

# Climate communication

*6 ways to grasp the way people think*



Ian Rowlands

Incredible Oceans & Siren





*the science and art of  
communicating about life  
below water*

*training • education • festivals*



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africa  
day



LONDON  
BIKE  
SHOW



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## The Science of How Minds Change and Views Become Entrenched



Kris De Meyer – King's College London – kris.de\_meyer@kcl.ac.uk

**KING'S**  
*College*  
**LONDON**



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# 1. Facts



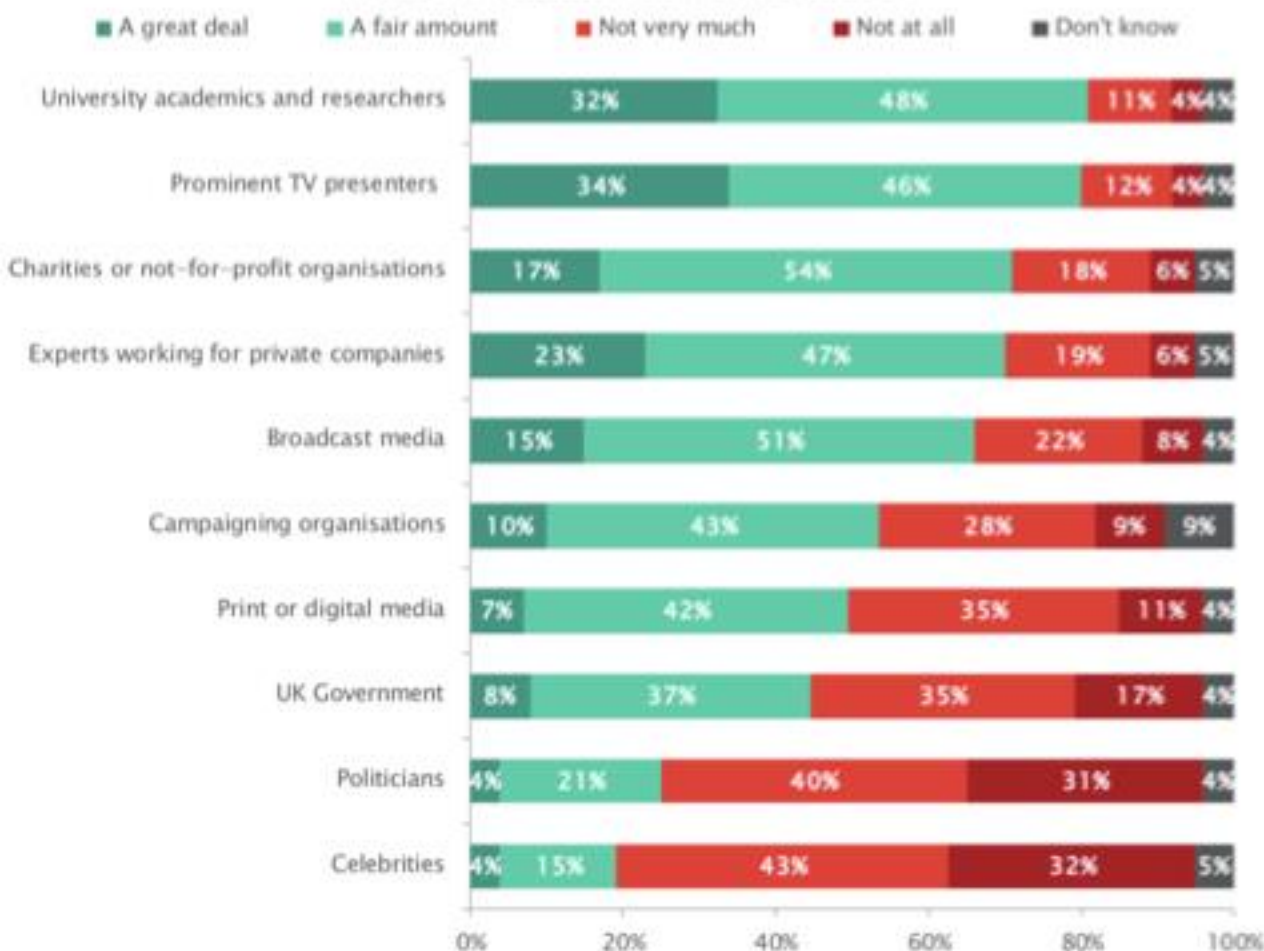
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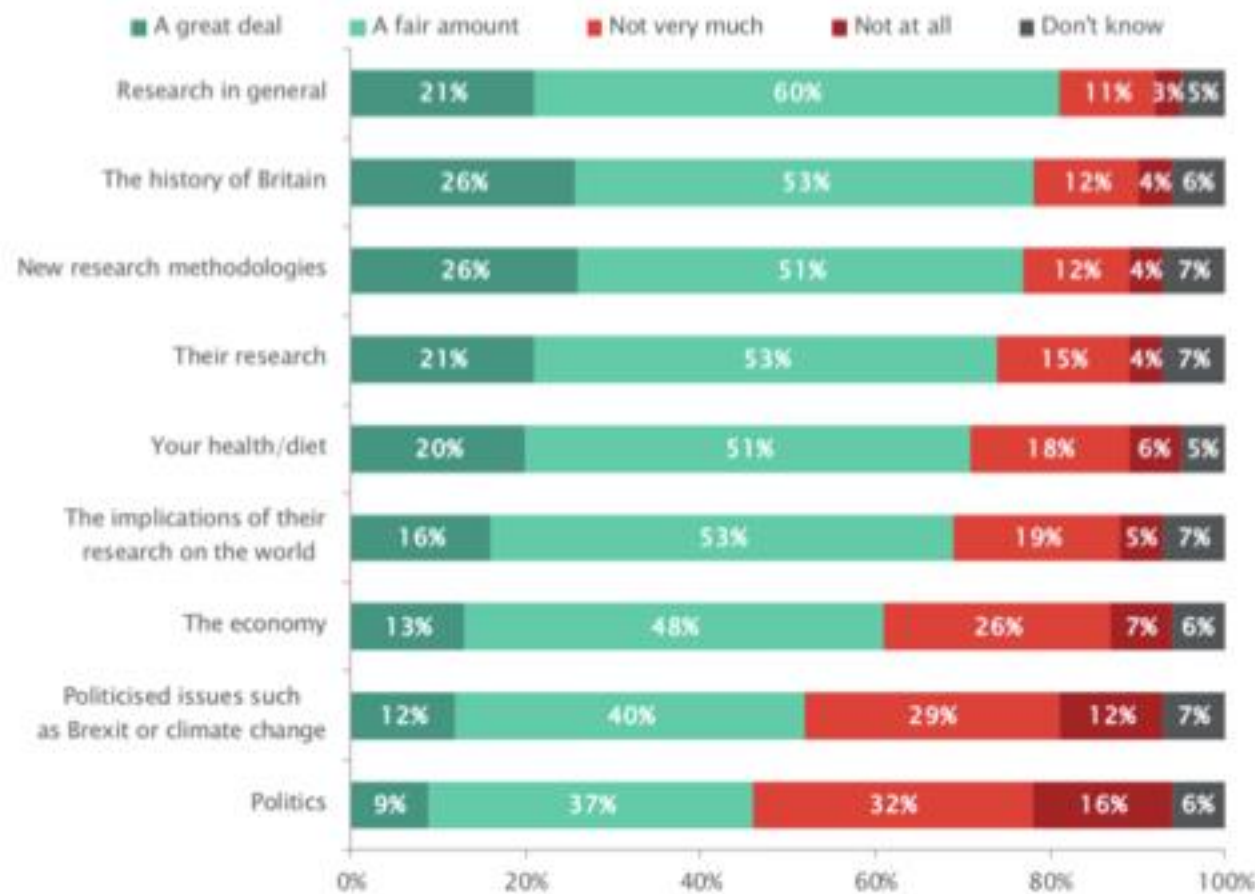
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## Trust in institutions and individuals



Q. To what extent, if at all, would you say that you trust each of the following types of organisation or people to provide accurate and truthful information about research findings or discoveries which affect you? Base: UK adults (n=3,000)

## Trust in researchers to provide accurate information about issues



Q. To what extent, if at all, do you trust researchers to provide accurate and truthful information when they are talking about the following? By "researchers" we mean people like university academics, scientists, economists, historians etc., Base: UK adults (n=3,000)



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**...IT'S NOT REAL**



**Donald J. Trump**  
*President*

The concept of global warming was created by and for the Chinese in order to make U.S. manufacturing non-competitive.



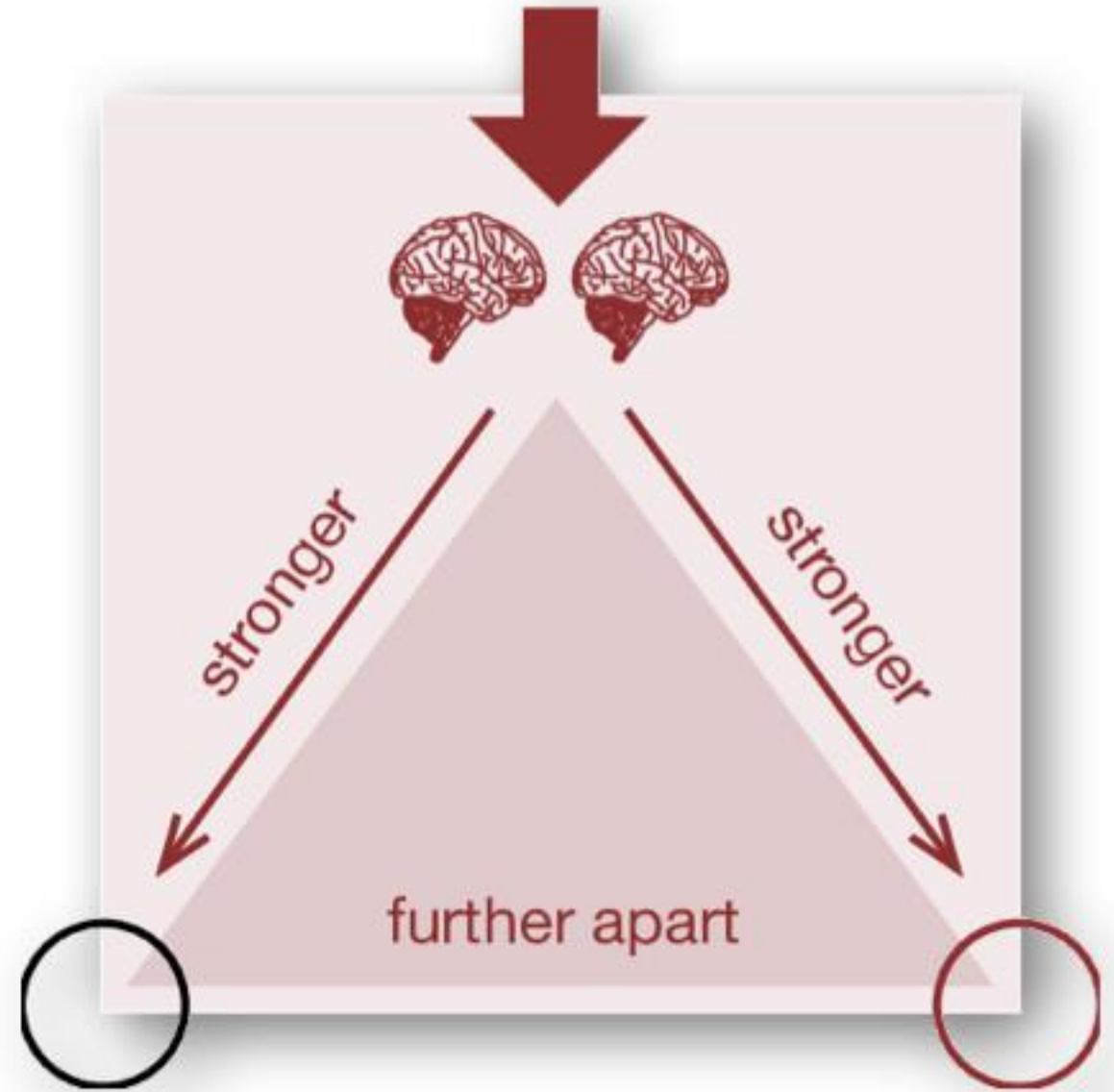
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## 2. Convictions





# Feeling 'Right'



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# Cognitive Dissonance

This is why people get upset  
when you challenge what they  
hold most closely.

**cognitive dissonance**

Mental conflict that occurs when beliefs or assumptions are contradicted by new information. The concept was introduced by the psychologist Leon Festinger (1919–89) in the late 1950s. He and later researchers showed that, when confronted with challenging new information, most people seek to preserve their current understanding of the world by rejecting, explaining away, or avoiding the new information or by convincing themselves that no conflict really exists. Cognitive dissonance is nonetheless considered an explanation for attitude change.

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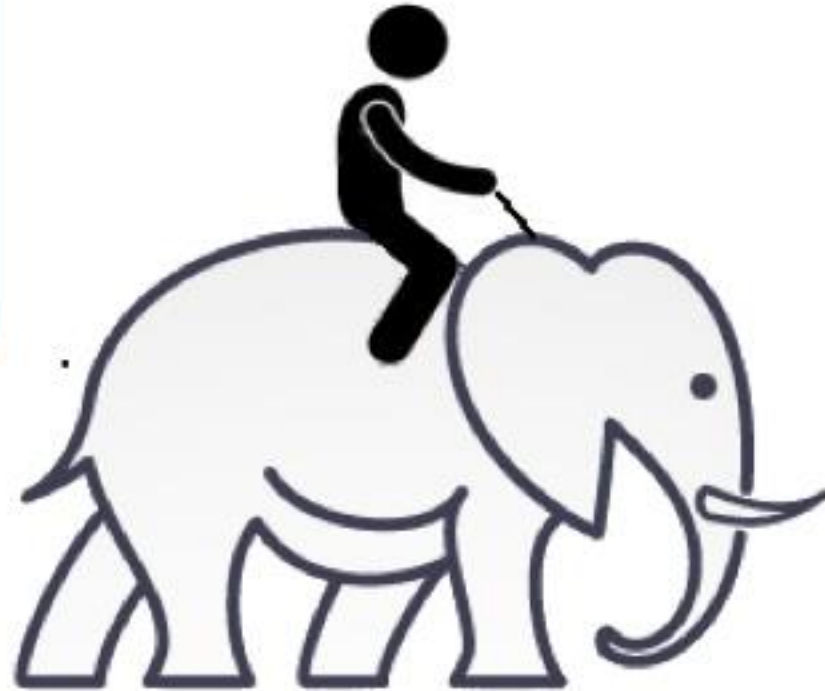
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# 3. Elephant and Rider

## THE RIDER

Logical  
Acts on thought  
Acts on analysis

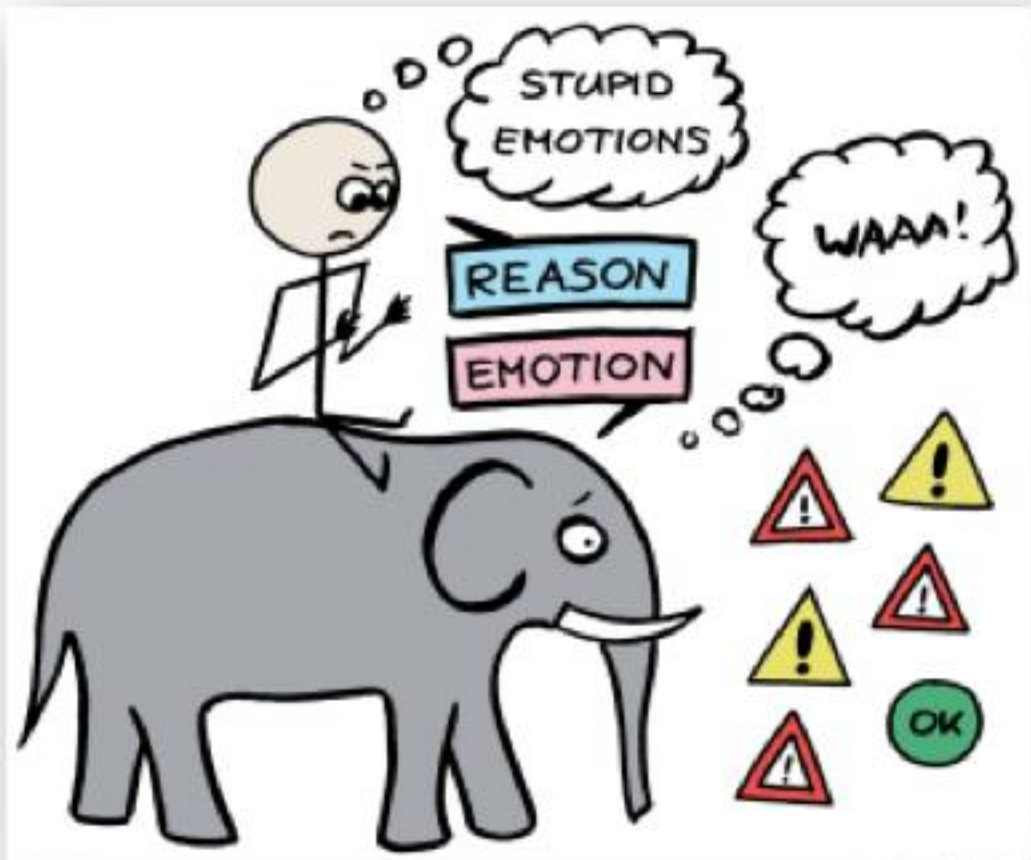
Requires Direction  
Clarity is key  
Gets stuff done  
Weak



## THE ELEPHANT

Emotional  
Acts on Passion  
Acts on impulse

Requires moral purpose  
Stories are key  
Over thinker  
Strong



## 4. “Ginger the dog”





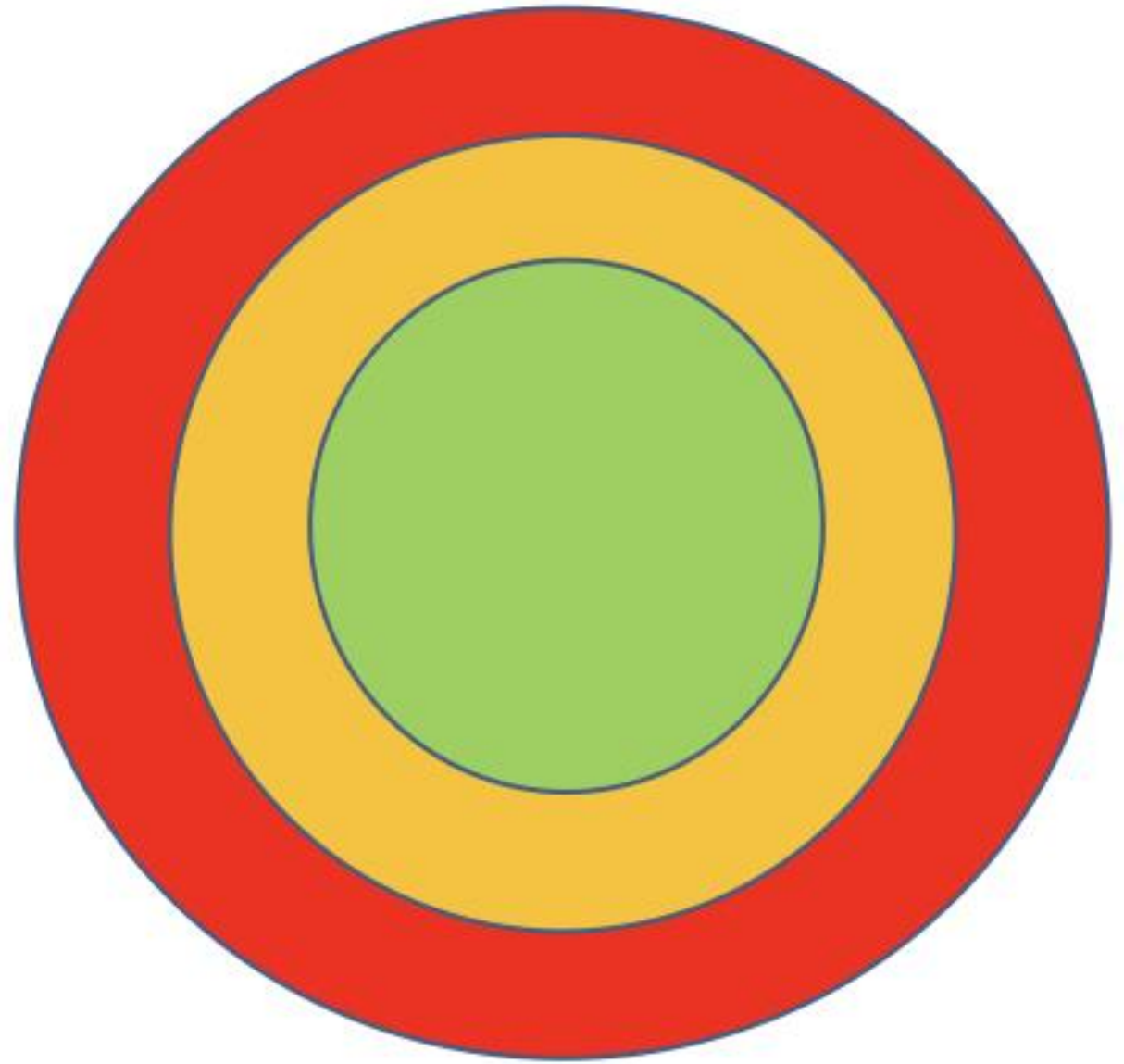
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what are our “Ginger  
the Dog” climate  
phrases?



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## 5. Language

# *Latin* versus Anglo Saxon

NARRATIVE ARC

# THREE DIMENSIONS





## 6. Values



### WHAT MAKES PEOPLE TICK



THE THREE HIDDEN WORLDS  
OF SETTLERS, PROSPECTORS  
AND PIONEERS

*Chris Rose*

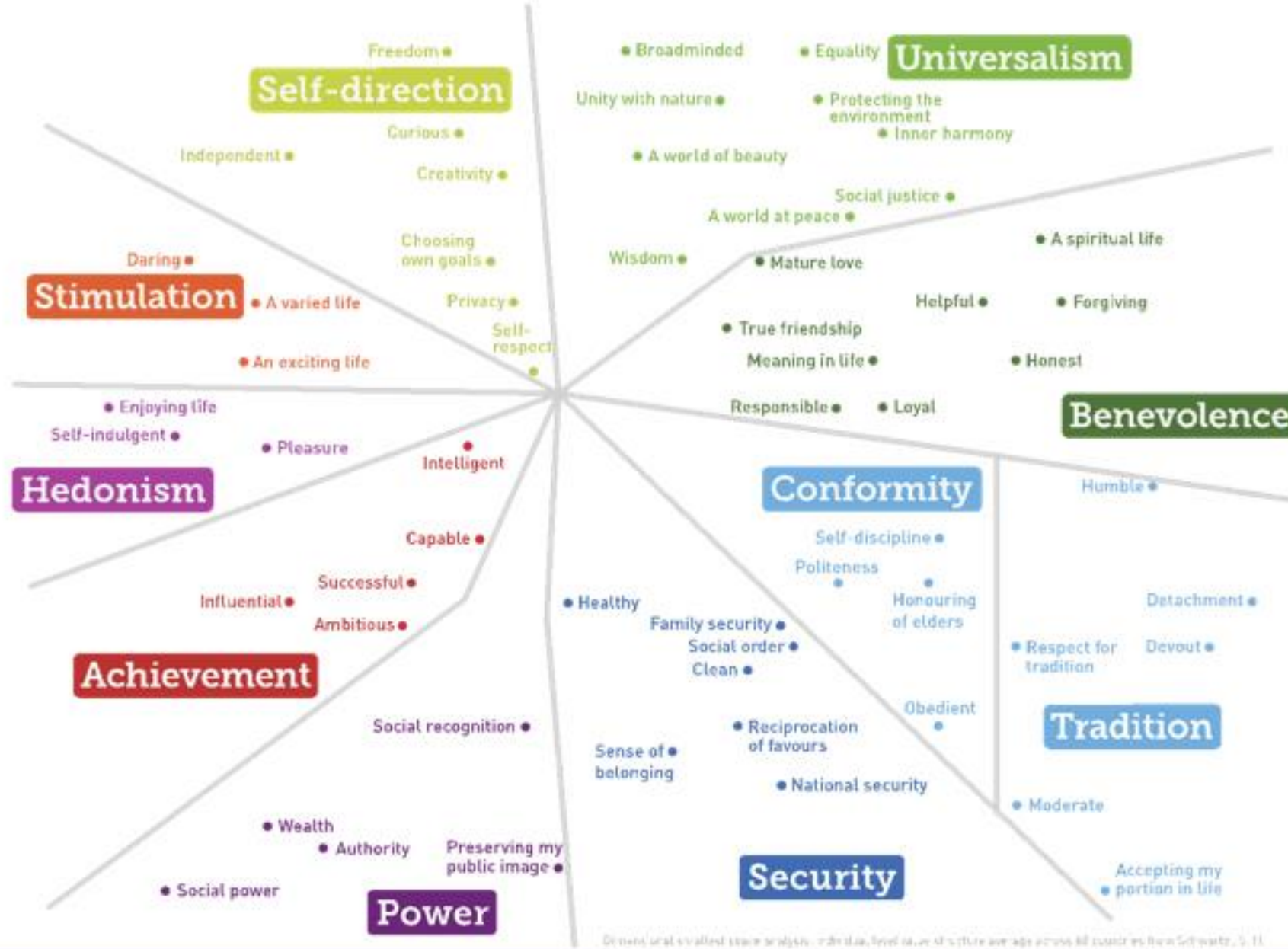


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Dimensional circumplex analysis - individual level score of culture average across 60 countries from Schwartz, 2011

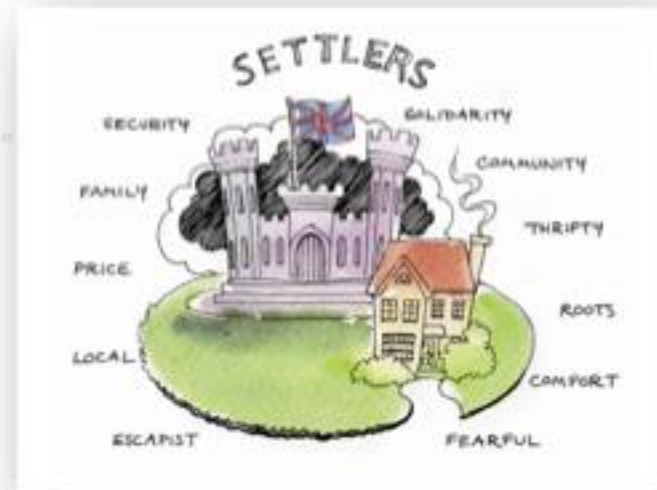
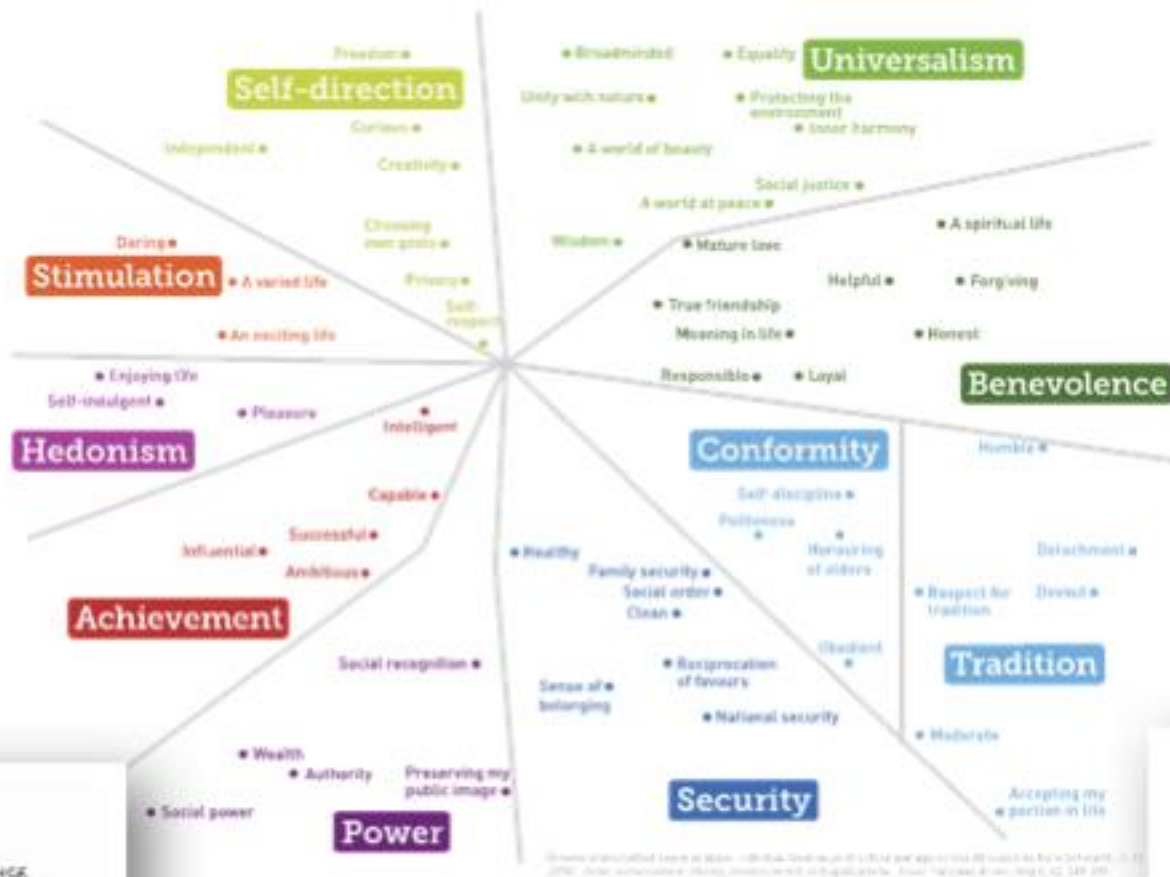


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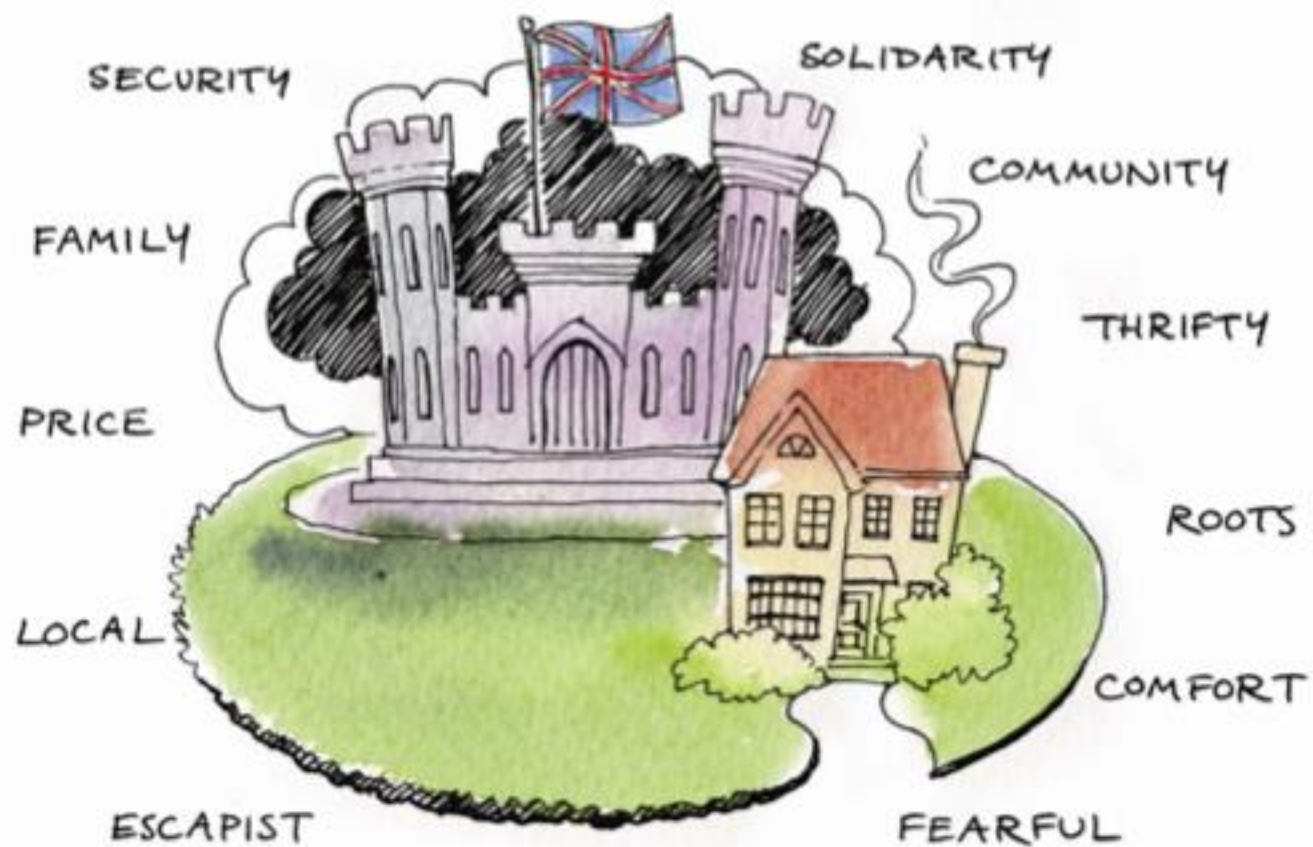


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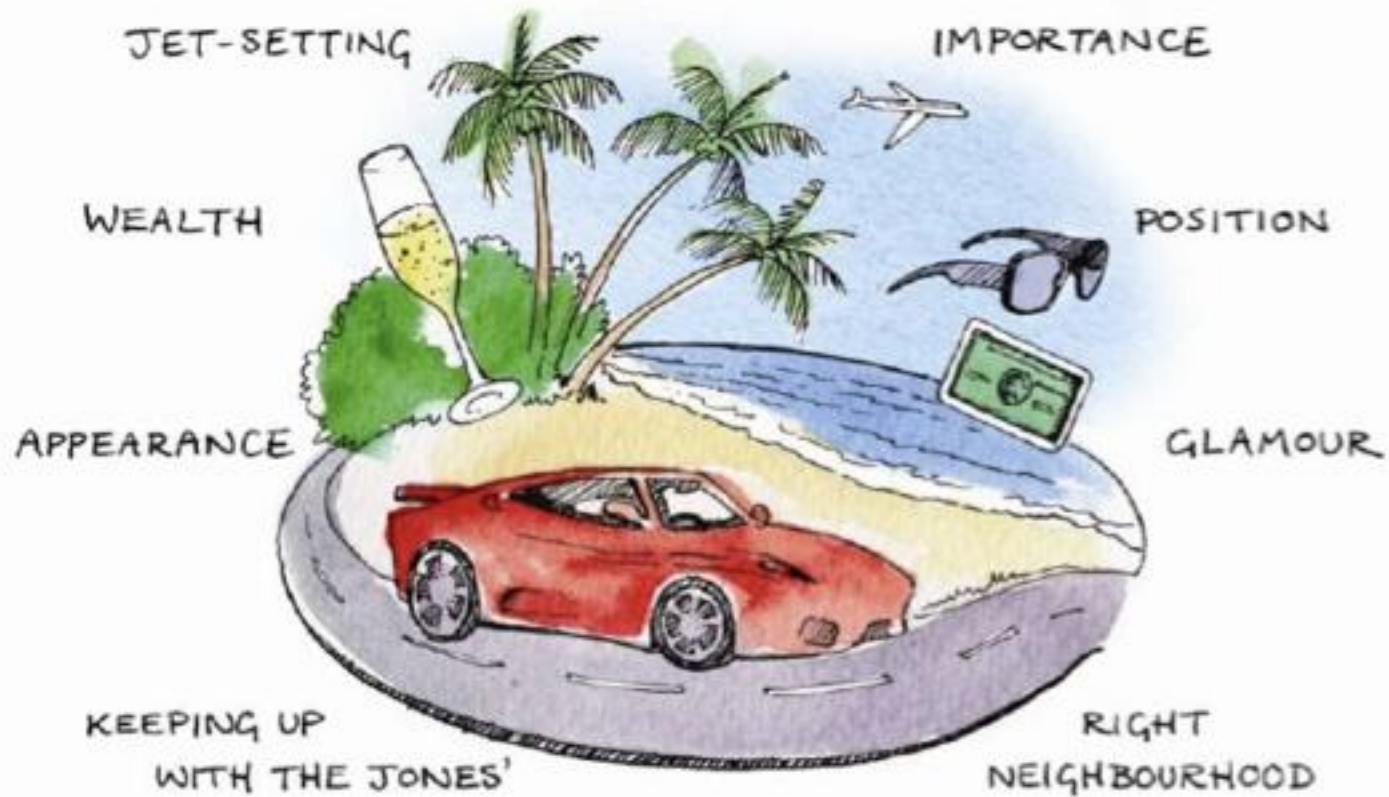
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# SETTLERS



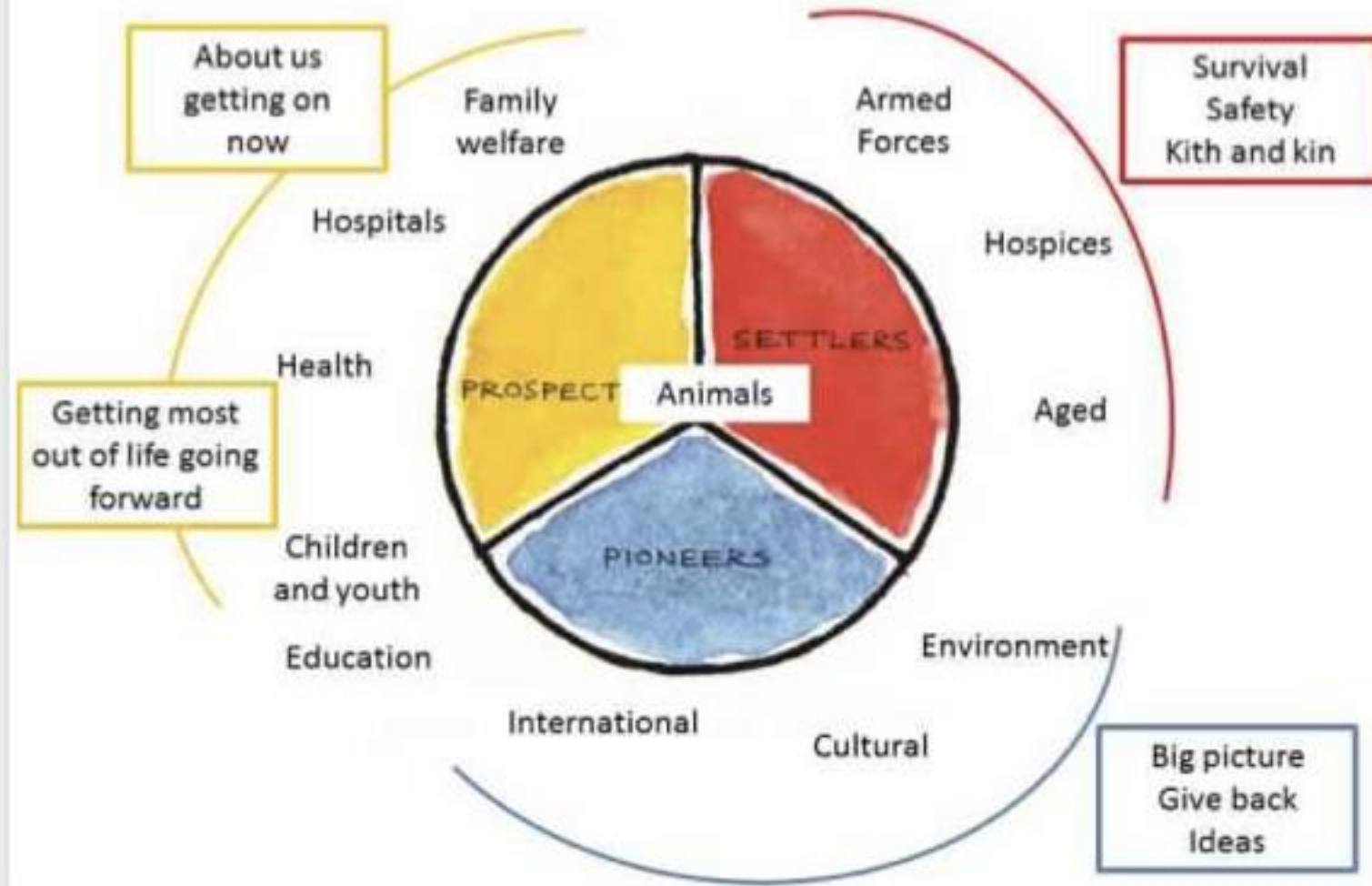
# PROSPECTORS



# PIONEERS



Favourite charity examples



# Same action different propositions and messengers UK example – domestic solar power

Energy independence  
= safety



Sign of success =  
power /right stuff to own



Ethically right thing to  
do



Will Anderson

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[www.cultdyn.co.uk/valuesmodes.html](http://www.cultdyn.co.uk/valuesmodes.html)



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# About Siren

- Climate, nature and youth are sounding an alarm we can't ignore
- Help new audiences to hear it by combining heads, hearts and voices
- Workshops for young people; to build skills, give the confidence to make positive change
- Bring everyone together: creatives, scientists, advocates, orgs, council, performers and mentors
- Showcase ideas at an annual landmark arts and environment festival
- A Suffolk response - on the front line - that shows a positive way forward others can copy



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# Thank you



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