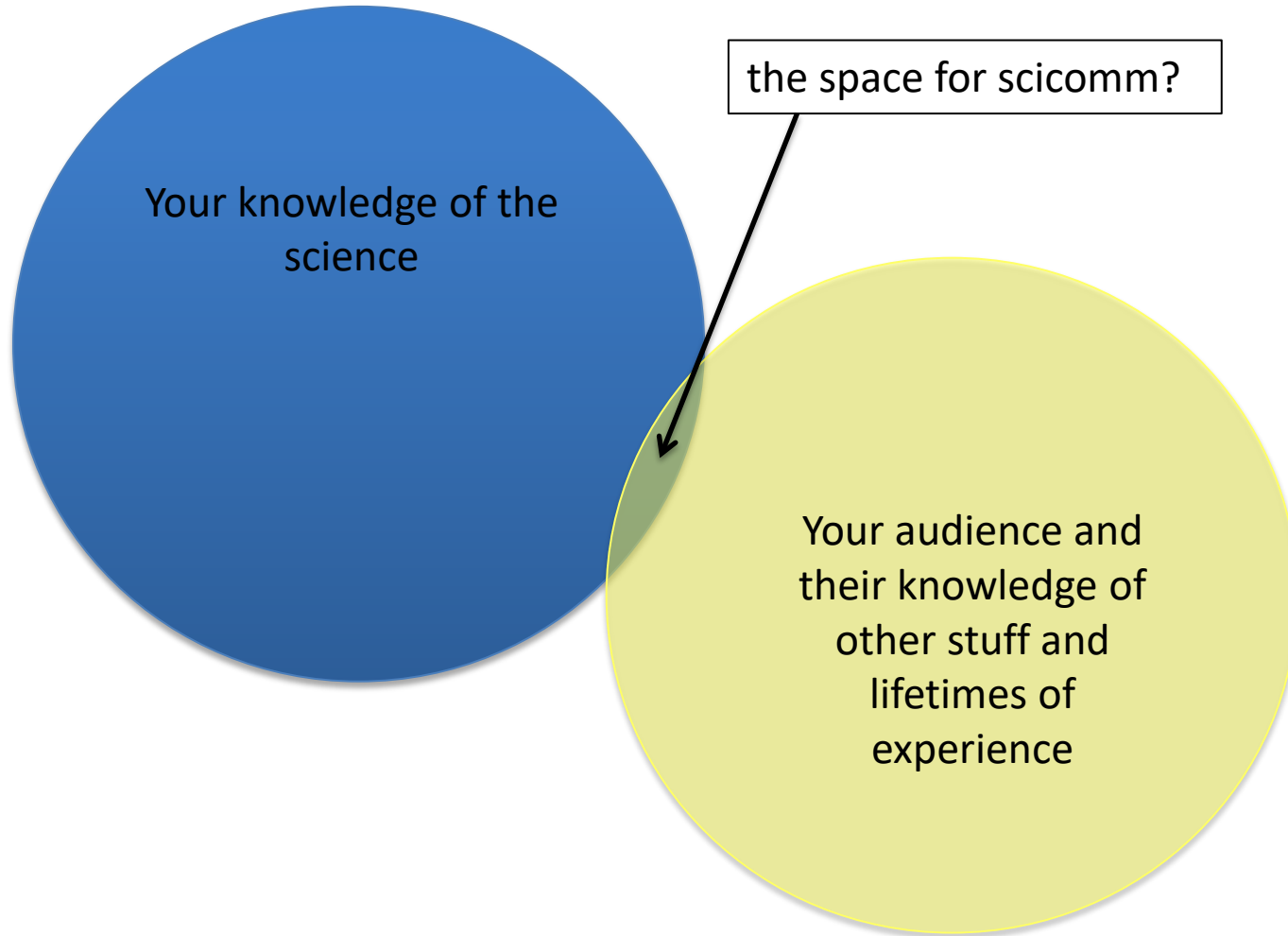








Hi, There are two cedar trees on the west side of Bubble Pond along the carriage path about half way down the pond at the base of Pemetic Mt. ... They are against rocks that line the carriage path. Their roots are entwined in a way that makes them appear to be "holding hands". It is one of the most amazing natural formations in the park and is "hiding in plain sight". We have been checking on their condition twice a year for a least the last dozen years as we have always been worried about potential vandalism of this cherished natural formation as hundreds walk by here every day. This spring we were shocked to discover that three 4"x4" square holes have been bored completely through the more southerly tree at about the 12 foot level. Can you tell us what happened here? We are quite worried for their survival. I'm sure you are too. Thank you for your time. Mary







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## The Maui News

November 08, 2019 | Today's Paper | Submit News | Subscri



National Park Service  
U.S. Department of the Interior

Haleakalā National Park

Post Office Box 369  
Makala, HI 96768

808 572-4400 phone  
808 572-1304 fax  
[www.nps.gov/hale](http://www.nps.gov/hale)

## Haleakalā National Park News Release

Release date: Immediate  
Contact(s): Polly Angelakis  
Phone number: 808-572-4450  
Date: 8/24/15

### Haleakalā NP Outlines Pine Control Project

Haleakalā National Park held a public meeting on Thursday, August 20 to outline a pine control project scheduled for September-October 2015. The project will target over 3000 invasive pine trees in the Haleakalā crater.

## Halt aerial spraying of dangerous chemical

### LETTERS TO THE EDITOR

SEP 6, 2015



Your Aug. 29 issue contains the worrisome news that there will be a mass aerial spraying of invasive pine trees in the cliffs of Haleakala National Park with an herbicide containing glyphosate. Glyphosate, the key ingredient in Monsanto's Roundup, has been shown to cause kidney and liver damage and cancer. Glyphosate is banned in a number of countries, including the Netherlands, Russia and Mexico.

