

C3S_429 Climate Media Portal: C3S_429 Climate Media Portal

Description

Climate change communication to the public sphere is crucial to raise awareness and motivate climate action. Yet, balanced climate narratives are difficult. The challenge lies in the complexity of the topic itself, usually oscillating between robust evidence-based messages with low impact and emotionally powerful but hyped stories. This offer proposes an application that facilitates the use of the ClimateData Store (CDS) data products for the creation of effective and emotionally impactful climate change messages to be used by one of the major players creating narratives about climate change: journalists. Climate narratives, created by words, data, and images, are critically framed by the media. Journalists are not only the mediators of climate data with the general public, but they are also opinion-makers and knowledge brokers for policy and business audiences.

However, having climate data is not a guarantee for journalists being able to create a good climate narrative. 49% of data stories are created in a day or less according to the Google News Lab survey issued in 2017, and more than a half of the respondents signalled cleaning, processing, and analysing data as a skill difficult to pick up that required too much training. The Climate Media Portal aims to provide journalists with an application that allows them to create tailored and compelling visualisations using three key products (ERA5 reanalysis, ECMWF S5 seasonal forecasts and CMIP5 projections).

These products will help enrich articles with climate information for the past, the near-term future and the long-term future while simplifying the interface and interaction with the CDS. The application will be co-designed in close collaboration with journalists, creating a co-design group that will participate in the creation and testing of the prototypes. This is fundamental to ensure that the design and the data provided is actually relevant and salient to the needs of journalism, besides ensuring it provides added value compared to other available applications. Recently, we have seen how successful visualisations of climate information (such as the climate spirals from Ed Hawkins² or the Earth Temperature Timeline by Randall Munroe³) have rapidly become viral, regardless of the origin of the information they use.

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