



THE CHALLENGES OF COMMUNICATING CLIMATE CHANGE

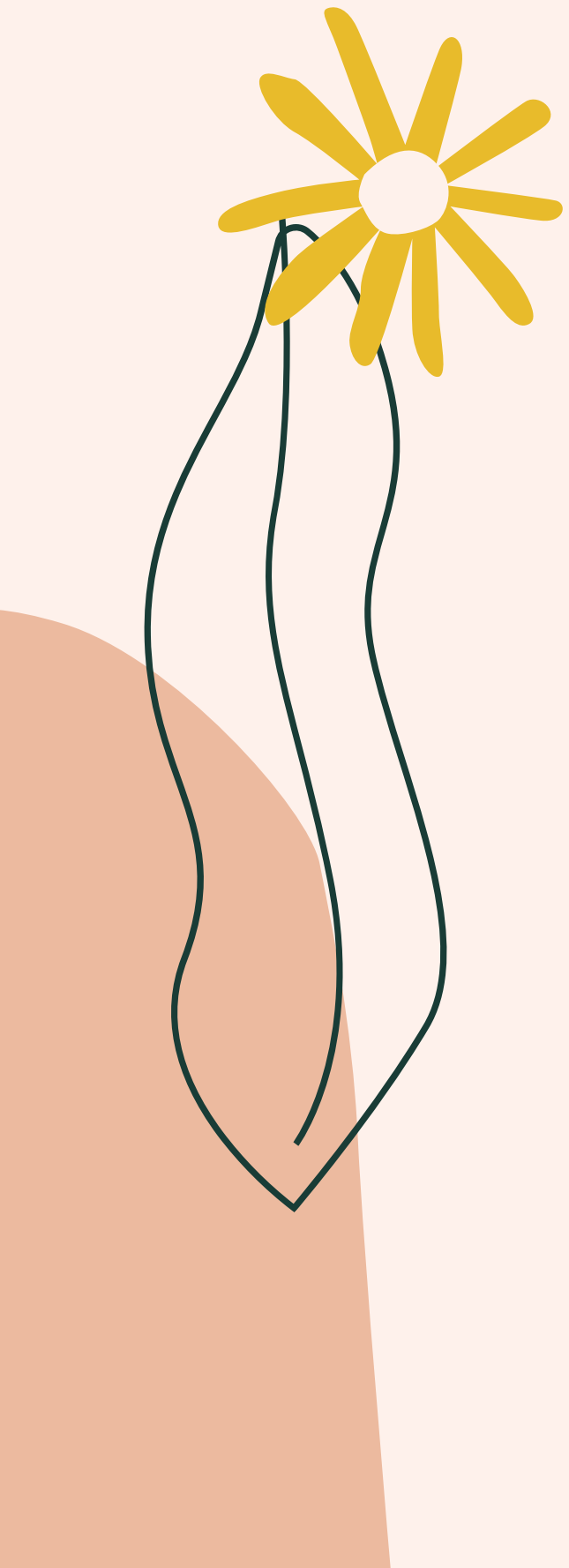
Researcher Live Series: Climate Change, Conservation, Sustainability and Ecology

13 april 2022

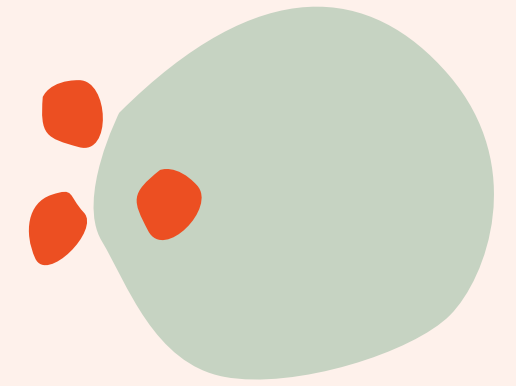
Dr. Christel van Eck

University of Amsterdam





**GO TO GOOGLE
IMAGES AND
SEARCH FOR:**



"CLIMATE CHANGE"

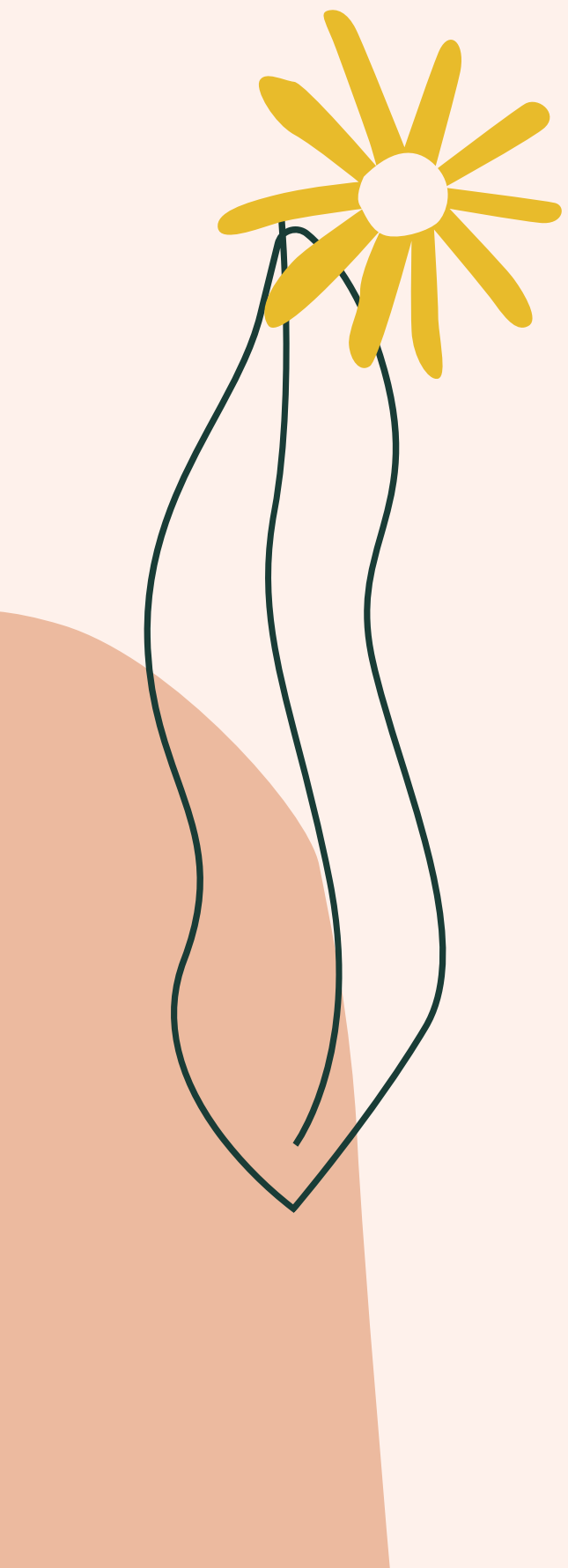




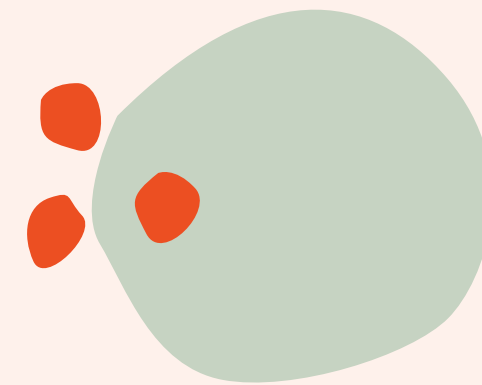


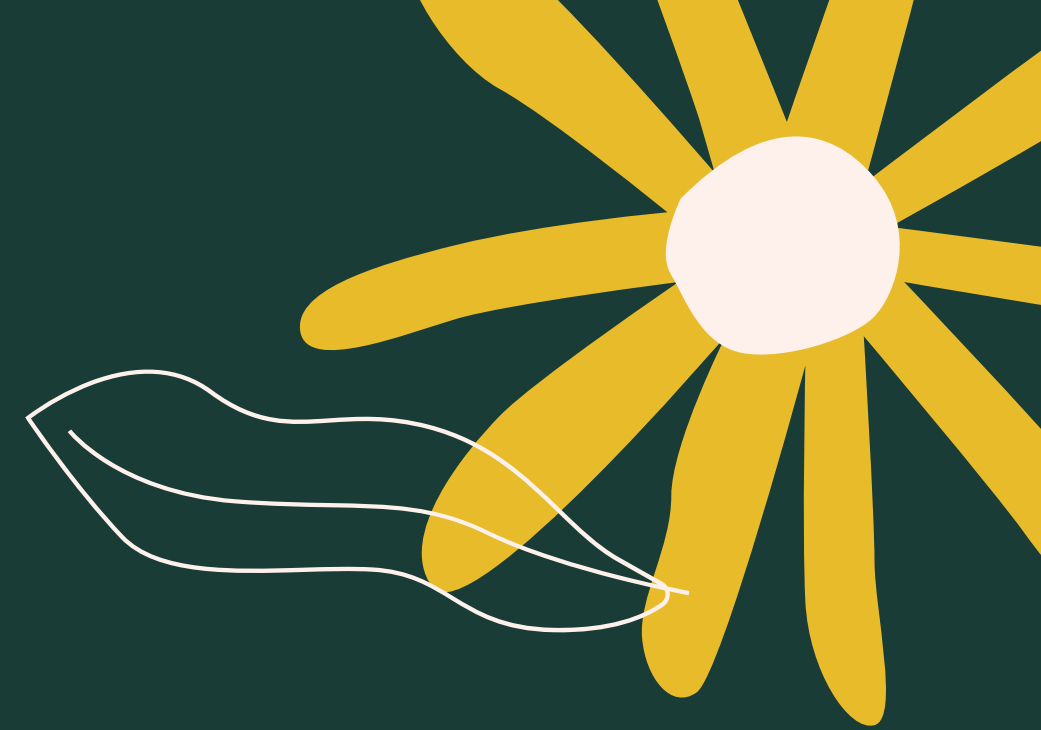






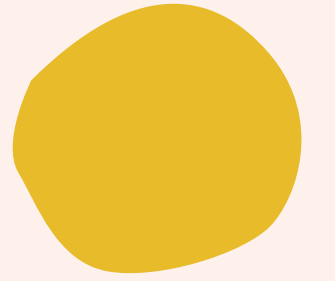
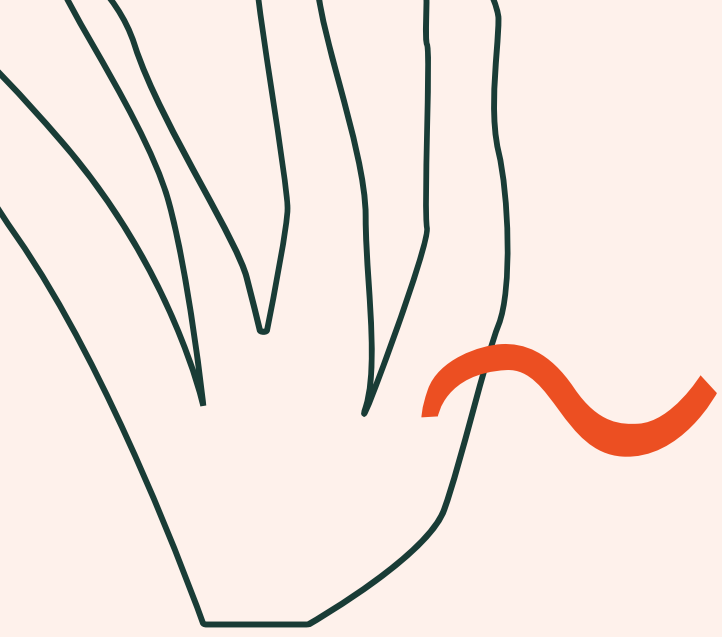
**WHAT DO THESE
IMAGES HAVE IN
COMMON?**





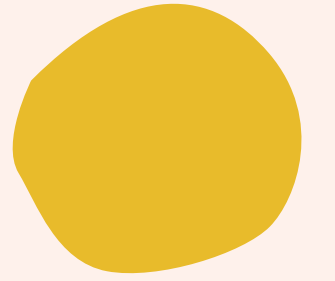
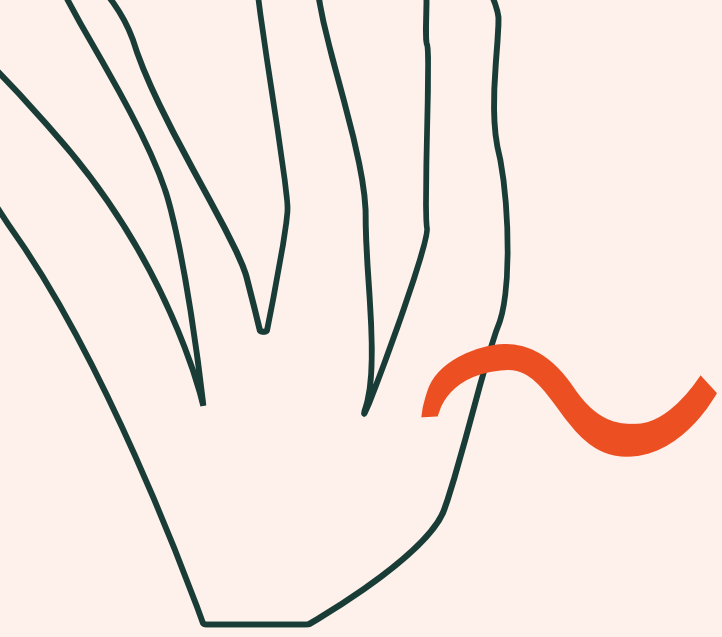
COMMUNICATION CHALLENGES





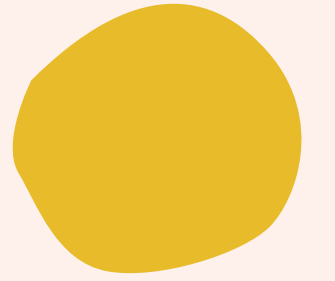
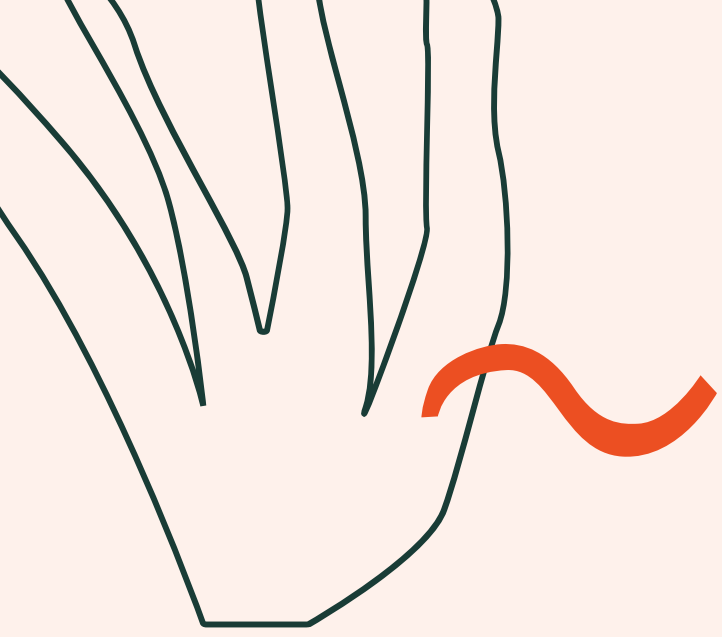
INVISIBLE CAUSES





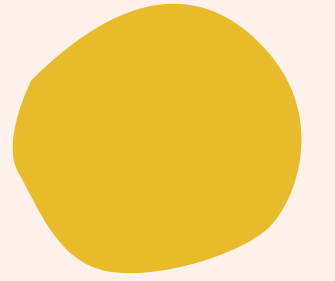
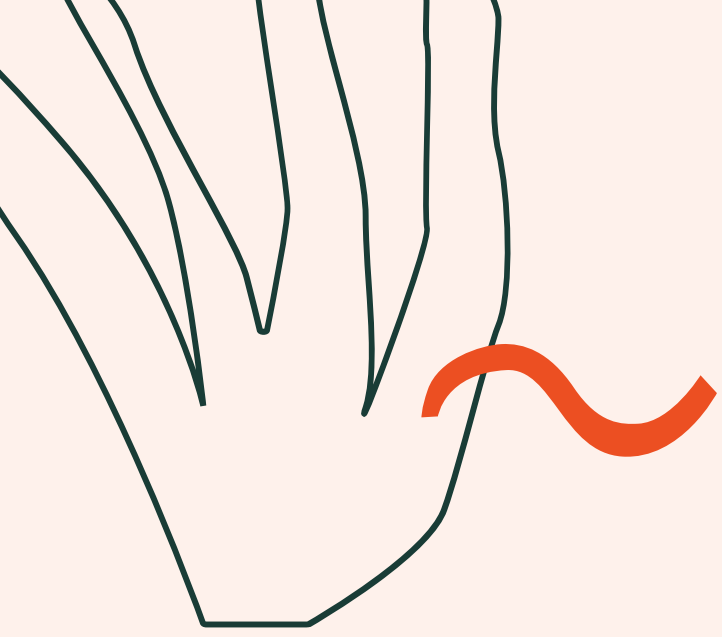
DISTANT IMPACTS





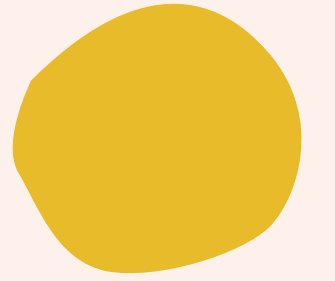
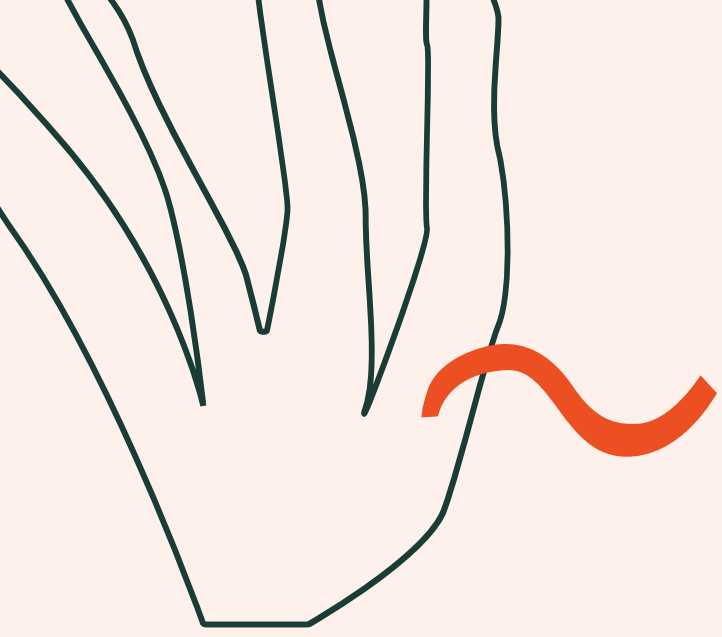
URBANIZED ENVIRONMENTS





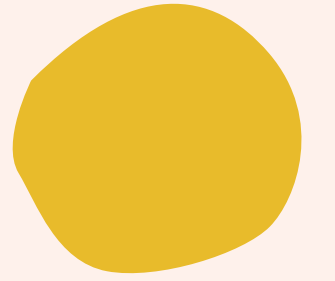
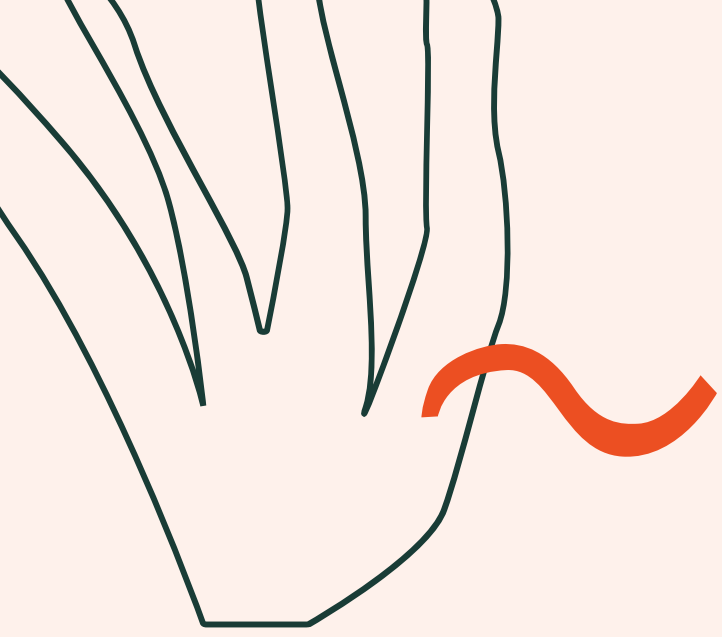
HOMO SAPIEN BRAIN





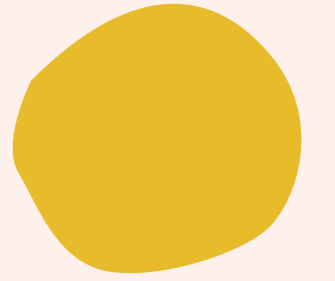
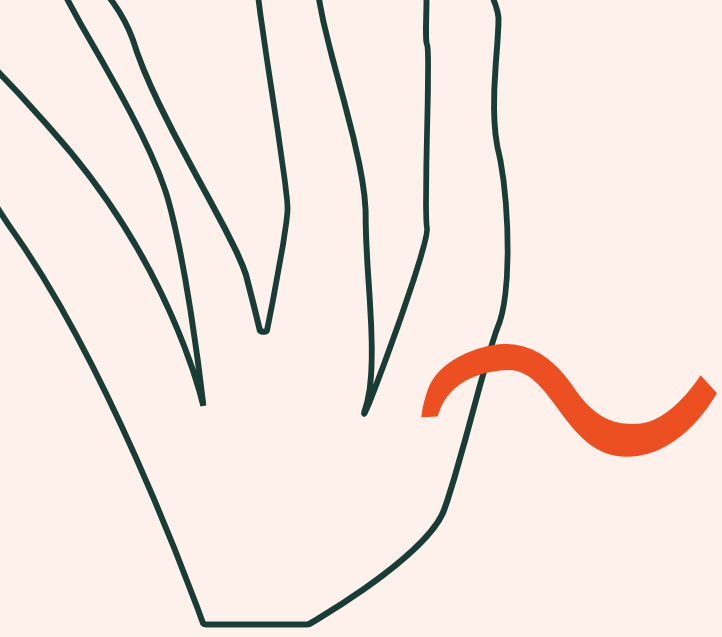
UNCERTAINTY





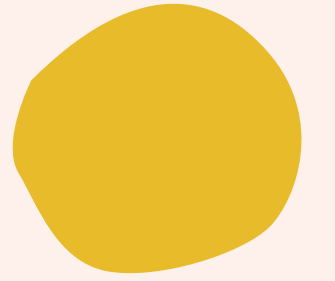
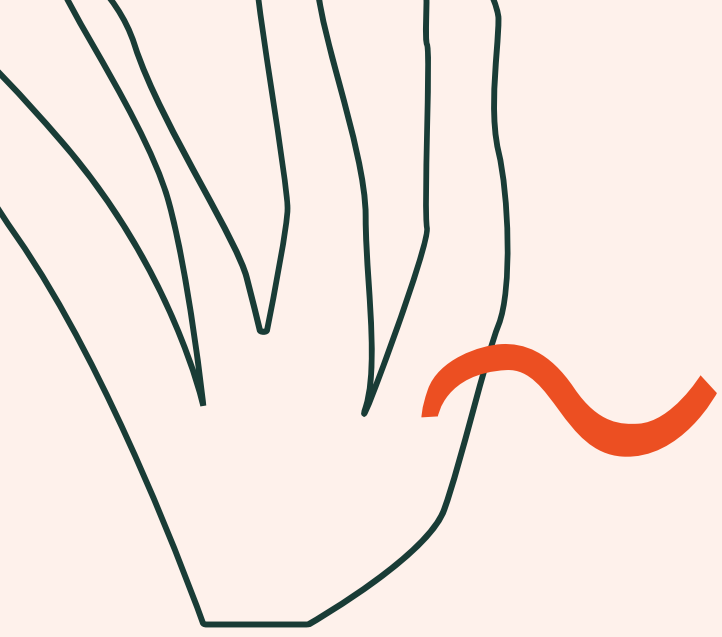
FEAR





TRADITIONAL MEDIA

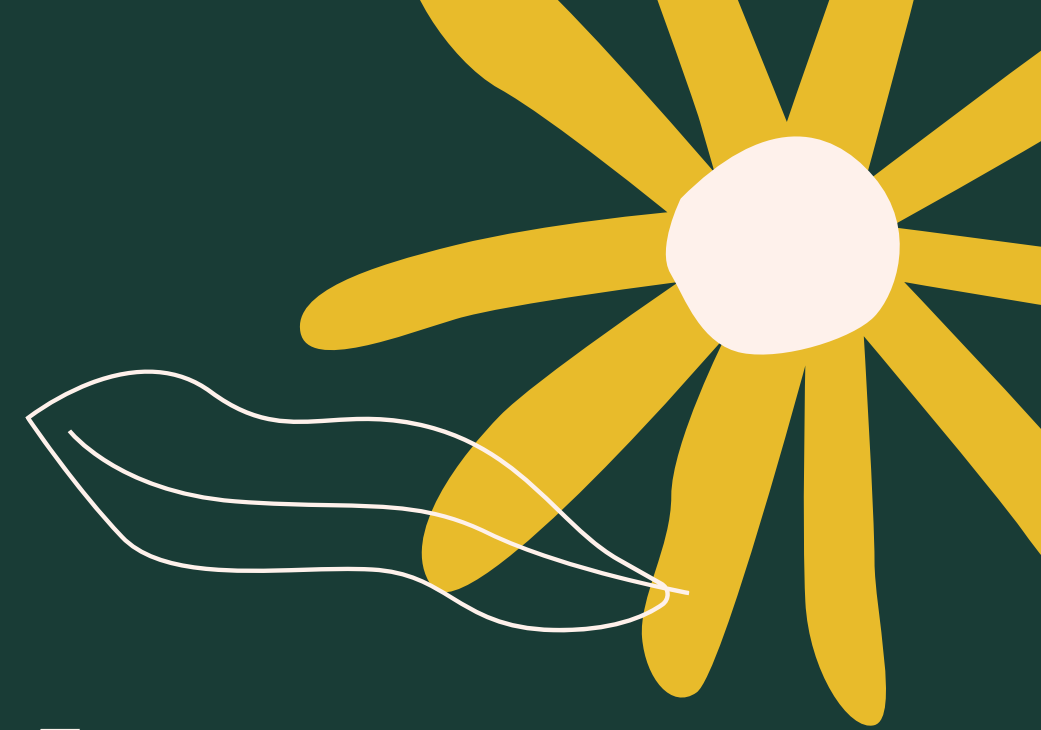


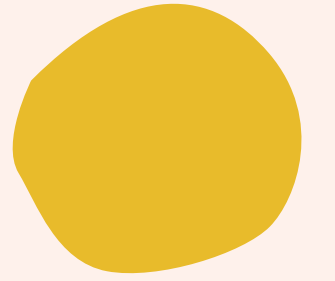
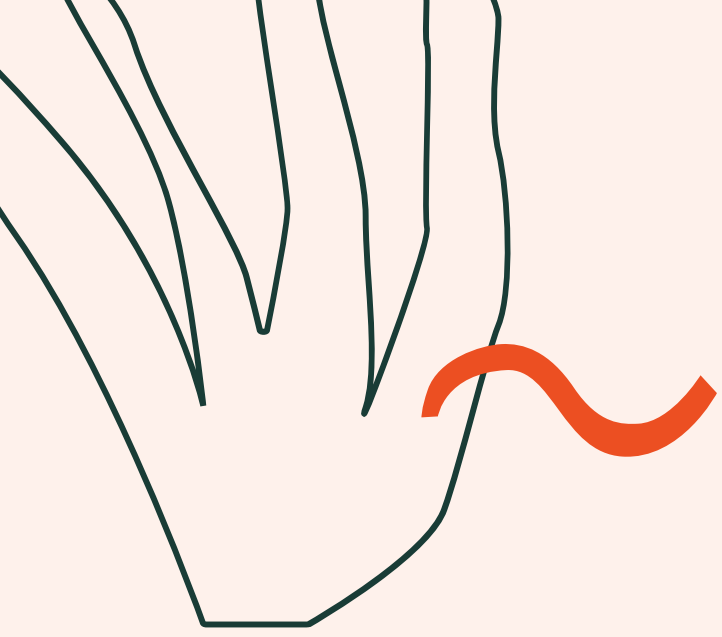


ONLINE MEDIA



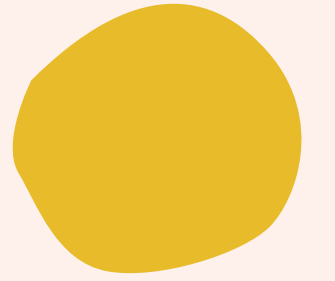
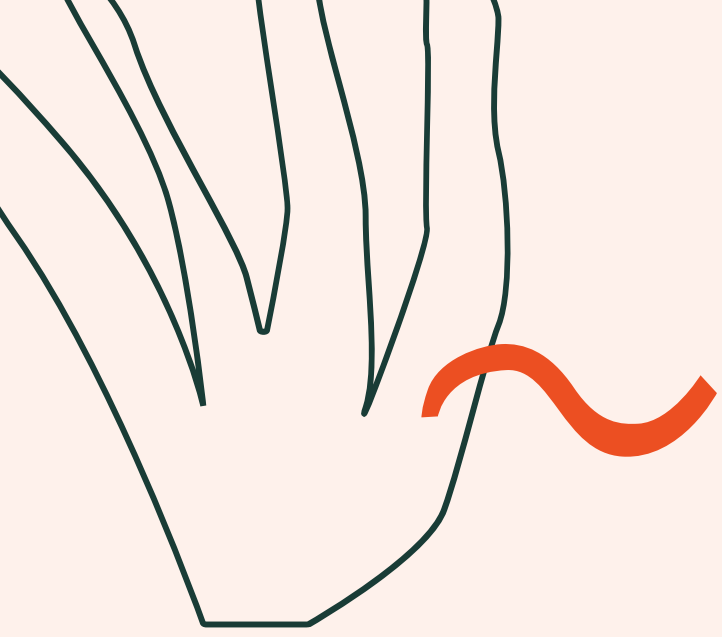
THE PSYCHOLOGY BEHIND CLIMATE CHANGE PERCEPTIONS





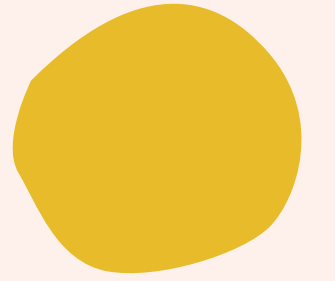
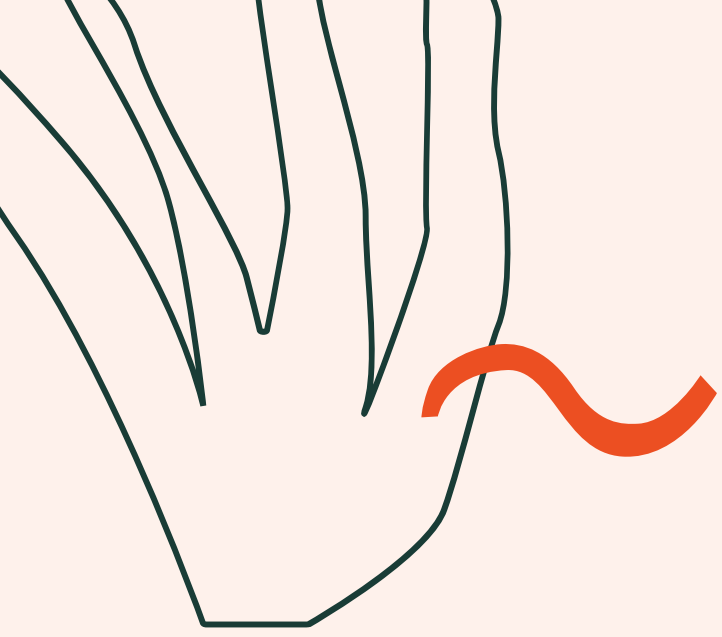
KNOWLEDGE





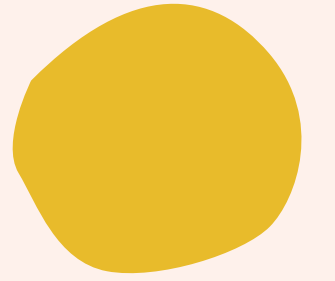
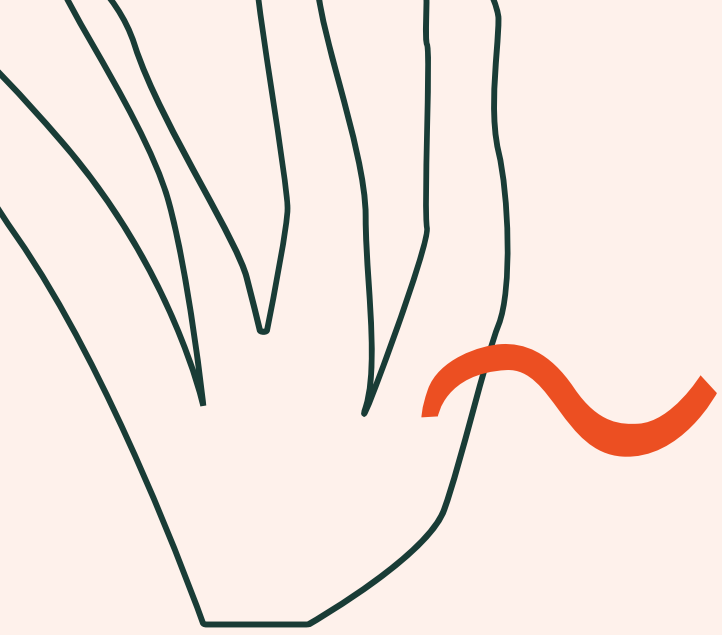
VALUES





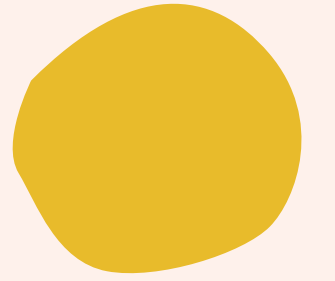
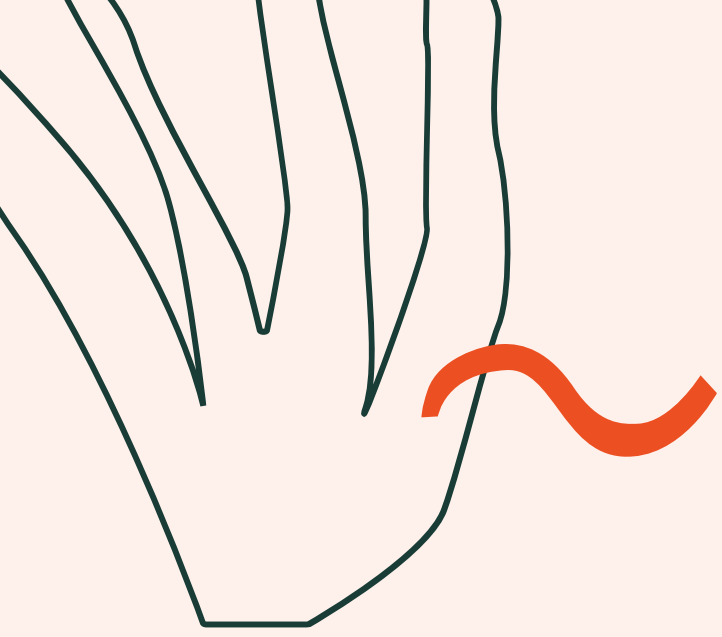
SOCIAL NORMS



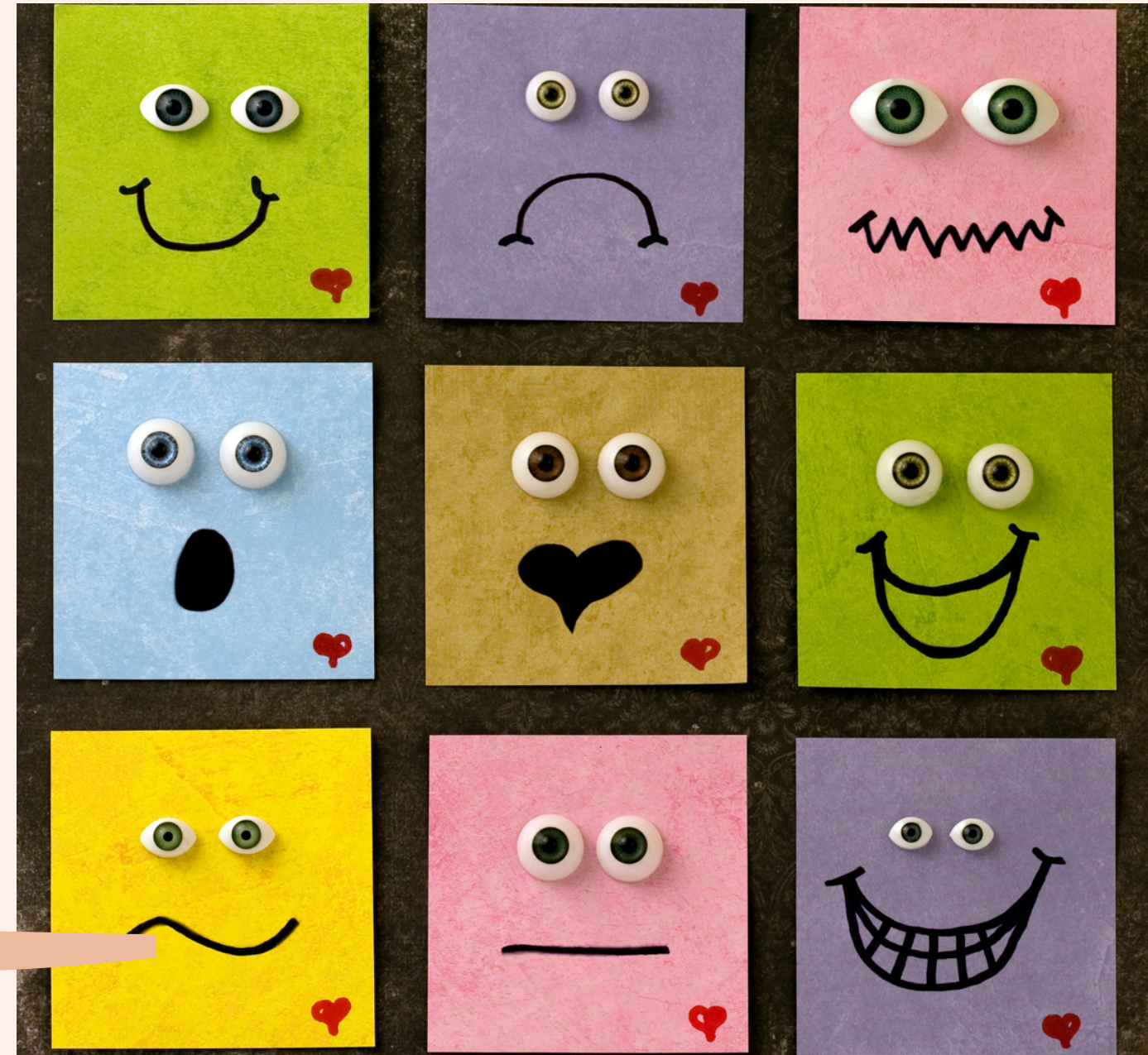


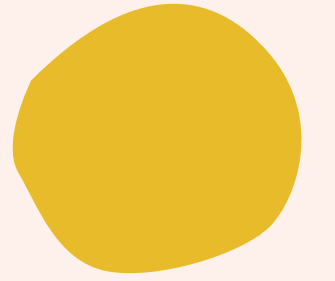
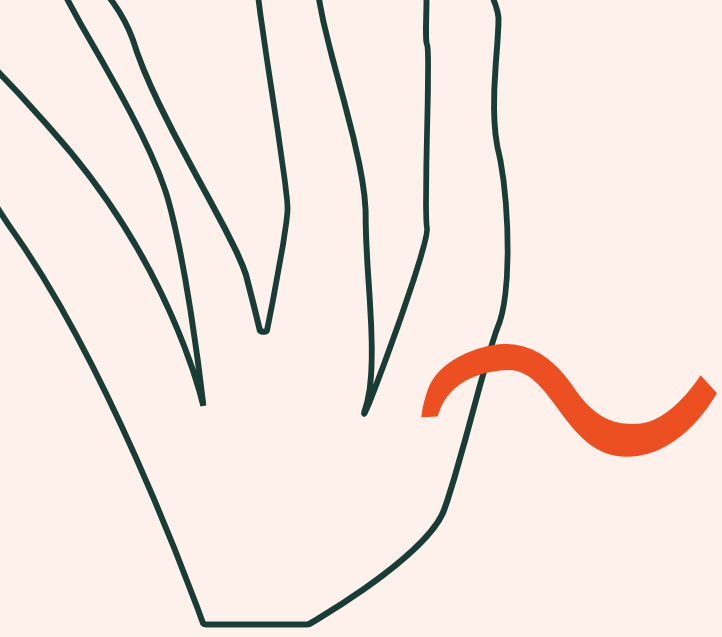
PERSONAL EXPERIENCES WITH EXTREME WEATHER EVENTS





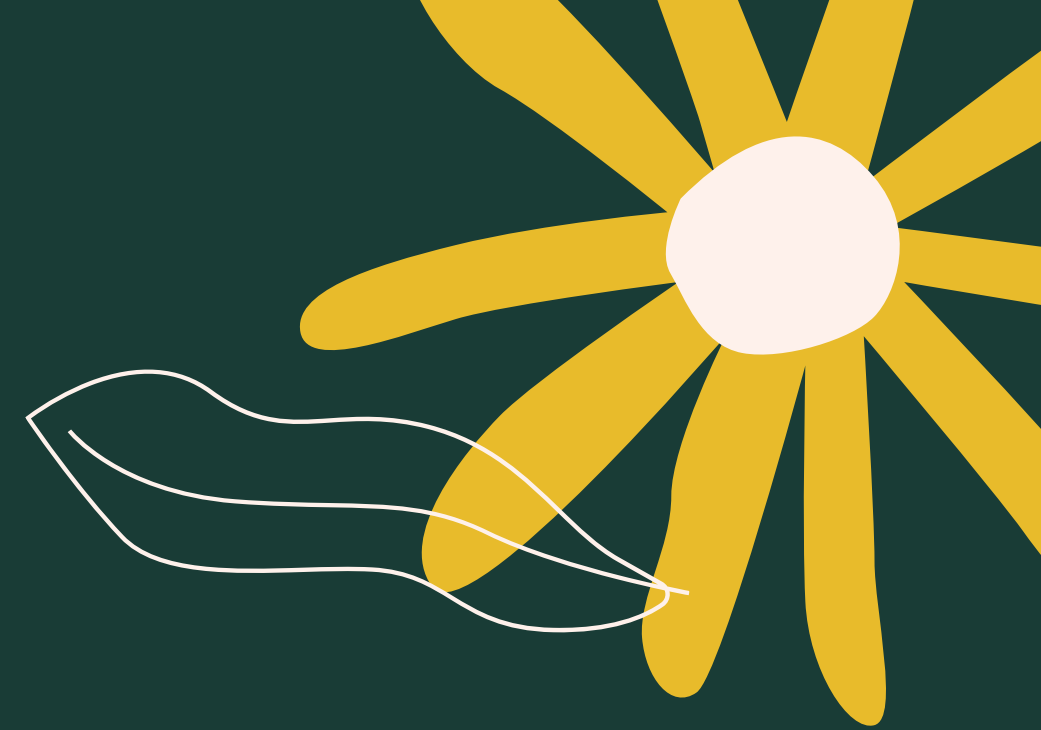
EMOTIONS





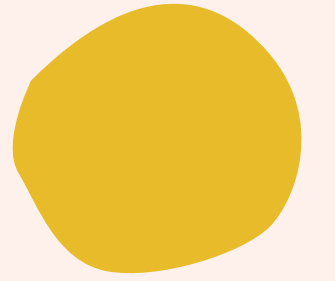
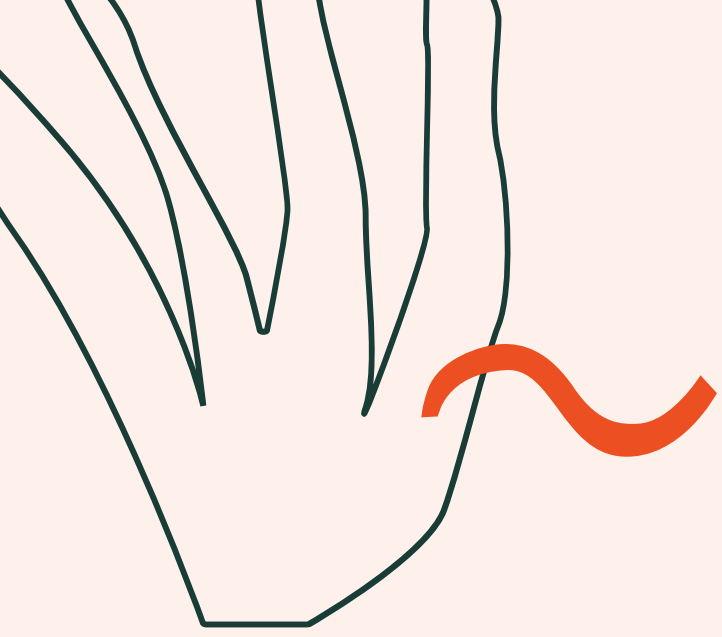
TRUST





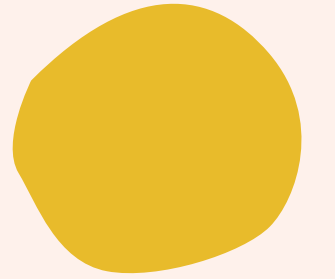
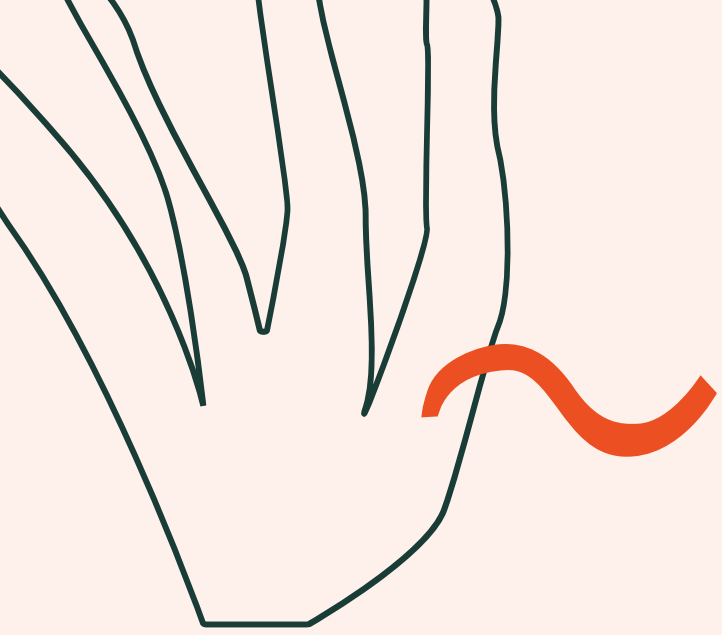
OVERCOMING THE CHALLENGES





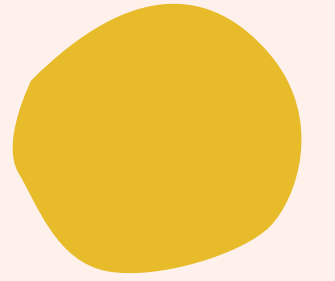
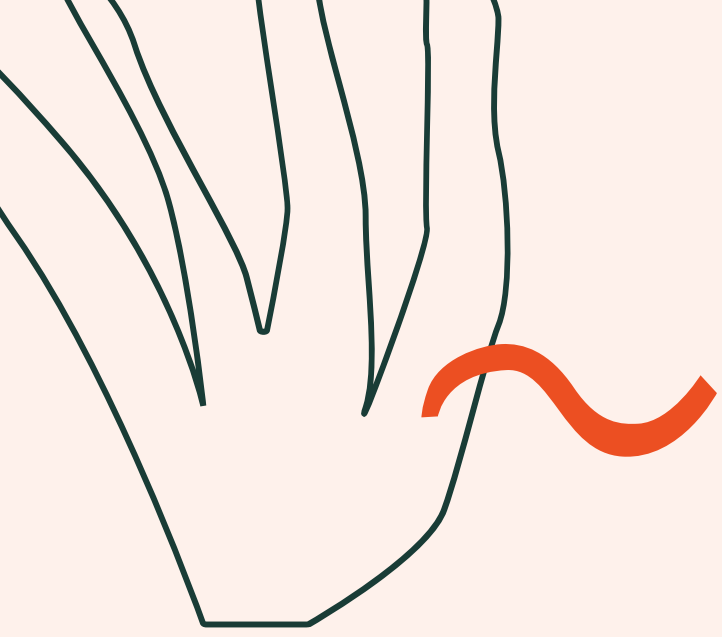
KNOW YOUR AUDIENCE





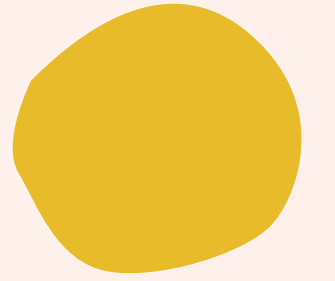
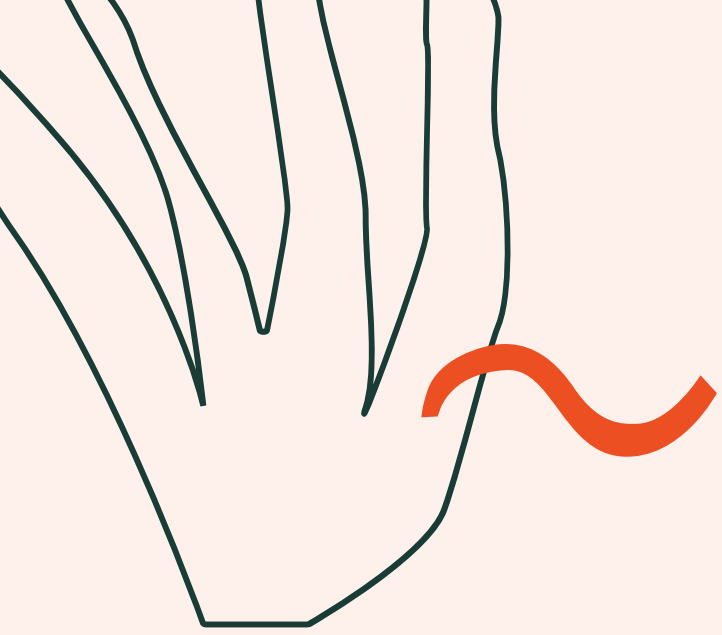
LISTEN AND ASK QUESTIONS





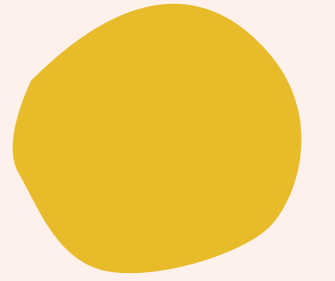
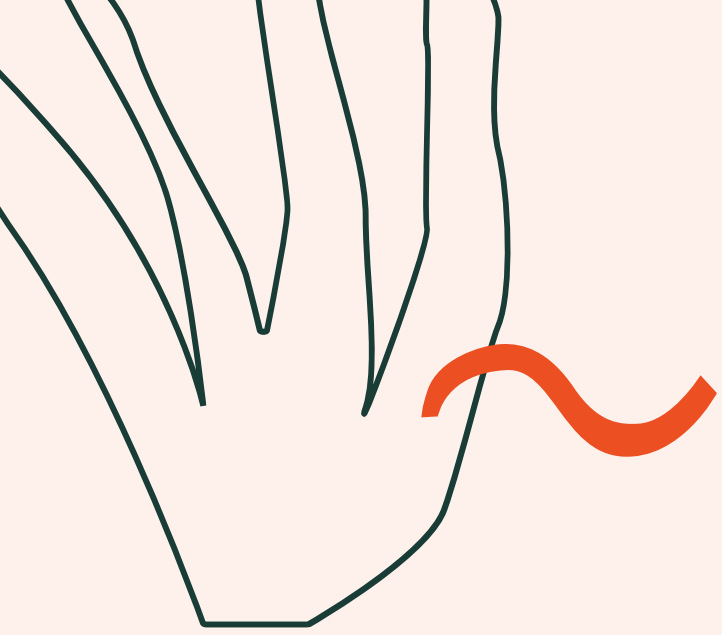
BUILD TRUST





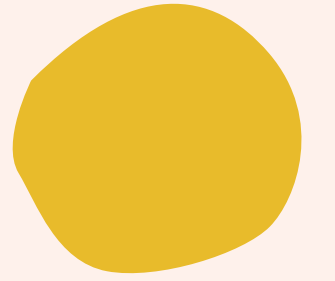
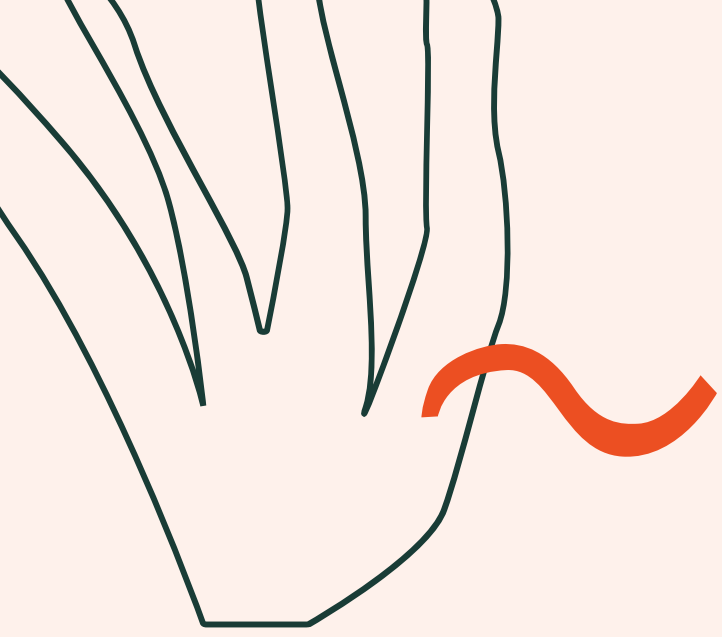
**CONNECT WITH
YOUR AUDIENCE'S
REALITY,
WORLDVIEWS,
AND VALUES**





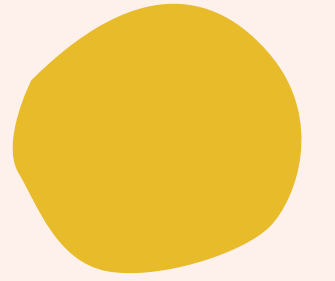
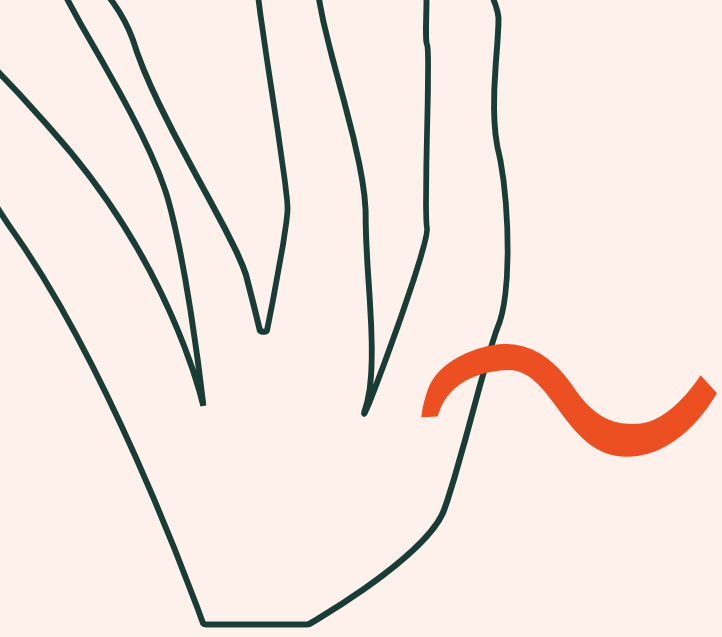
APPEAL TO EMOTIONS





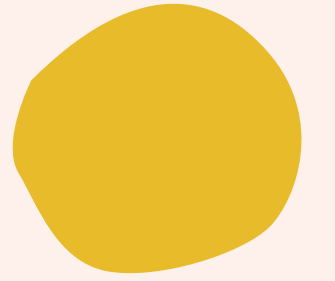
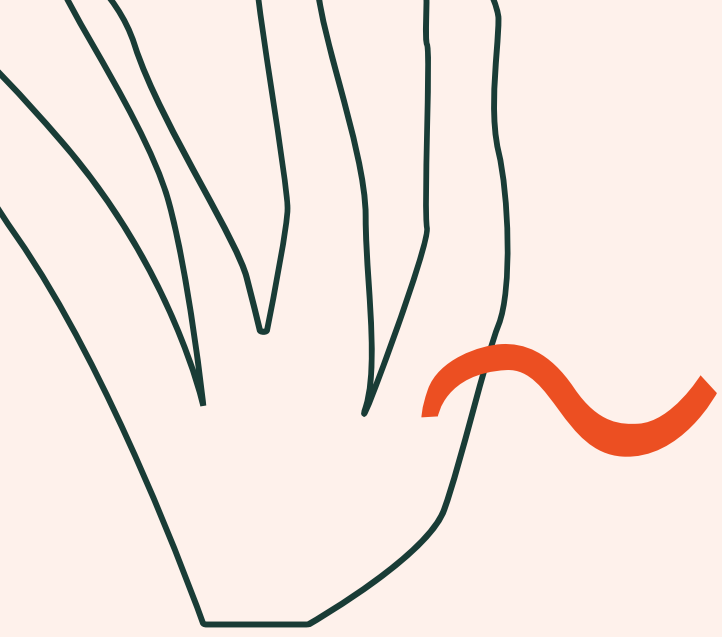
STICK TO THE ISSUE





LANGUAGE OF RISK

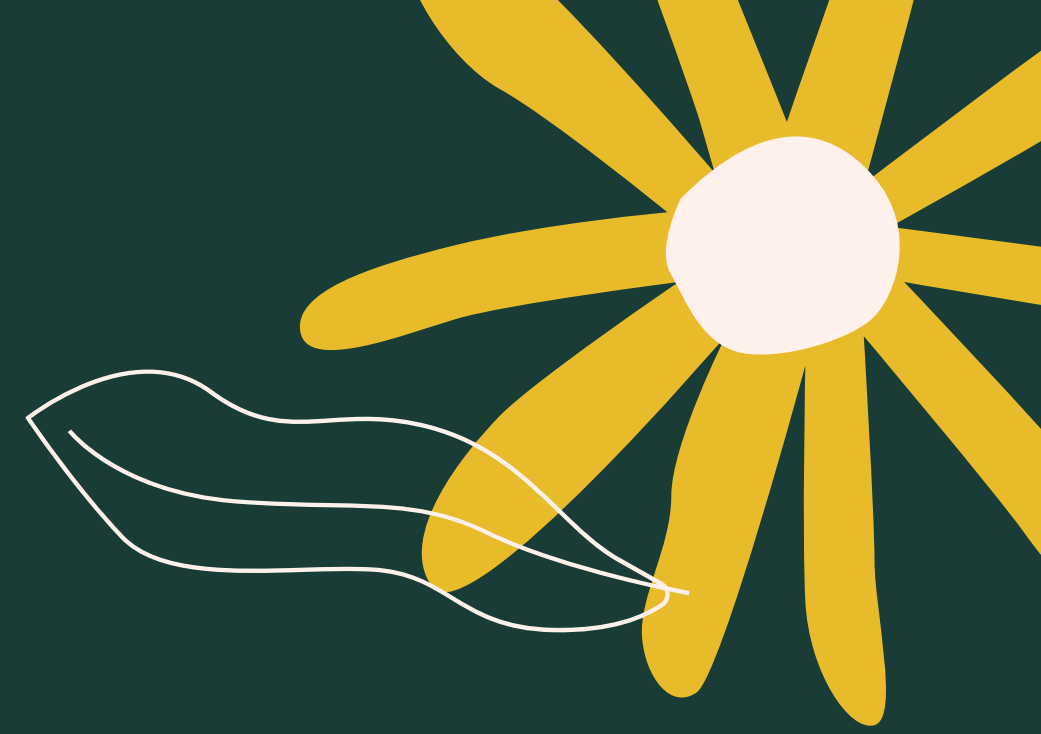




COMBAT FAKE NEWS



FROM SCIENCE...



...TO PRACTICE





THANK YOU!

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