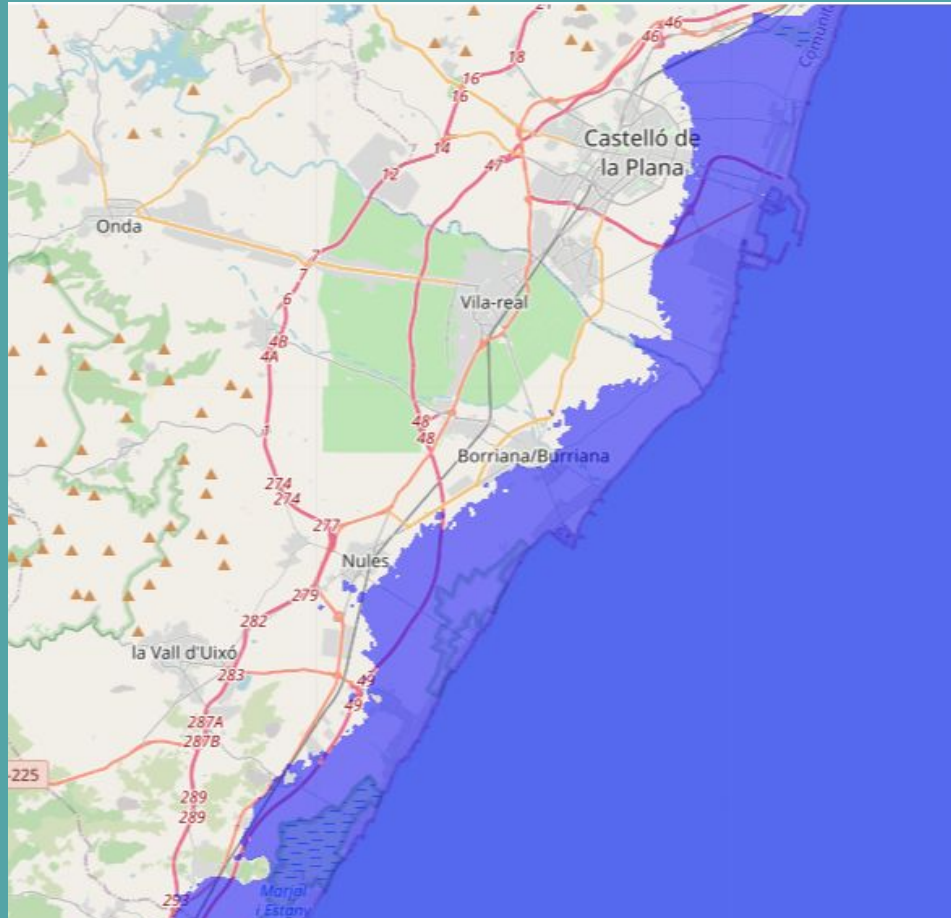


CLIMIND



PERCEPTION OF CLIMATE CHANGE COMMUNICATION ASPECTS

JOSE SEGARRA MURRIA
JULY 2022



The latest IPCC report from August 2021.

Different future scenarios depending on the evolution of human activities.

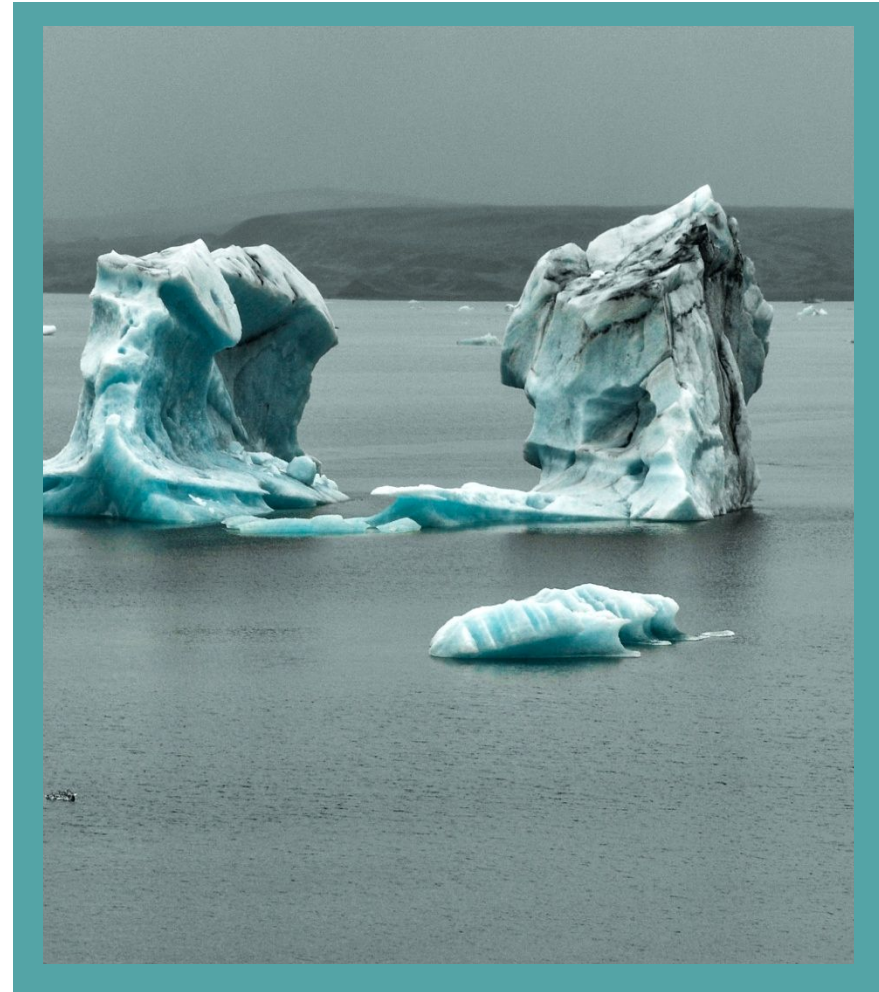
Scenario up to 5 meters of sea level rise.

What do you think about this??

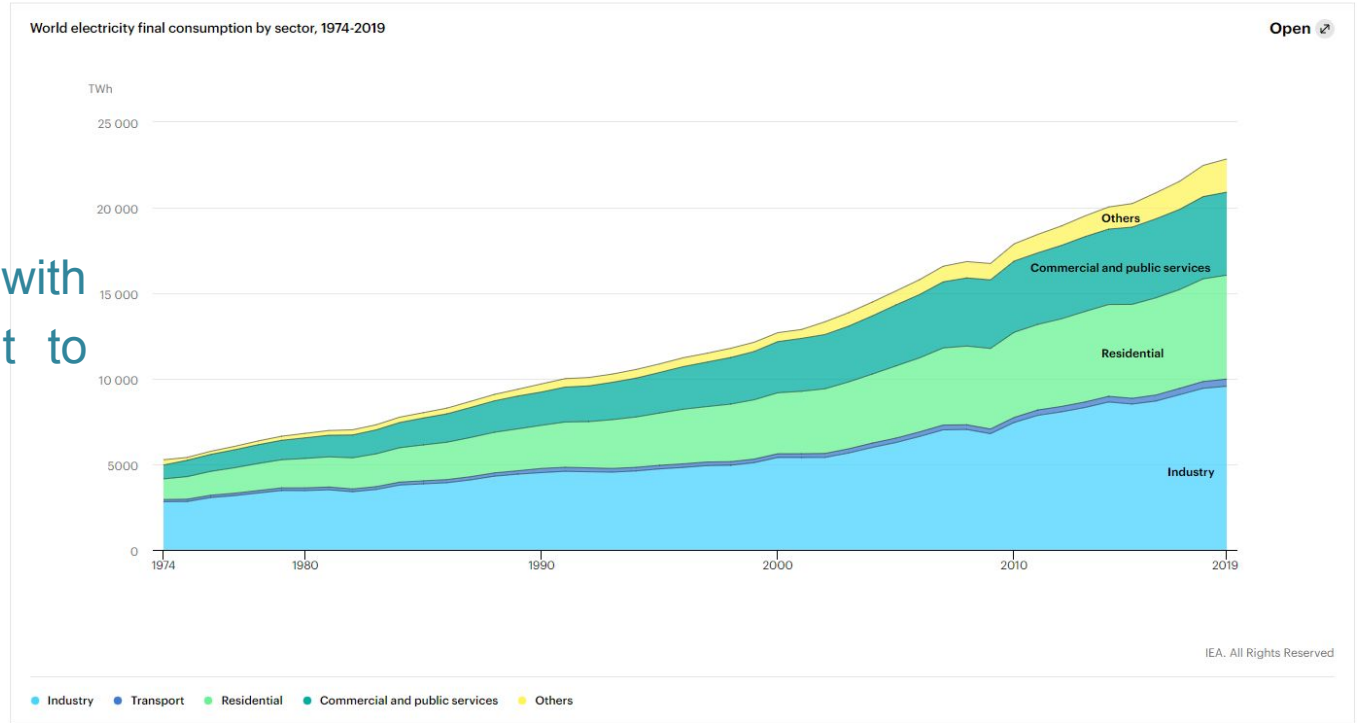
- 1.- This won't happen because the information is not real.
- 2.- This will be solve by innovative and new technologies and policies.
- 3.- This could be solve only if all the people start to act radically.
- 4.- This will happen unavoidable. We can only accept it, and adapt to it.

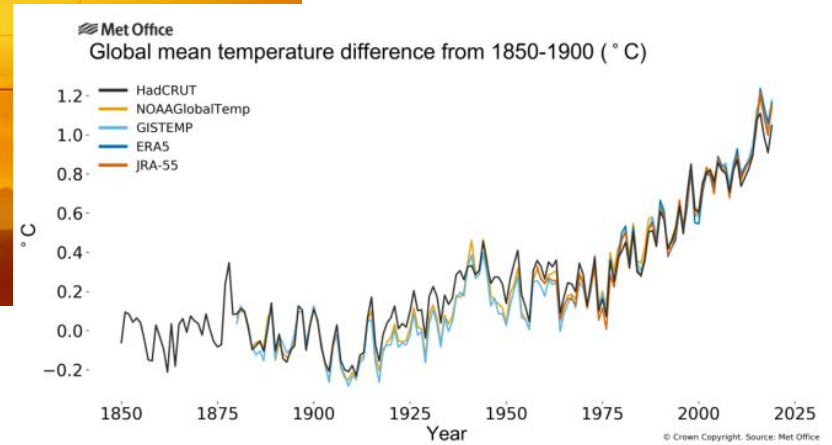
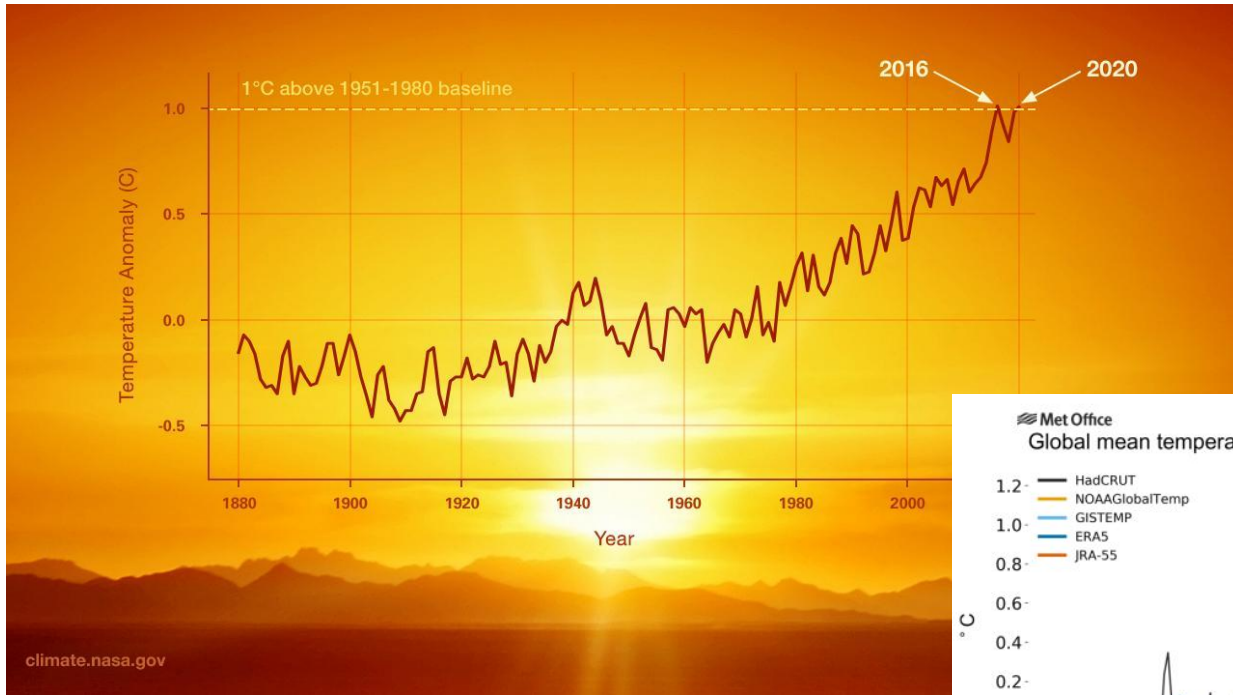
Many people share the concern about climate change but adopt a strategy of the irrational confidence that the effects of climate change are a Scientific Challenge that, over time, will be solved without requiring substantial changes in the routines of daily behaviors or the corresponding changes in social organization.

Margalef, two decades ago, warned of this, based on an "irrational optimism" according to which a scientist will appear who will discover a remedy and politicians who will mobilize the necessary resources to adopt these merely technical solutions.



We live in a world with limits and we want to grow without limits





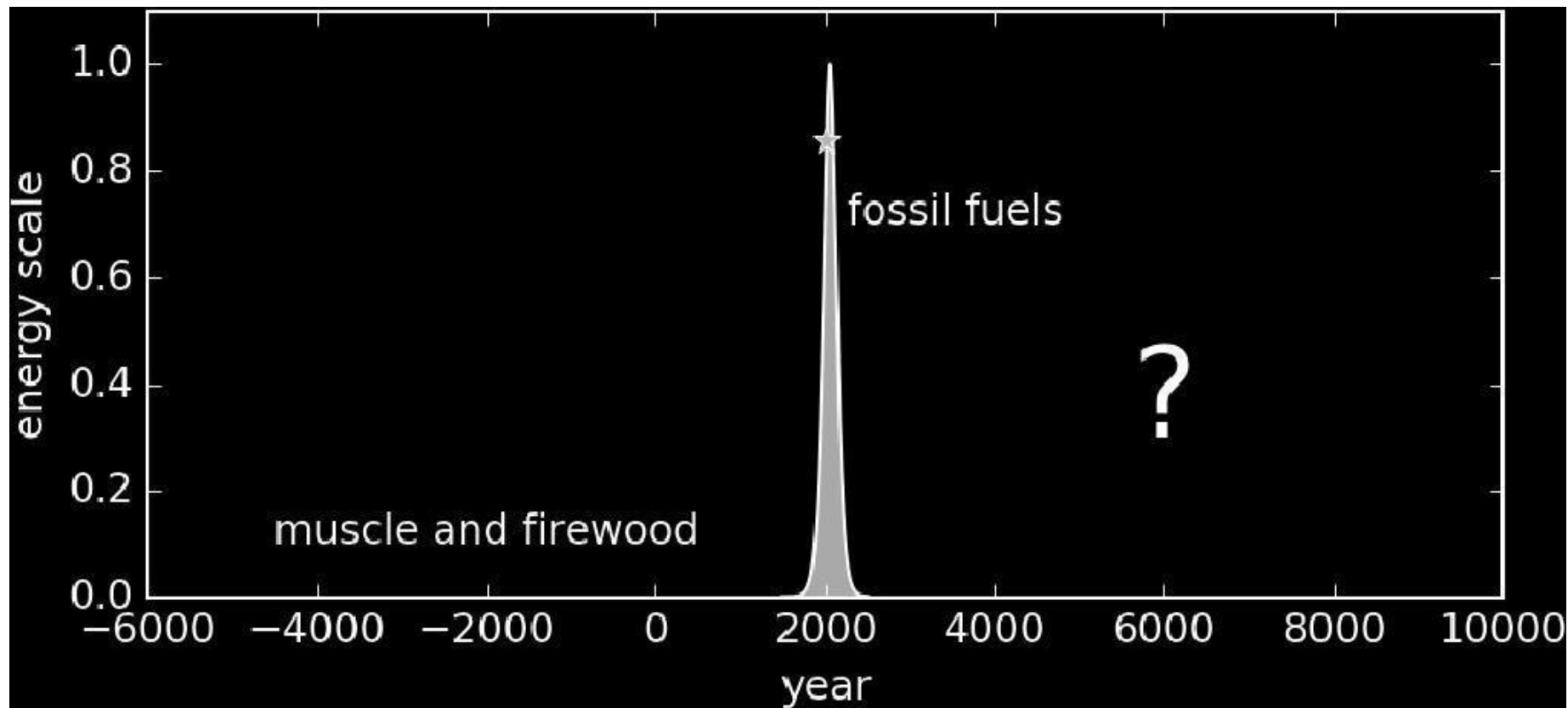
THE GREAT ACCELERATION

SOCIO-ECONOMIC TRENDS



EARTH SYSTEM TRENDS





Communication associated with environmental challenges presents a series of obstacles:

- 1. Abstract problems difficult to visualize.**
- 2. Lack of technical and scientific information.**
- 3. There is a lack of narratives that engage people and stimulate thought.**
- 4. Lack of the personal and direct experiential dimension of the problem.**
- 5. Inability to create emotional responses.**
- 6. Need to create a sense of belonging to a group.**

The 7 principles for effective communication
by Jose Segarra Murria

1

Talk about solutions



Disaster, loss, guilt... These concepts have an impact in the short term, but they end up generating negative emotions, causing people to avoid talking about the subject and can even lead to rejection.

New aspirational concepts should be chosen such as: health, well-being, prosperity, employment...

On the other hand, the environmental **CRISIS** is frequently used to highlight the **URGENCY**. This does not reflect the full scope of environmental and climate actions.

Communication must include a balance in three dimensions:

URGENCY.
CHALLENGE.
CHANCE.

Uncertainty is a feature of climate science that should not be ignored or set aside, but it can become a major obstacle in conversations with non-scientists.

Focus on "knowledge" before "unknowns" and emphasize where there are areas of strong scientific agreement around a topic.

People who has really knowledge about a subject such as scientists, generate greater confidence. By using an authentic voice, you can communicate effectively with any audience.

2

Be a trusty communicator



3

Connect with people world.

The 'big numbers' of climate change (global average temperature targets and concentrations of atmospheric carbon dioxide) don't relate to people's day-to-day experiences. Start your climate conversation on common ground, using clear language and examples your audience is more likely to be familiar with.

Research shows that people's values and political views have a bigger influence on their attitudes about climate change than their level of scientific knowledge.

Connecting with widely-shared public values or points of 'local interest' in your communication and engagement makes it more likely that your science will be heard.

4

Be pedagogical.

Making climate concepts accessible so that the general public can understand them well.

All information is ‘framed’ in some way - framing simply means using language to convey an idea in a particular way, or in a certain light.

For example, the growing use of solar panels could be framed economically (in terms of the rapidly reducing price of producing solar energy) or environmentally (in terms of reduced carbon emissions).

Also education is one of the more powerful tools to raise the awareness about Climate Change and it is the beginning of the action.

Stories about ordinary people who are grappling with the crisis in deeply personal ways and doing something about it. These can be very mobilizing narratives about solutions to the climate crisis.

Fear can also play a productive role, as there is still far too much complacency. Fear can mobilize action. But what is consistent is the power storytelling has to engage.

Stories can connect us to ecological crisis on a deeply personal level. Luckily, those personal and emotional connections are being made with increasing frequency in the news media, in documentary films and even on social media.

5

Human Being stories



6

Motivate the cooperation .

Try to provoke a change from the individual to the collective. It is interesting to show contents of individual actions, but collective action is even more so. People learn by imitation and social norms are powerful drivers of change.

For example, a participatory science model, a dialogue-based communication model, in which the public takes an active role in the discovery of science and co-constructs scientific knowledge.

Launch cooperative and collaborative proposals:
Participatory science, service learning, gamification, art-based learning, etc.

7

Creative communication.

Metaphors and analogies offer a way of seeing the unfamiliar in familiar terms by carrying over knowledge from one domain of experience to another.

Metaphors and analogies are especially relevant to how we make sense of largely abstract, complex problems like climate change by describing the unfamiliar in more familiar objects and language.

Art and creativity could be a way of engaging people to act, to collaborate, to claim.

The 7 aspects of communication through art
by Jose Segarra Murria

WHY ART?

ART requires parts of the brain that are not normally accessed by typical communications about climate change.

Art typically uses novel metaphors, analogies or narratives, which climate communication generally lacks. In addition, art can provide people with visualizations of the problem and give them a personal experience with the subject, which is especially important regarding climate change as many people still see it as an abstract issue that poses no direct threat.

Art may also give people a sense of being supported in their efforts to help combat climate change.

CLIMATE ENGAGEMENT

IN ART

Art as platform for introducing the issue as communication.

Characteristics: Attractive, accessible communication of climate change; goal oriented.

Examples: Illustrating climate change with comics, infography, or documentaries.

WITH ART

Art as medium to facilitate dialogue and express learning.

Characteristics: Participatory, experiential, process and goal oriented.

Examples: Creative experiences related to CC including labs and participatory art.

THROUGH ART

Art as means of transformation.

Characteristics: Co-creational, trans-disciplinary, open-ended; process oriented.

Examples: Using art as a process to discover meanings of climate change.

1

ATTENTION

An important and beneficial aspect of art is that when people view it, they naturally become more mindful than at other times.

They pay more attention to art and also they search for hidden meanings and associations.

Art helps people to engage in a process of (re-)constructing the meaning behind the work or the intention of the artist, especially in the case of highly original artworks and when the social value of the artwork is recognized.



2

REFLECTIONS

Respect to climate change, creating moments of reflection may be needed to disrupt everyday routines.

The interpretation of an artwork is often deliberately ambiguous, which can trigger reflections on the meaning of the work and motivate people to consider a change of attitude or behaviour because they are already in a state of deliberation.

Different stories and interpretations may complement each other and encourage people to look at the artwork over and over again, from different perspectives.



3

SENSE OF GROUP

Art strengthens a sense of group identity among members of the audience who like the same artwork.

There have been extensive publications on the topic of art as a way to engage people in social movements and to evoke social change.

Historically, art has played an important role in drawing attention to a number of societal issues, raising awareness and changing perceptions: for instance, the role of feminist art in the 'women's liberation' movement of the 1960s and 1970s. Street art in particular can play an important role in changing social norms.



4

VISUALIZATION

Climate change is viewed by many as a very abstract problem that is hard to visualize.

It is critical to make climate change more visible. Art can make an issue visual in that it can provide new, closer, and more personal images and conceptual associations. Providing mental imagery helps to make climate change easier to grasp as a concept and more personally relevant.

Visualization can be seen as an important bridge towards the acceptance of a problem's existence.



5

EMOTION

People who have direct personal experience of climate change are more concerned about it.

A personal and direct experience with climate change will bring the issue closer and provide the emotional basis for taking action.

Art can bring emotional, cognitive and behavioural responses. Some artworks, especially large installations, can even create a different kind of world that allows people to immerse themselves in the experience that the artwork creates..



6

TRANSFORMATIVE

Art can also be transformative and life-changing for the observer.

Pelowski and Akiba (2011) detail a five-stage process:

1. pre-encounter
2. cognitive mastery
3. secondary control
4. meta-cognitive assessment
5. schema-change / aesthetic outcome.



7

INSPIRATION

People need inspiration for reinforcement of pro-environmental behaviour.

Any climate message should aim to be inspiring. Artworks, although they may also focus on the negative aspects of climate change, generally have a better prospect of being perceived as inspiring than, for example, scientific reports, due to the emotional response that they can provoke.



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THANK YOU

JOSE SEGARRA MURRIA
cresol@cresol.org