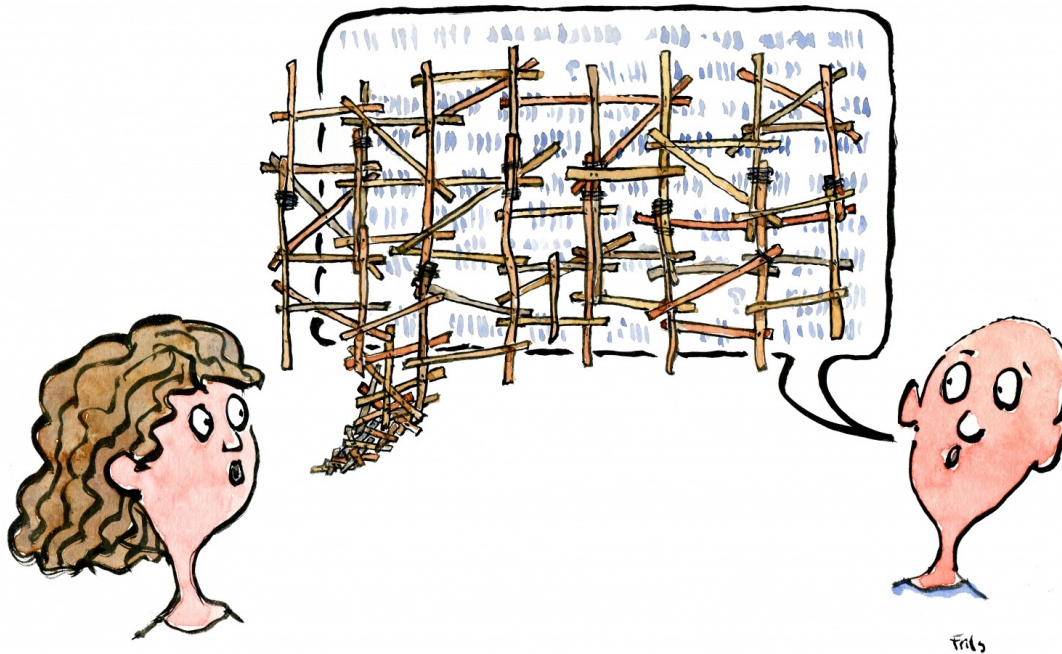


Communicating across polarized audiences



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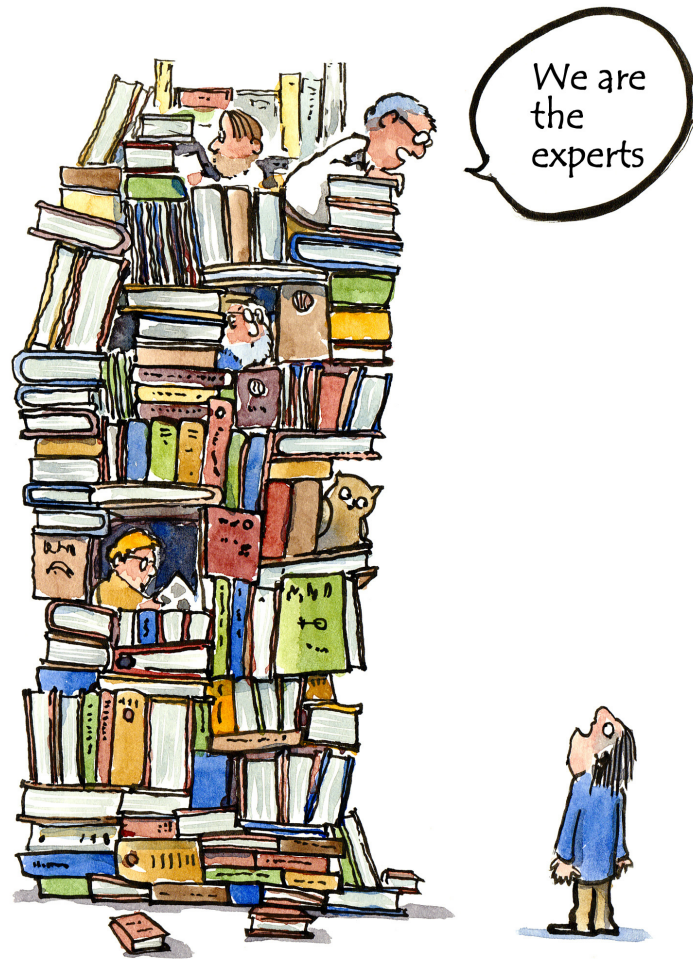
We all see the world through cultural lenses



Positions on climate change are 'identity markers'



Breaking out of old school sci-comm



- Don't appeal to the authority of science
- Don't *just* provide information
- Consensus can squash you



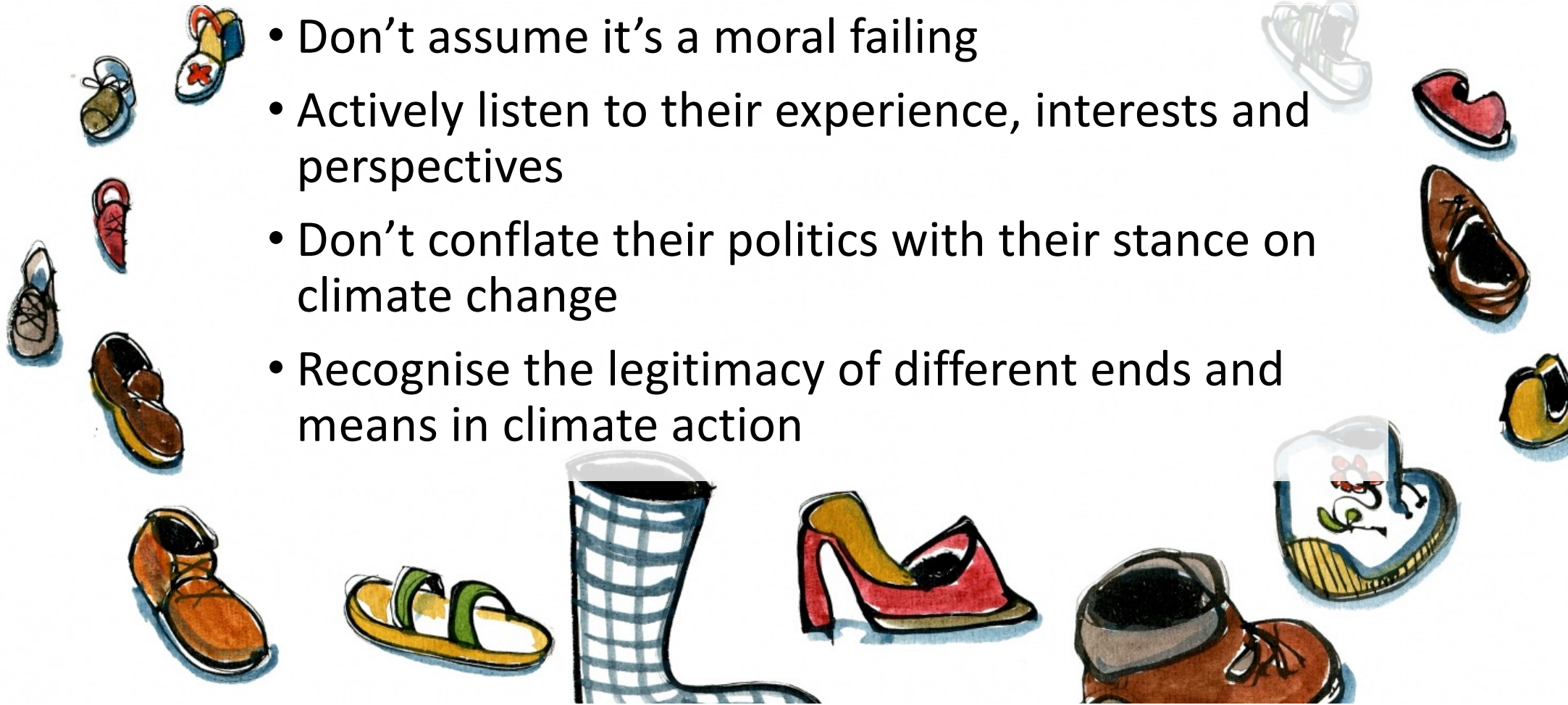
Two ways to communicate with people who think differently

- Respect their right to think differently
- Look for common values



Respect people's right to think differently

- Don't assume it's a moral failing
- Actively listen to their experience, interests and perspectives
- Don't conflate their politics with their stance on climate change
- Recognise the legitimacy of different ends and means in climate action



Look for common values

- Find shared networks of trust
- In what ways are you similar in experience, concerns, outlook?
- Identify pathways to climate action that address other real concerns
- Build trust and relationships, take time

