

SORS/WomenInBSC: The science of science communication: Climate change risks

Abstract

Citizens need to make informed decisions about climate change and associated risks, such as changes in temperature, rainfall or hazards such as flooding. Scientific institutions, government agencies, or non-governmental organizations often communicate about climate change and associated risks, with the aim of accurately informing the public about the underlying scientific evidence. This talk will present examples from my past and ongoing empirical research on the barriers that individuals face when they try to understand such communications and make informed decisions, as well as suggestions about how to overcome barriers. I will include examples about supposedly simple terminology, or numbers such as the 1.5°C temperature rise, probabilities of climate change risks, or the uncertainties associated with such statistics. I will close with an outlook onto how climate change communications addressing general audiences could harness insights from the science of science communication (Bruine de Bruin & Bostrom, 2013) or the wisdom of (scientific) crowds (Holford et al., 2023).

Short Bio

Astrid is an assistant professor of Sustainability Science and Psychology at the Institute of Sustainability Psychology at Leuphana University Lüneburg. She is associated with the Harding Centre for Risk Literacy at the University of Potsdam, Germany, and with Princeton University in the US. She has studied both perceptions and communications about global challenges such as climate change, and nuclear dangers as well as individual-level behaviors that help mitigating climate change or biodiversity loss. She has held previous positions at the Max Planck Institute for Human Development in Berlin, the University of Konstanz as and at the University of Leeds, UK.

Speakers

Speaker: Astrid Kause. Leuphana University of Lüneburg · Faculty of Sustainability. Doctor of Psychology

Host: Dragana Bojovic. Earth Sciences - Knowledge Integration ES group, BSC

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