

Pew Center on Global Climate Change



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<http://www.pewclimate.org/communicating>

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## Communicating Climate Change



Policymakers, businesses, the media, and the public are increasingly interested in this complex issue. This generates a multitude of information and opinions about climate change, and presents significant challenges to accurately and effectively communicate the issue.

The information shared on this page aims to offer insights into these communications challenges and highlight credible, relevant sources of related information. This is not a comprehensive list of climate change communications materials. Rather, it is an evolving collection of useful resources to help advance an understanding of the communications challenges posed by the climate issue.

The findings and opinions expressed in these materials do not necessarily reflect views of our organization. We do, however, find them all to offer interesting perspectives.

- [Communicating climate change science](#)
- [Communicating with skeptics](#)
- [Messaging: The importance of framing and media's influence](#)
- [Communicating climate change and social media](#)
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## **Communicating climate change science**

### **[Communicating About Climate Risks While Avoiding Dire Messaging](#)** [1]

Matthew C. Nisbet

*big think*

May 2, 2011

### **[The role of social and decision sciences in communicating uncertain climate risks](#)** [2]

Nick Pidgeon and Baruch Fischhoff

*Nature*

March 29, 2011

### **[A Reporter's Field Notes on The Coverage of Climate Change](#)** [3]

Elizabeth Kolbert, *The New Yorker*

*Yale Environment 360*

March 11, 2009

### **[Climate Literacy: The Essential Principles of Climate Sciences](#)** [4]

U.S. Global Change Research Program

March 2009

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## **Communicating with skeptics**

### **[Do Climate Skeptics Change Their Minds?](#)** [5]

Brian Merchant

*Slate*

May 12, 2011

### **[Q. and A.: Taking On Climate Skepticism as a Field of Study](#)** [6]

Felicity Barringer

*New York Times: Green Blog*

April 9, 2011

### **[The culture and discourse of climate skepticism](#)** [7]

Andrew J. Hoffman

*Strategic Organization's So!apbox Editorial Essay*

2011

[\*\*The Scientific Guide to Global Warming Skepticism\*\*](#) [8]

John Cook  
Skeptical Science  
December 8, 2010

[\*\*Climate Change: Addressing the Major Skeptic Arguments\*\*](#) [9]

DB Climate Change Advisors  
September 2010

[\*\*Realities vs. Misconceptions about the Science of Climate Change\*\*](#) [10]

Pew Center on Global Climate Change  
August 2009

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**Messaging: The importance of framing and the media's influence**

[\*\*The Science of Why We Don't Believe Science\*\*](#) [11]

Chris Mooney  
*MotherJones*  
April 18, 2011

[\*\*The Importance of Risk Perception for Effective Climate Change Communication\*\*](#) [12]

David Ropeik  
*Climate Central*  
December 13, 2010

[\*\*Moving By Degrees - A Climate & Sustainability Discussion\*\*](#) [13]

Eileen Claussen participates in a symposium connecting top scientists, policymakers, and business leaders with reporters from public radio and commercial stations from around the nation.

*American Public Media's Marketplace*  
June 9, 2010

[\*\*Communicating Climate Change: Why Frames Matter for Public Engagement\*\*](#) [14]

Matthew C. Nisbet, American University  
*Environment Magazine*  
March-April 2009

[\*\*How Much Would You Pay to Save the Planet? The American Press and the Economics of Climate Change\*\*](#) [15]

Eric Pooley, Kalb Fellow  
Joan Shorenstein Center  
January 2009

[\*\*The Real Swindle\*\*](#) [16]

Max Boycoff, James Martin 21st Century Research Fellow at the Environmental Change Institute

*Nature*

February 21, 2008

[\*\*Moving Beyond Gore's Message: A Look Back \(And Ahead\) at Climate Change Communications\*\*](#) [17]

Matthew C. Nisbet, American University

January 9, 2008

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## **Communicating climate change and social media**

[\*\*The Role of New Media in Engaging the Public with Climate Change\*\*](#) [18]

Saffron O'Neill and Maxwell Boykoff

Chapter in *Engaging the Public with Climate Change* [19]

November 2010

[\*\*Growing Role for New Media Foreseen as Climate Science/Public Opinion Diverge\*\*](#) [20]

Michael J. Coren

*Yale Forum on Climate Change and the Media*

April 6, 2009

[\*\*A Two-Step Flow of Influence?: Opinion-Leader Campaigns on Climate Change\*\*](#) [21]

Matthew C. Nisbet, American University

John E. Kotcher, National Academies

*Science Communication*, Sage Publications

March 2009

[\*\*Communicating Climate Change\*\*](#) [22] podcast

Joe Cone, producer

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## **Polls & Studies**

[\*\*American Climate Attitudes\*\*](#) [23]

An analysis of public opinion trends and recommendations for advancing public engagement on global warming

[Social Capital Project](#) [24] of The Resource Innovation Group  
May 2011

[Knowledge of Climate Change Across Global Warming's Six Americas](#) [25]  
Anthony Leiserowitz, PhD (Yale Project on Climate Change Communication)  
January 2011

[Climate Compared: Public Opinion on Climate Change in the United States and Canada](#)  
[26]  
*Brookings Institute*  
April 2011

[American Teens' Knowledge of Climate Change](#) [27]  
*Yale Project on Climate Change Communication*  
April 2011

[The Energy Learning Curve: Coming from Different Starting Points, the Public Sees Similar Solutions](#) [28]  
A report from [Public Agenda](#) [29] by Scott Bittle, Jonathan Rochkind and Amber Ott  
April 3, 2009

[Global Warming's Six Americas](#) [30]  
Anthony Leiserowitz, PhD (Yale Project on Climate Change)  
Edward Maibach, MPH, PhD and Connie Roser-Renouf, PhD (George Mason University Center for  
Climate Change Communication)

[Americans Favor Carbon Cap](#) [31]  
*The Pew Research Center for the People and the Press*  
March 25, 2009

[Generation Gap in Understanding Climate Change](#) [32]  
*CSR Europe*  
March 13, 2009

[Increased Number Think Global Warming "Exaggerated"](#) [33]  
*Gallup*  
March 11, 2009

[Climate Change and American Public Opinion: The National and State Perspective](#) [34]  
*Miller Center of Public Affairs, UVA*  
December 10, 2008

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## Other Resources

[Climate Change Guide](#) [35]

Met Office, Hadley Center

[Creating a Climate for Change](#) [36]

NCAR

[Center for Climate Change Communication \(C4\)](#) [37]

George Mason University

[Yale Forum on Climate Change and the Media](#) [38]

[Nature Reports Climate Change](#) [39] podcast

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### Links:

[1] <http://bigthink.com/ideas/38180>

[2] <http://www.nature.com/nclimate/journal/v1/n1/full/nclimate1080.html>

[3] <http://e360.yale.edu/content/feature.msp?id=2130>

[4] <http://www.pewclimate.org/docUploads/ClimateLiteracyBooklet.pdf>

[5] <http://www.slate.com/id/2293607/>

[6] <http://green.blogs.nytimes.com/2011/04/09/taking-on-climate-skepticism-as-a-field-of-study/>

[7] <http://www.pewclimate.org/docUploads/climate-skepticism.pdf>

[8] <http://www.skepticalscience.com/The-Scientific-Guide-to-Global-Warming-Skepticism.html>

[9] [http://www.dbcca.com/dbcca/EN/\\_media/DBCCAColumbiaSkepticPaper090710.pdf](http://www.dbcca.com/dbcca/EN/_media/DBCCAColumbiaSkepticPaper090710.pdf)

[10] <http://www.pewclimate.org/science-impacts/realities-vs-misconceptions>

[11] <http://motherjones.com/politics/2011/03/denial-science-chris-mooney>

[12] [http://www.climatecentral.org/blog/the-importance-of-risk-perception-for-effective-climate-change/?sms\\_ss=facebook&at\\_xt=4d06dc1561f454b9%2C0](http://www.climatecentral.org/blog/the-importance-of-risk-perception-for-effective-climate-change/?sms_ss=facebook&at_xt=4d06dc1561f454b9%2C0)

[13] <http://marketplace.publicradio.org/features/moving-by-degrees/live-video-event.html>

[14] <http://www.environmentmagazine.org/Archives/Back%20Issues/March-April%202009/Nisbet-full.html>

[15] <http://www.pewclimate.org/docUploads/Pooley-Paper.pdf>

[16] <http://www.nature.com/climate/2008/0803/full/climate.2008.14.html>

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[http://www.csicop.org/specialarticles/show/moving\\_beyond\\_gores\\_message\\_a\\_look\\_back\\_and\\_ahead\\_at\\_climate\\_change/](http://www.csicop.org/specialarticles/show/moving_beyond_gores_message_a_look_back_and_ahead_at_climate_change/)

[18] [http://sciencepolicy.colorado.edu/admin/publication\\_files/2011.04.pdf](http://sciencepolicy.colorado.edu/admin/publication_files/2011.04.pdf)

[19] <http://www.earthscan.co.uk/?tabid=102449>

[20] <http://www.yaleclimatemediaforum.org/2009/04/growing-role-for-new-media/>

- [21] <http://scx.sagepub.com/content/30/3/328.abstract>
- [22] <http://seagrant.oregonstate.edu/blogs/communicatingclimate/>
- [23] [http://www.pewclimate.org/docUploads/AmericanClimateAttitudest\\_May2011.pdf](http://www.pewclimate.org/docUploads/AmericanClimateAttitudest_May2011.pdf)
- [24] <http://www.thesocialcapitalproject.org/The-Social-Capital-Project/pubs/aca>
- [25] <http://environment.yale.edu/climate/publications/knowledge-of-climate-change-across-global-warmings-six-americas/>
- [26] [http://www.brookings.edu/%7E/media/Files/rc/papers/2011/04\\_climate\\_change\\_opinion/04\\_climate\\_change\\_opinion.pdf](http://www.brookings.edu/%7E/media/Files/rc/papers/2011/04_climate_change_opinion/04_climate_change_opinion.pdf)
- [27] <http://environment.yale.edu/climate/publications/american-teens-knowledge-of-climate-change/>
- [28] <http://www.pewclimate.org/docUploads/Energy-Learning-Curve.pdf>
- [29] <http://www.publicagenda.org/reports/energy>
- [30] <http://www.pewclimate.org/docUploads/SixAmericas.pdf>
- [31] <http://people-press.org/report/501/carbon-cap-gays-in-military-us-cuba>
- [32] [http://www.csreurope.org/news.php?type=&action=show\\_news&news\\_id=2150](http://www.csreurope.org/news.php?type=&action=show_news&news_id=2150)
- [33] <http://www.gallup.com/poll/116590/Increased-Number-Think-Global-Warming-Exaggerated.aspx>
- [34] [http://webstorage3.mcpa.virginia.edu/conferences/report/conf\\_2008\\_1211\\_survey.pdf](http://webstorage3.mcpa.virginia.edu/conferences/report/conf_2008_1211_survey.pdf)
- [35] <http://www.metoffice.gov.uk/climatechange/guide/>
- [36] <http://www.isse.ucar.edu/communication/book/>
- [37] <http://www.climatechangecommunication.org/>
- [38] [http://www.yaleclimatemediainforum.org/resources\\_links/](http://www.yaleclimatemediainforum.org/resources_links/)
- [39] <http://www.nature.com/climate/podcast.html>