Climate Change Communications

Digital Learning Module Questions

**Reflection Questions:**

1. True or False: According to the Vox video “Why humans are so bad at thinking about climate change” doom and gloom messaging inspires people to take an issue seriously and take action.
   1. False
2. The UCLA Engage Project tested different communication strategies. What messaging strategy reduced energy use the most?
   1. A social pressure strategy that made it a competition between residents.
3. Rather than telling people a story of sacrifice and deprivation, what should climate activists convey?
   1. A story of humans flourishing in a post-fossil-fuel age.
4. True or False: According to the work of investigative journalists, oil companies coordinated a global effort to dispute climate science, block fossil fuel controls, and keep their products flowing.
   1. True
5. True or False: According to research conducted in the US, Americans underestimate the percentage of the US population that supports climate change polices.
   1. True
6. What is pluralistic ignorance and why does it matter to climate change policy action?
   1. Pluralistic ignorance refers to the phenomenon where people underestimate the level of support for climate change policy. Research shows that individuals are less likely to act when there are others who standby and do nothing. Thus, if people fail to accurately perceive the level of support for climate action, they will fail to act.
7. According to climate scientist Dr. Katherine Hayhoe, what are four strategies for climate conversations that motivate action?
   1. Discuss local impacts; Discuss present impacts; Discuss issues the listener cares about; Share solutions
8. Why is it important that messages about climate action include hope?
   1. It is imperative that we clearly communicate that it is not too late to avoid the worst outcomes. If people are convinced that we’re doomed, why would they bother trying?”
9. True or False: Successful climate communications connect on values, build trust and find common ground.
   1. True
10. Research found that \_\_\_\_\_\_\_\_\_\_ had the strongest effect on behavioral change.
    1. social pressure