

RESEARCH IN PROGRESS

Communicating the economic impacts of climate change

Communicating the economic impacts of climate change (2010-2011)

ILWS Strategic Research Area: Social Aspects of Climate Change Adaptation

Funding: ILWS

Investigators/researchers:

Prof Mark Morrison & Prof Kevin Parton (both ILWS)

Description:

For climate scientists, climate change is a problem that has a significant chance of having catastrophic environmental, social and economic consequences during the course of this century. In contrast, public opinion seems to regard with skepticism the pronouncements on climate change that emanate from the scientific community. Why the difference?

This research project has analysed this problem by reviewing the literature on communicating climate change. By organising the literature according to the role of the major groups of participants in the information transfer process, useful insights can be gleaned. These groups include scientists, business, the government, the media and the general public. This analysis leads to an overall model of the information transfer process that highlights various issues including the role that the media plays as a lens through which the public observes scientific results.

The researchers plan to replicate a climate change segmentation study undertaken previously

by researchers at Yale and George Mason Universities, U.S.A. An aspect of this research will be the use of archetypal prototyping.

Outputs:

Parton, K.A. and Morrison, M. (2011) "Communicating Climate Change", presented at the Australian Agricultural and Resource Economics Conference, Melbourne.



Adjunct Professor Bjørn Lomborg, an economist at Denmark's Copenhagen Business School and Prof Mark Morrison at an ILWS Climate Change Workshop Canberra March 2011

Outcomes:

A model of the climate change communication process has been developed. This indicates various strategies that the actors and their agencies could pursue to communicate their important climate change issues.

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