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A New Resource to Inform Climate Change Communication

ABSTRACT

The Climate Change Communication Collection will provide a new and previously unavailable database for scientists, communication scholars, and practitioners to create effective and evidence-based public engagement initiatives about climate change (e.g., lectures, public presentations). This database was created and collected through extensive literature review and analysis and is accessible on Iowa State University's Science Communication Project website [HERE](#). The Climate Change Communication Collection is a database of 50+ articles that brings together critical knowledge and concepts that can be applied to public engagement and research related to climate change. Articles focus on various topics including the importance of trust, perceived risks, and specific vocabulary or engagement initiatives.

RESEARCH QUESTIONS

The database provides support for these questions and encourages others to expand upon these questions and this collection of knowledge to further investigate and improve climate change communication.

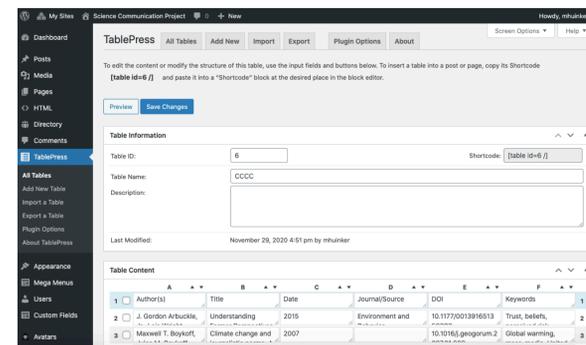
1) *How do key dimensions of scientific trustworthiness and credibility affect public acceptance of scientific claims, including climate change messaging?*

2) *How does communication about climate change affect or intersect with public perceptions of scientific trustworthiness or credibility?*

3) *How can communication and engagement strategies about climate change be designed to enhance perceptions of scientific trustworthiness and credibility?*

METHODS

Articles were collected through a literature review using the following keywords: climate change, trust, perceived risk, science, global warming, public perception, belief, and ideology. Articles were included that inform the public, policy-makers, scientists, and/or educators about various factors at play when communicating about climate change. Articles were collected utilizing Zotero and CyBox features. Access was requested and granted to edit the Iowa State University Science Communication Project from back-end Wordpress features. Anyone accessing this site will be able to locate and utilize information in this collection as an Iowa State University affiliation is not required.



CONCLUSION

Communication about climate change, and other contested topics, is informed by politics, religion, and culture. Thus, audience characteristics, such as age, ideology, beliefs, and education, influence the acceptance of environmental messages and the perceived credibility of expert sources of information about climate change. Source credibility and trust are important shortcuts that the public uses to interpret scientific information. This resource will provide scholars and practitioners with a wealth of research to facilitate trust-building, effective climate communication, and new research to address gaps in the current literature.



Screenshot of the CCCC page.