

National Park Service
U.S. Department of the Interior
Natural Resource Program Center



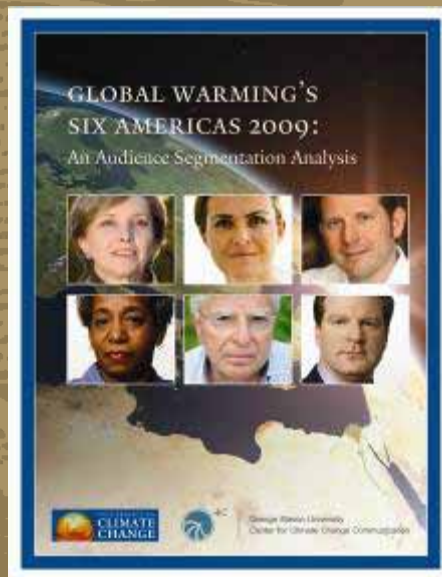
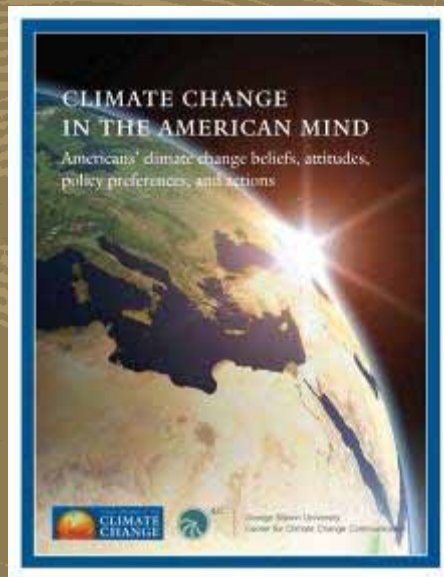
KA: Audience Beliefs and Attitudes about Climate Change

EXPERIENCE YOUR AMERICA

Center for Climate Change Communication

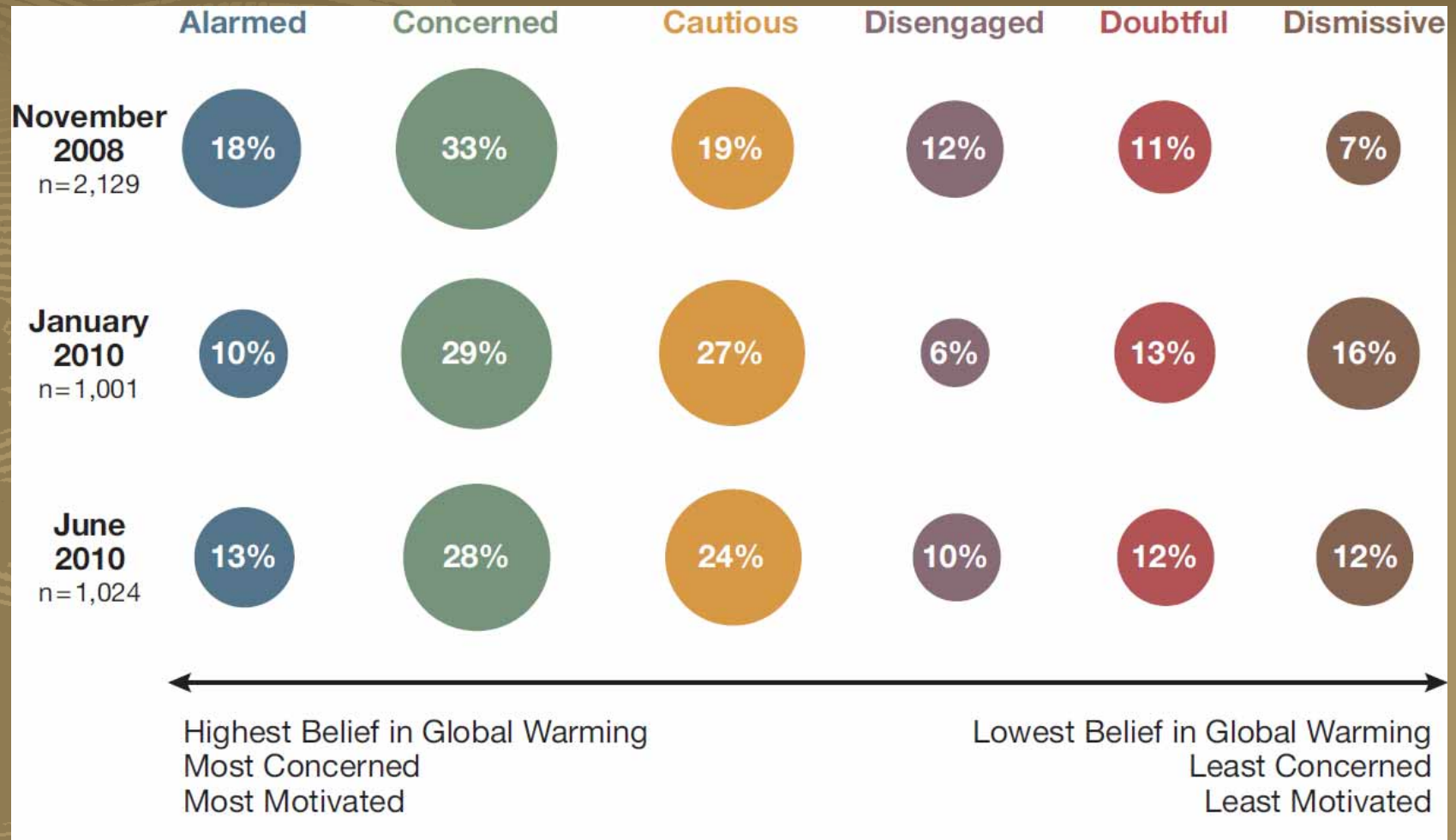
George Mason University

- Climate Change in the American Mind: 2008, 2010
- Six Americas: 2008, 2009



www.climatechangecommunication.org

EXPERIENCE YOUR AMERICA



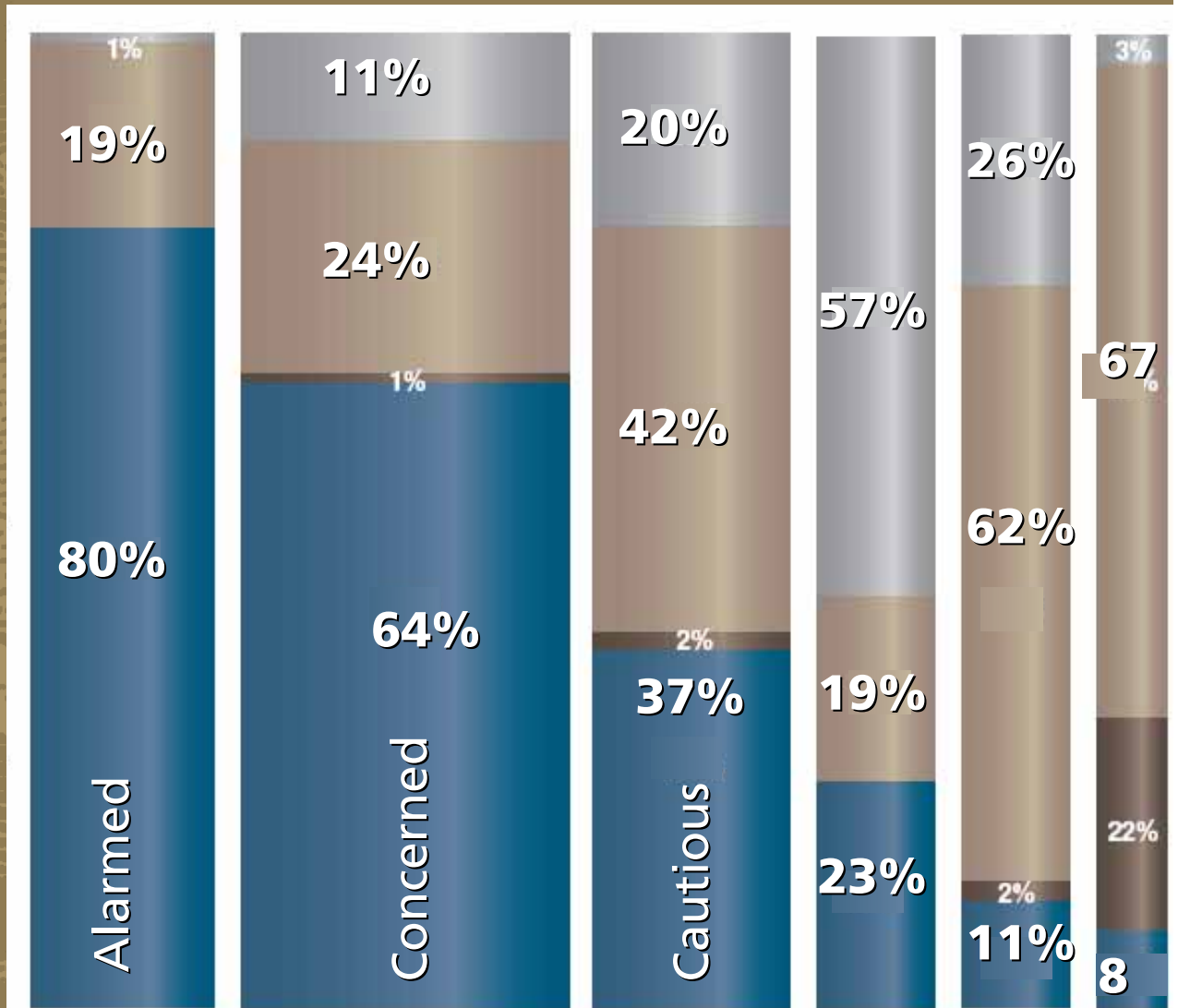
Beliefs about Scientific Consensus

Most scientists think global warming is happening.

Most scientists think global warming is not happening.

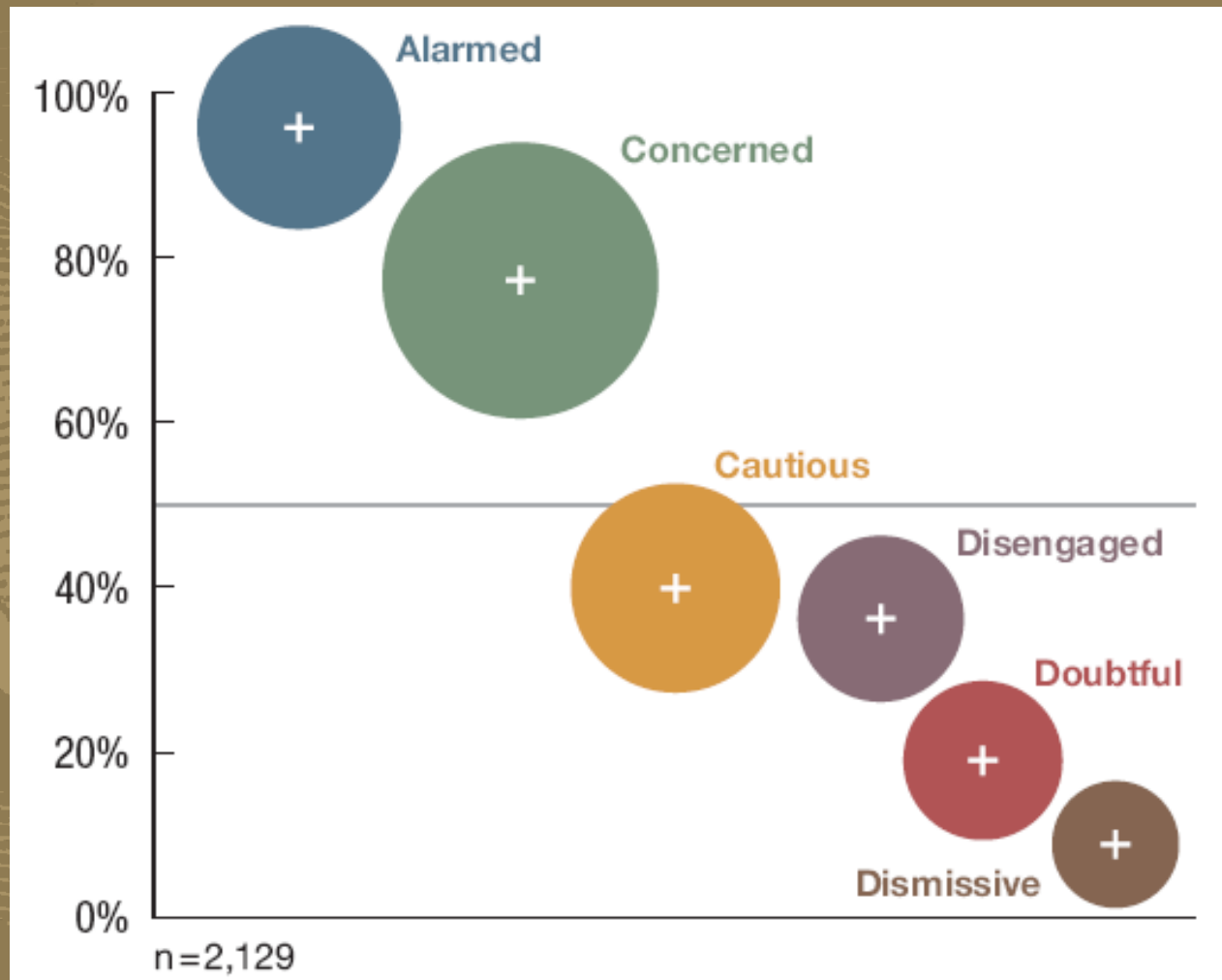
There is a lot of disagreement.

Don't know enough to say.



Behavioral Intentions

Proportion intending to engage in consumer activism over coming year



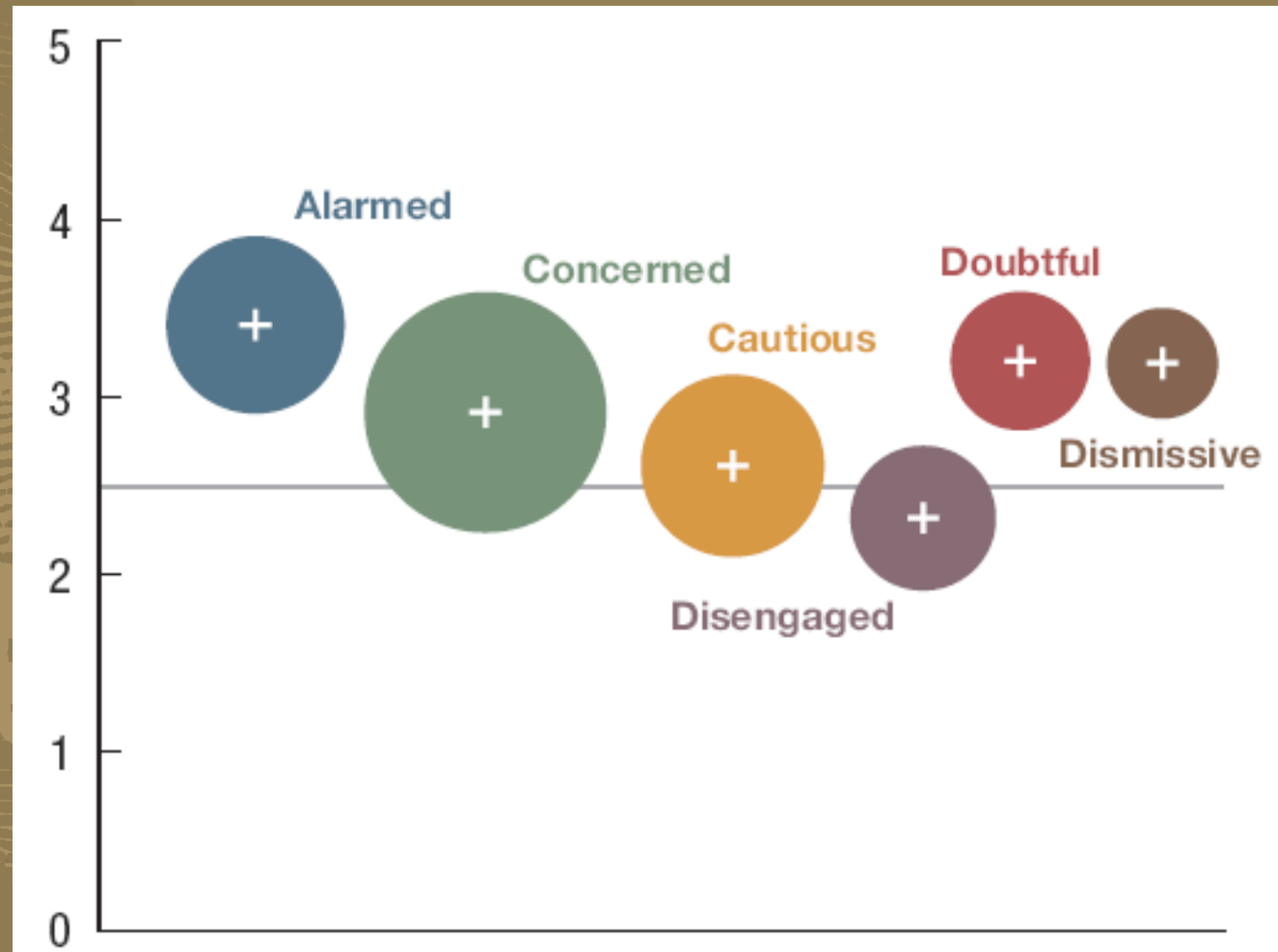
Six Americas, 2009

Behaviors

Number of energy efficiency improvements made to home

Frames

- Social progress
- Economic development
- Morality and ethics
- Scientific and technical uncertainty
- Runaway science
- Public accountability
- Middle way
- Conflict and Strategy



Six Americas, 2009

Frames

- Social progress
- Economic development
- Morality and ethics
- Scientific and technical uncertainty
- Runaway science
- Public accountability
- Middle way
- Conflict and Strategy

KA Research

- EBSCO Online
 - library.doi.gov/electronic/ebscoonline.html
 - Key words: attitudes, values, beliefs, opinions, conservation, natural resources, wildlife, human dimensions
- Conversation
 - What does this place mean to you?
- Observation
- Journaling about contacts
- Social media