




Communicating
Sustainability - when do
people listen?

April 25, 2016



Agenda

Introduction

Historical Roots SC

Theoretical Perspectives on Communication as...

Transmission

Persuasion

Co-Creation of Meaning

Group Work

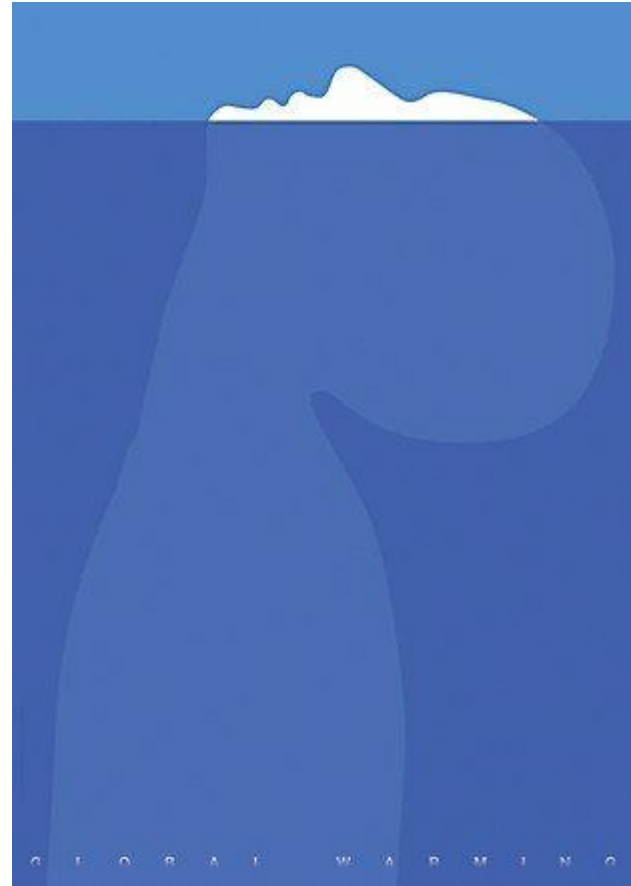
Introduction

Historical Roots

'Fish or humans may die because swimming in the seas and rivers has become unhealthy. . . . As long as this is not the subject of communication, it has no social effect.'

mann (1986) p. 63

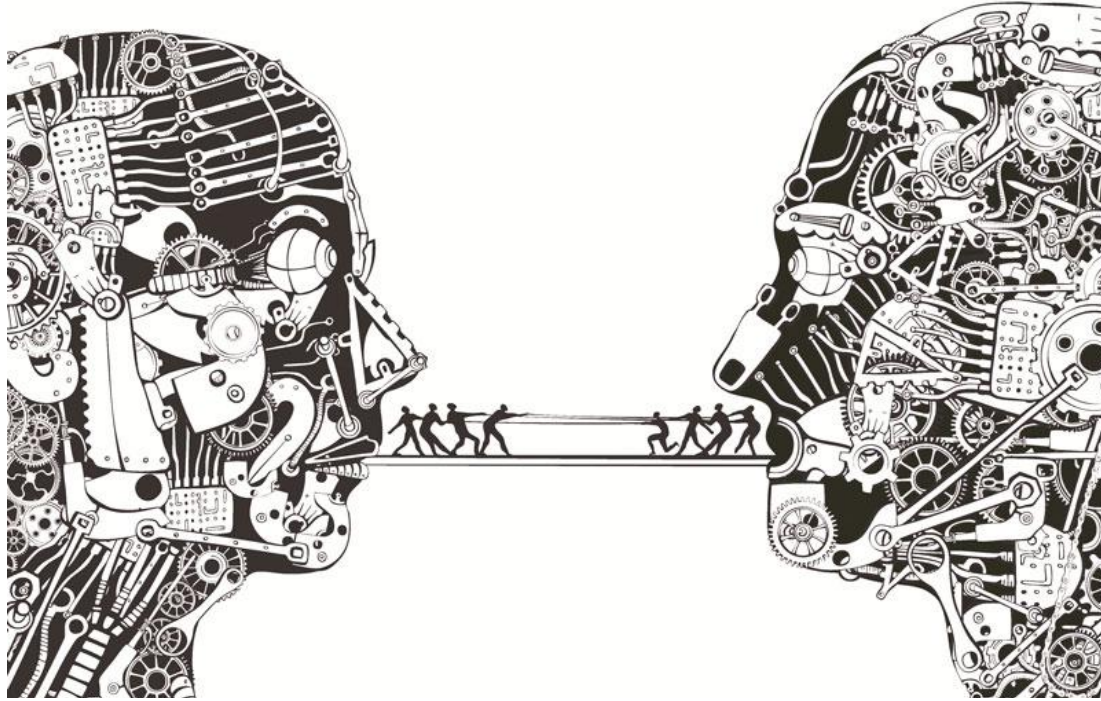
Luh



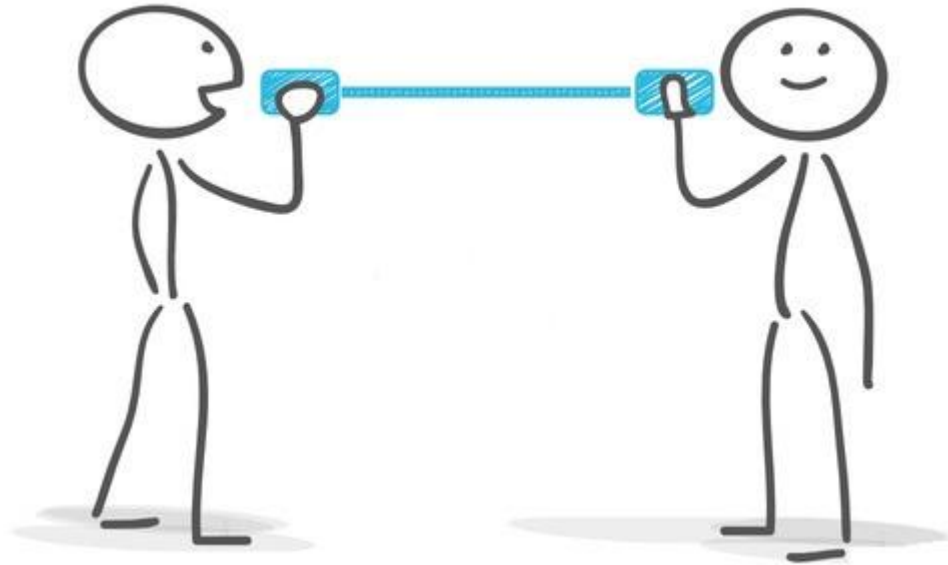
Historical Roots

- ❑ Risk communication
- ❑ Environmental Communication
- ❑ Sustainable Development
- ❑ Education for Sustainable Development

Theoretical Perspectives on Communication

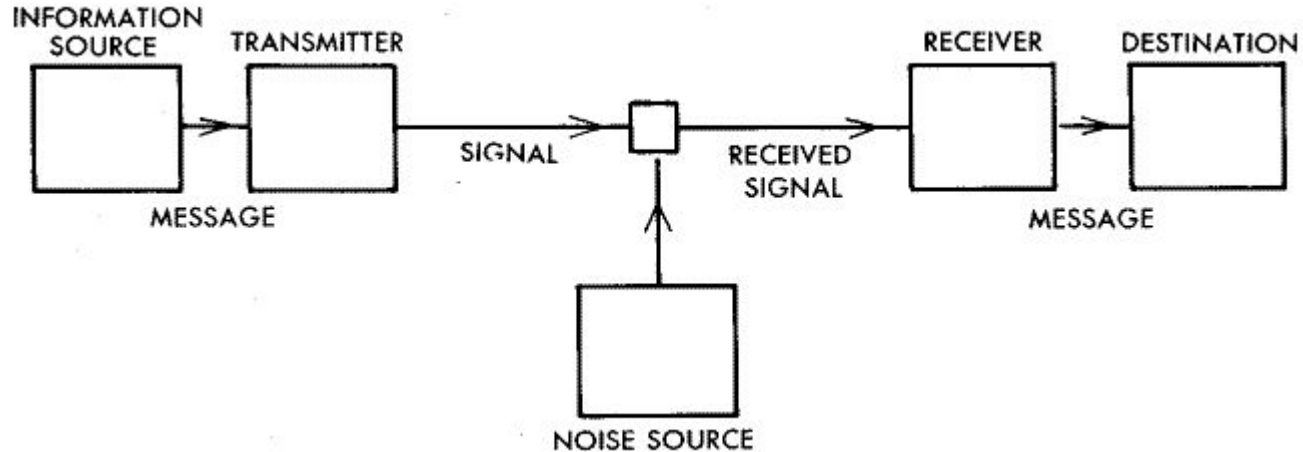


Communication as Transmission



Communication as Transmission

Model of Communication by Shannon & Weaver



Communication as Transmission

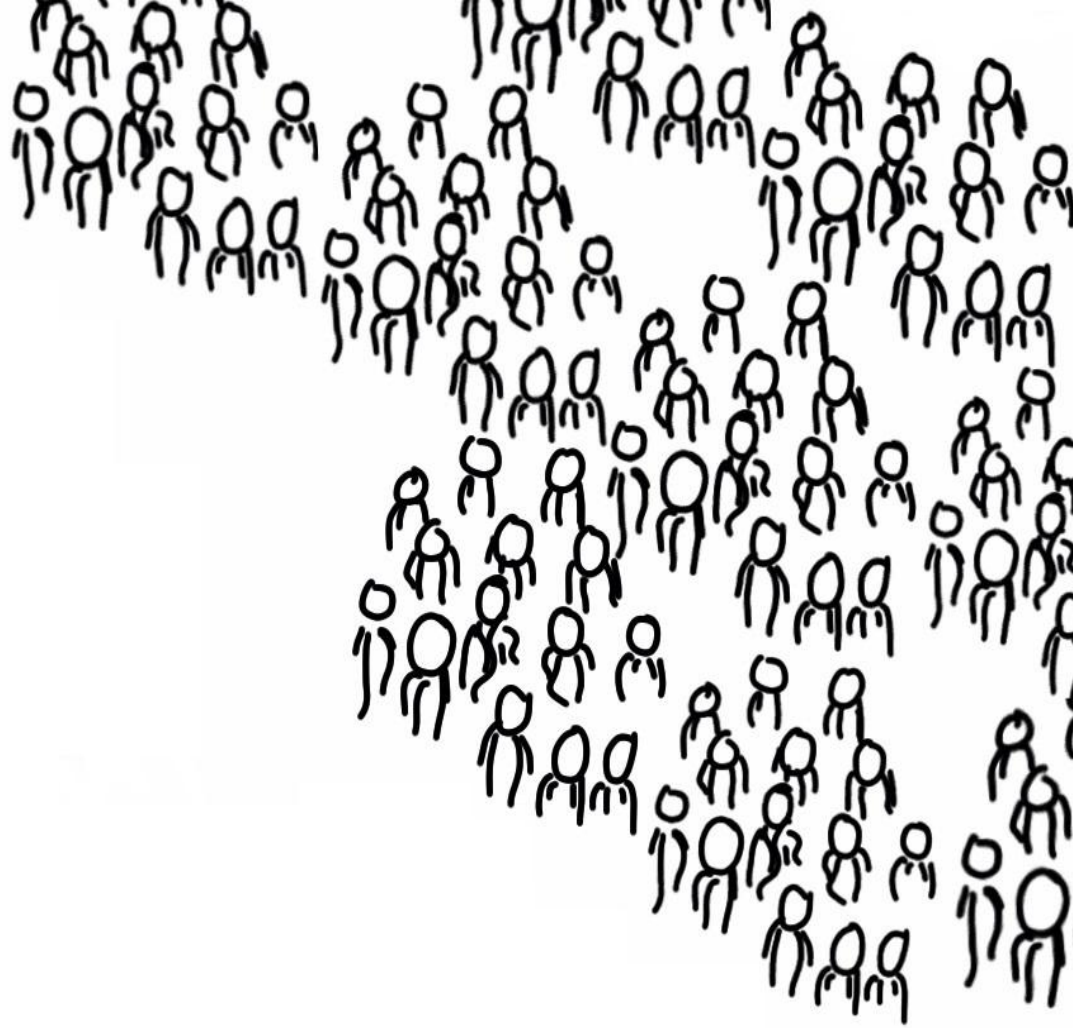
Practical Implications

- Emphasizes the content of the message
- Roles: Sender & Receiver
- Power is with the sender

Communication as Transmission

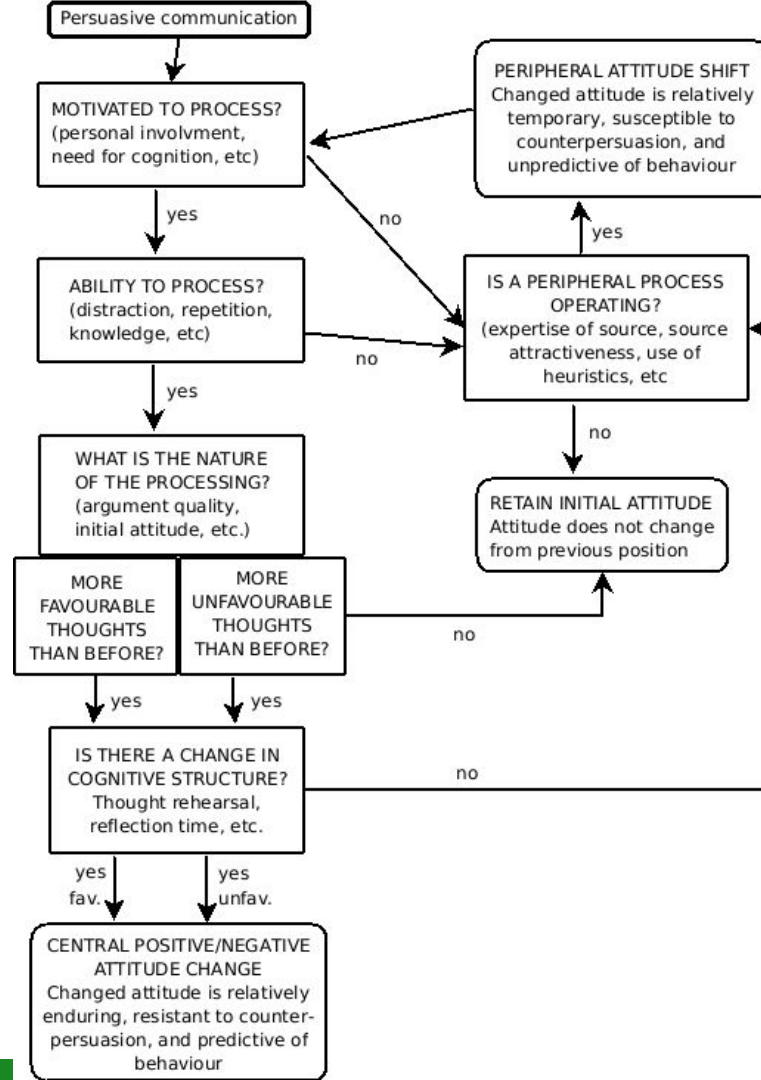


Communication as Persuasion



Communication as Persuasion

The Elaboration Likelihood Model by Petty & Cacioppo



Communication as Persuasion

Practical Implications

- Need for communication to stimulate audience
- Get to know the audience!
- Unequal power balance

Communication as Persuasion



Communication as Persuasion

3 1 KNOW YOUR AUDIENCE

- 3 What Is a Mental Model?
- 4 Mental Models and the Confirmation Bias
Example: The Confirmation Bias and Climate Change
- 4 How To Identify and Update Mental Models about Climate Change
Example: A Common Mental Model about the Ozone Layer and Greenhouse Gases

6 2 GET YOUR AUDIENCE'S ATTENTION

- 6 What Is Framing?
Why Frame?
The Subtleties of Framing
Example: Framing and the Politics of Carbon
- 8 Promotion vs. Prevention Frame
- 9 Bring the Message Close to Home:
A Local Frame
- 10 Make the Message Matter Now:
The Now vs. Future Frame
- 11 Combining the Now vs. Future Frame With
a Gain vs. Loss Frame
- 11 Broaden the Message: The Interconnected Frame
Example: The National Security Frame
Example: The Human Health Frame

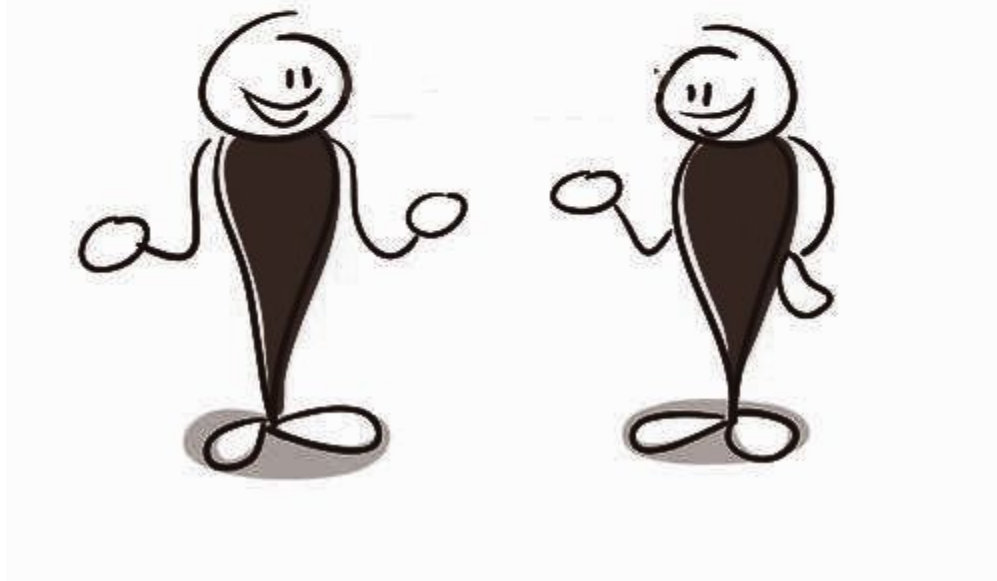
14 3 TRANSLATE SCIENTIFIC DATA INTO CONCRETE EXPERIENCE

- 15 Why the Keeling Curve Alone Doesn't Motivate Behavior Change
- 15 How the Brain Processes Information
- 16 Speak To the Two Parts of the Brain: How To Make Analytic Data Memorable and Impactful
Example: Shrinking Glaciers and the

Climate Change

- 21 What Is the Single Action Bias?
- 23 How To Counteract the Single Action Bias
Example: The Simple Steps Campaign and Tiered Environmental Action
- 24 5 ADDRESS SCIENTIFIC AND CLIMATE UNCERTAINTIES
- 24 Why Are There Uncertainties in Climate Science?
- 24 The Problem with Scientific Uncertainty:
The Human Need for Predictability
- 26 How To Communicate Climate Change Uncertainty
The Need for Precision
Invoke the "Precautionary Principle"
Example: Michigan Cherry Growers and Climate Uncertainty
- 28 The Benefits of Talking about Climate Change Information in Groups
Example: African Farmers and Climate Information
Example: CRED Lab Experiment on Group Learning Processes
- 30 6 TAP INTO SOCIAL IDENTITIES AND AFFILIATIONS
- 30 What Is the Tragedy of the Commons?
- 31 How To Tap into Group Identity To Create a Sense of Affiliation and Increase Cooperation
Example: CRED Lab Experiment on Group Affiliation and Cooperation
Example: Knoxville, Tennessee, Greens Up
Example: The Energy Smackdown: Using Reality TV to Lower Energy Consumption
- 33 7 ENCOURAGE GROUP PARTICIPATION

Communication as Co-Creation of Meaning



Communication as Co-Creation of Meaning

Practical Implication

- Create opportunities for joint learning
- Attention to the active role of the individual
- Aim: creating democratic dialogues
- Equal power balance

Communication as Co-Creation of Meaning

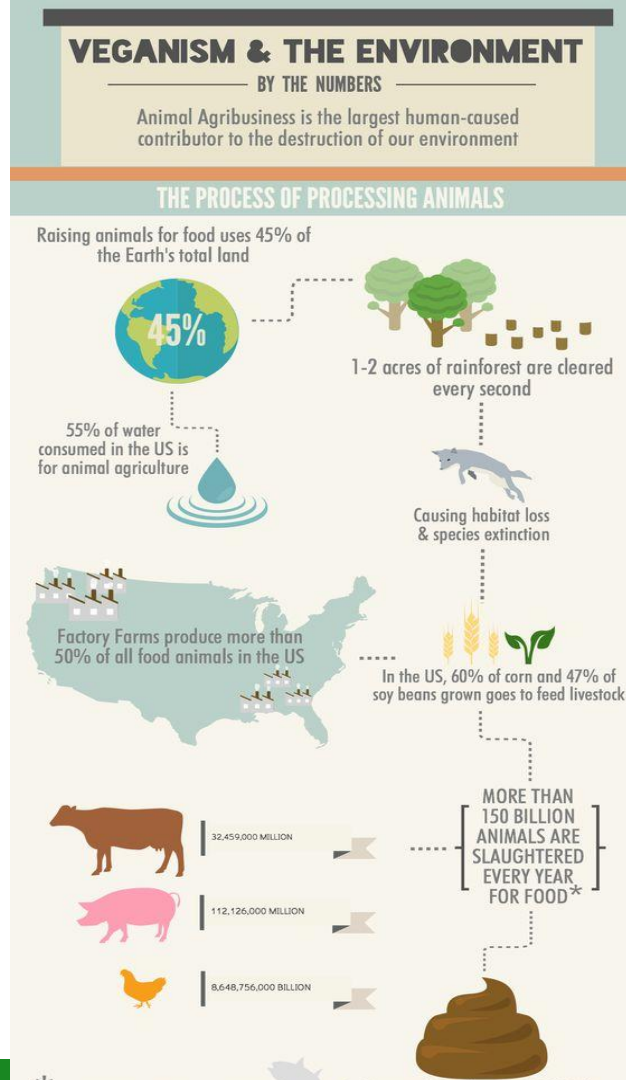
<http://de.slideshare.net/LaurelineBaron/campaign-for-the-department-of-energy-climate-change-youth-energy-challenge>

Group Work

Create a communication plan for a Vegan Monday in your class!

Divide in three groups and use the different communication approaches

- Transmission
- Persuasion
- Co-Creation of Meaning



Sources

Craig, RT & Muller, HL (2007). *Theorizing Communication: Readings Across Traditions*. Sage Publications.

Hallgren et al (2016). Work in Progress. Planning for culture and nature interpretation – communication as interplay

Jurin, R.R., Roush, D., Danter, J. (2010). Environmental communication. Skills and principles for Natural Resource Managers, Scientists, and Engineers. Dordrecht: Springer, pp 72-133.

Luhmann, N. (1989). *Ecological Communication*, Polity Press. Chicago