CLIMATE CHANGE IN THE CLASSROOM: USEFUL TOOLS FOR EDUCATORS AND LEARNERS (AND THE REST OF US)

SEPTEMBER 28TH, 2021

Ruthie Gold

YALE PROGRAM ON CLIMATE CHANGE COMMUNICATION
Alarmed  Concerned  Cautious
Disengaged  Doubtful  Dismissive
% of the U.S. population

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Alarmed

Concerned

Cautious

Disengaged

Doubtful

Dismissive
Global Warming’s “Six Americas” reveal

Global Warming’s Six Americas
December 2020

- Alarmed: 26%
- Concerned: 29%
- Cautious: 19%
- Disengaged: 6%
- Doubtful: 12%
- Dismissive: 8%

Highest Belief in Global Warming
Most Concerned
Most Motivated

Lowest Belief in Global Warming
Least Concerned
Least Motivated

December 2020 (n=1,036)
26%  29%  = 55%  Empower & Direct

19%  6%  = 25%  Show the harm, explain facts

12%  8%  = 20%  Why we know it’s real; shrink air time
What percentage of adults in Connecticut believes that schools should teach about global warming?
BIRDS FLY...
...SO GRAVITY IS A HOAX!

YOU’RE JUMPING TO CONCLUSIONS!
It's cold...

...global warming doesn't exist!

It's dark...

...the sun doesn't exist!
NO ONE IS TALKING ABOUT CLIMATE CHANGE, SO I WON’T BRING IT UP...

NO ONE IS TALKING ABOUT CLIMATE CHANGE, SO I WON’T BRING IT UP...

the SPIRAL of SILENCE
Thank you!