

Cómo contar la historia del cambio climático y para qué...

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Europa

¡Sin vuelos! Greta Thunberg llegará en barco a la cumbre climática en Nueva York

por Diego Arguedas Ortiz

Zonas polares

Esta placa recordará al primer glaciar que Islandia perdió ante el cambio climático

por Diego Arguedas Ortiz

Europa



Transporte

Tren eléctrico y pago electrónico avanzan, pero sectorización no

por Sebastián Rodríguez

El sistema de transporte no se mueve. Pero un tren eléctrico, un sistema de pago electrónico y rutas de buses mejor planificadas podrían ponerlo a rodar y

De los blogs

Recalculando la ruta

2021: una fecha clave para el transporte tico

Latitud 66.3

Hacia un acuerdo para alta mar: un océano saludable para un planeta sostenible

Infraestructura verde

El Cambio Climático como política de salud pública

Clima Empresarial







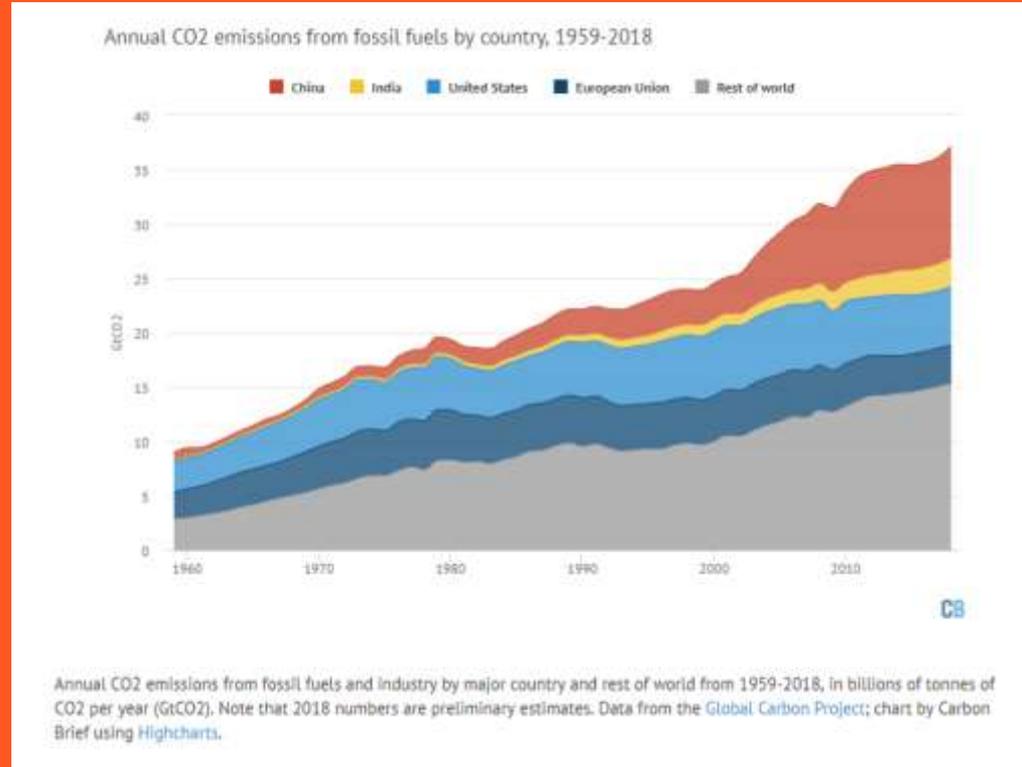
¿Qué nos hace conectar?

Nuestra ciencia es cada vez mejor...

IPCC Assessment Reports since 1990: WGI Contribution

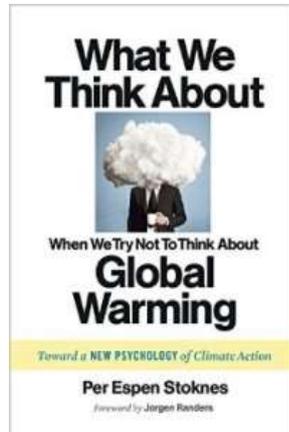
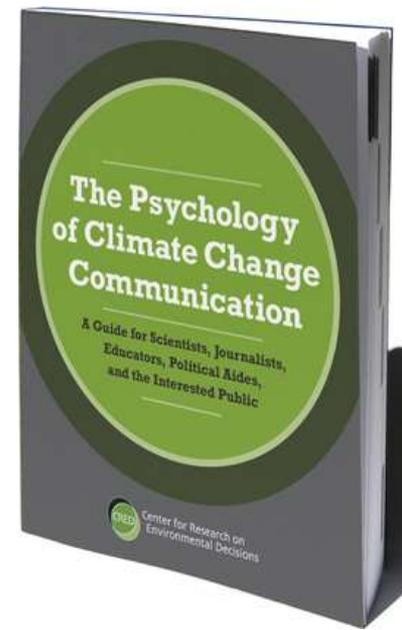


...pero las emisiones siguen creciendo.



**“La ciencia en
realidad dice
otra cosa...”**

¿Más ciencia?



Avances en estos campos

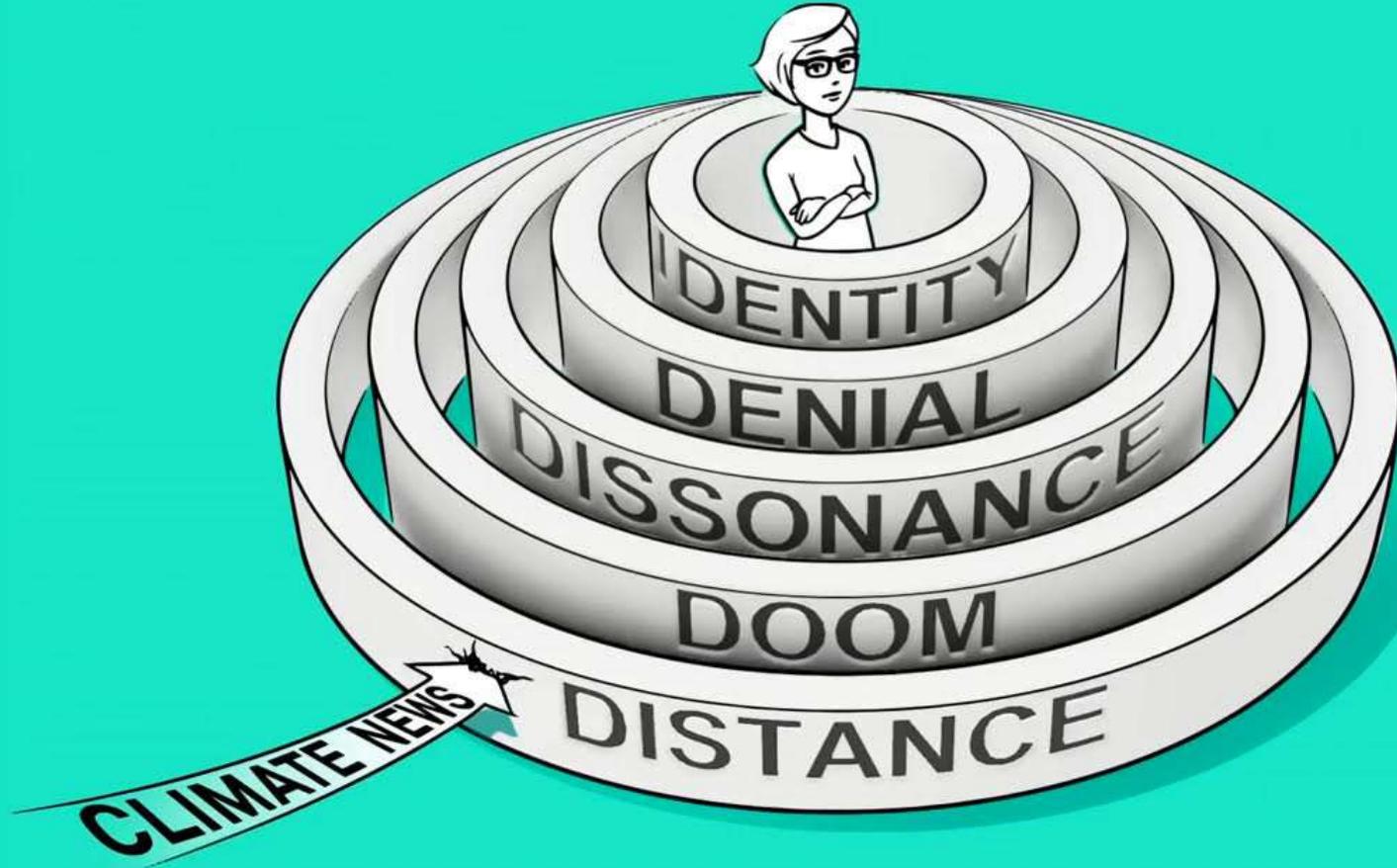
- **Psicología**
- **Ciencias del comportamiento**
- **Economía**
- **Márketing**
- **Comunicación**



Modelo del déficit de información

Barreras psicológicas

Per Espen Stoknes



Diferencias culturales

a

Aware of climate change



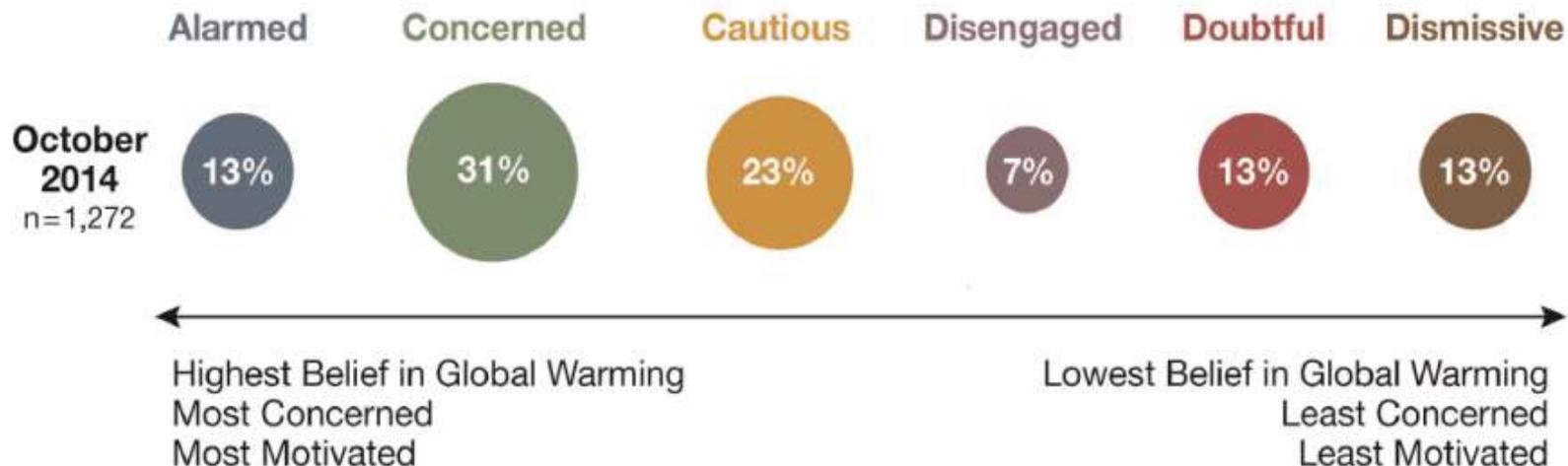
b

Of the 'Aware': climate change is a serious threat



¿A quién le estamos hablando?

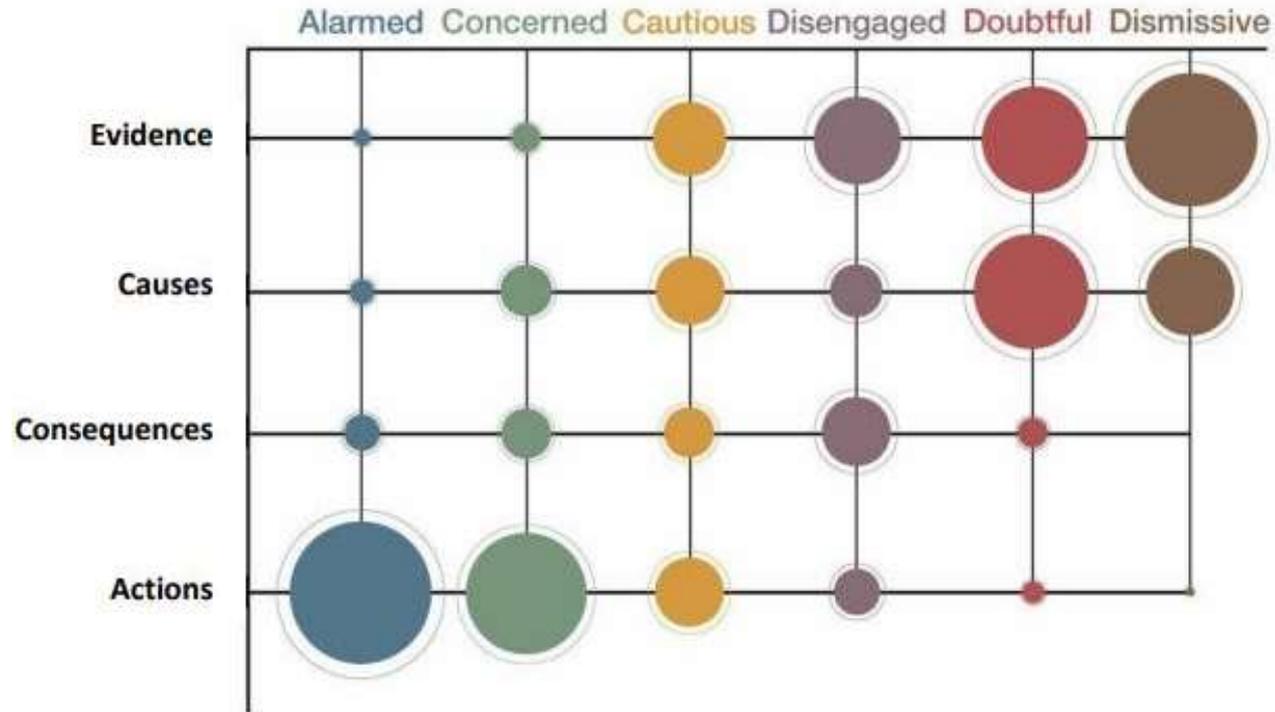
The Six Americas Audience Segments



Proportion represented by area

Source: Yale / George Mason University

¿Qué nos preguntarán?



Imaginación sociológica

**Caminos
hacia
adelante...**

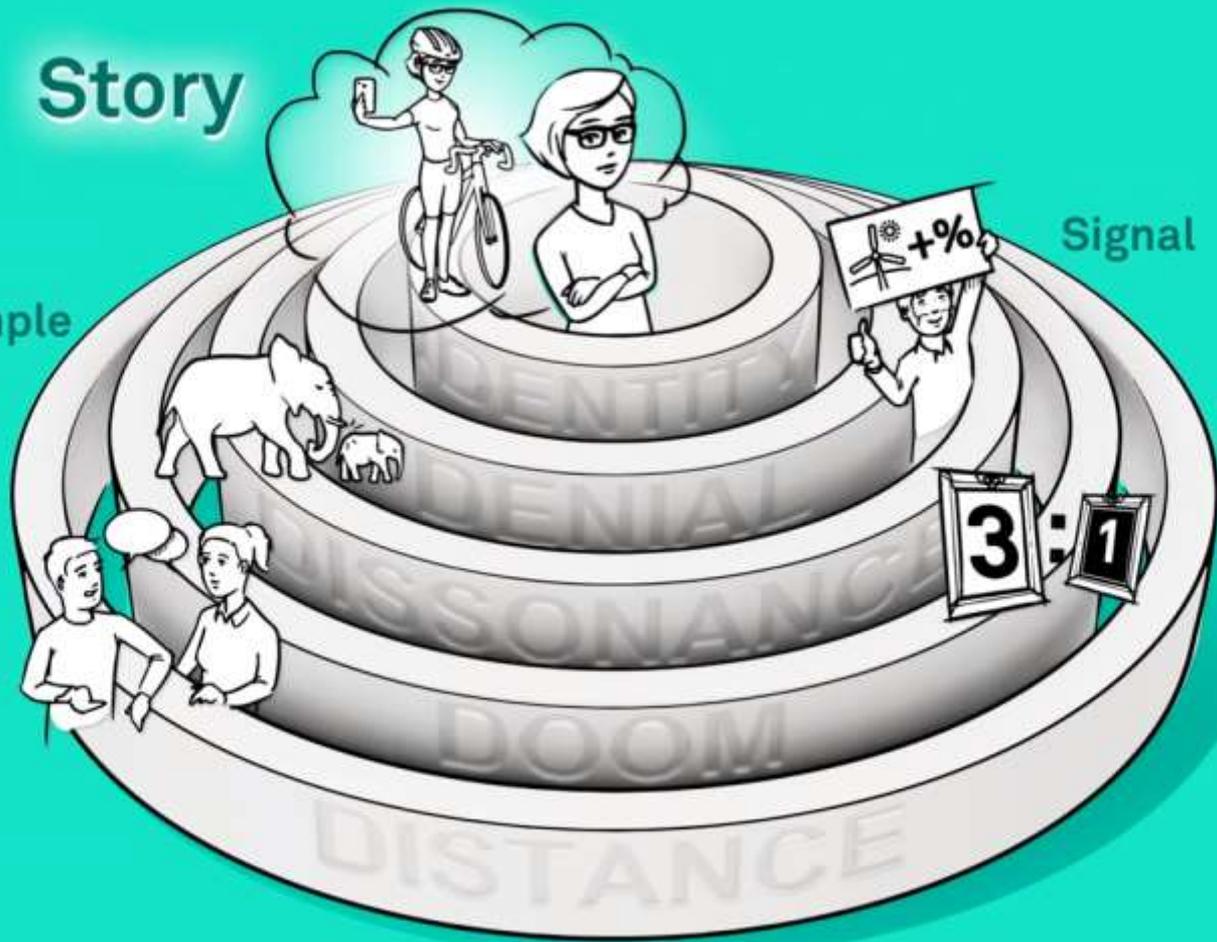
Story

Signal

Simple

Supportive

Social



**1. Hablar desde
lo que nos
importa**







VS



¿Por qué valores?

In our narrative workshops we have found that people are more likely to engage positively in discussions of climate change when the conversations are situated within narratives that validate their values and identity. The strength of this approach has been confirmed by research which shows that what motivates people to engage with climate change stories and low carbon behaviours is not worries about the ecosystem as such but the desire to enact a world in line with their values, and this often means a fairer, more caring, balanced and less wasteful world.

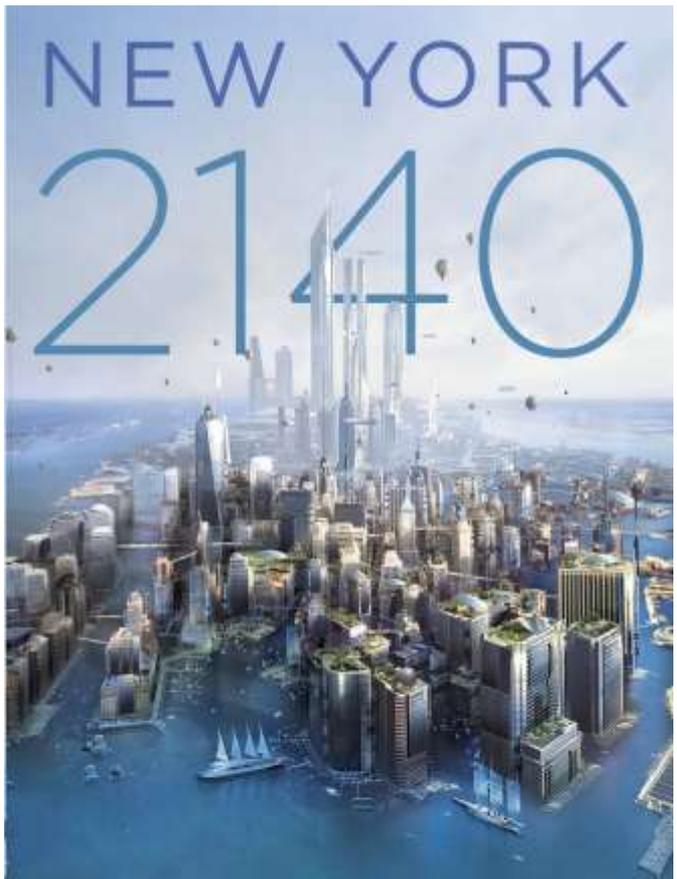
2. Anécdotas e historias

La mayoría de la comunicación ocurre por medio de anécdotas e historias, no a través de gráficos o estadísticas. Es esencial “enfocar” los mensajes con encuadres, de manera de que diferentes personas en diferentes partes del espectro político se sientan incluidas.

La comunicación debe contar historias humanas y fáciles de conectar para virar el cambio climático de una realidad científica a una realidad social.

NEW YORK

2140

An aerial, high-angle view of a futuristic New York City skyline. The city is densely packed with tall, modern skyscrapers, many of which have green roofs. The buildings are surrounded by water, with several sailboats and other vessels visible. The sky is filled with numerous small, flying vehicles, suggesting a highly advanced and populated urban environment. The overall color palette is dominated by blues and greys, with some green accents from the rooftops.

KIM STANLEY ROBINSON

NEW YORK TIMES BESTSELLING AUTHOR



Discussing global warming leads to greater acceptance of climate science

Matthew H. Goldberg^{a,1}, Sander van der Linden^b, Edward Maibach^c, and Anthony Leiserowitz^a

^aYale School of Forestry and Environmental Studies, Yale University, New Haven, CT 06511; ^bDepartment of Psychology, University of Cambridge, CB2 3EB Cambridge, United Kingdom; and ^cDepartment of Communication, George Mason University, Fairfax, VA 22030

Edited by Anthony J. Bebbington, University of Melbourne, Parkville, VIC, Australia, and Clark University, Worcester, MA, and approved June 21, 2019 (received for review April 16, 2019)

Climate change is an urgent global issue, with demands for personal, collective, and governmental action. Although a large body of research has investigated the influence of communication on public engagement with climate change, few studies have investigated the role of interpersonal discussion. Here we use panel data with 2 time points to investigate the role of climate conversations in shaping beliefs and feelings about global warming. We find evidence of reciprocal causality. That is, discussing global warming with friends and family leads people to learn influential facts, such as the scientific consensus that human-caused global warming is happening. In turn, stronger perceptions of scientific agreement increase beliefs that climate change is happening and human-caused, as well as worry about climate change. When assessing the reverse causal direction, we find that knowing the scientific consensus further leads to increases in global warming discussion. These findings suggest that climate conversations with friends and family enter people into a proclimate social feedback loop.

Next, we investigate the possibility of reciprocal causation. That is, are people who perceive higher scientific agreement more likely to discuss climate change with friends and family, which reinforces their own beliefs and worry about climate change?

Study Overview

A nationally representative probability sample of US adults ($n = 1,263$) was surveyed at 2 time points about 7 mo apart. We used the SEM module in STATA (version 15) to conduct a cross-lagged panel analysis investigating 1) changes in perceptions of scientific consensus as a result of discussion with family and friends, 2) changes in climate change discussion as a result of perceptions of the scientific consensus, and 3) the indirect effects of discussion and consensus beliefs on cognitive and affective judgments about climate change.

Results



3. Hablar más allá de los cambios fáciles...

Las primeras campañas, enfocadas en los cambios “sencillos y poco dolorosos” y propuestas más recientes asentadas en economía del comportamiento (nudges) usualmente plantean cambios más puntuales, que no requieran pensar demasiado...

Pero el cambio climático es demasiado complicado. **Necesitamos movernos del “nudge” a “pensar”....**

**¿Quiénes son los
voceros?**

BEHAVIOR & SOCIETY

Children Change Their Parents' Minds about Climate Change

Study of students schooled on the issue showed them going on to shift their elders' attitudes

By Lydia Denworth on May 6, 2019



Swedish environmental campaigner Greta Thunberg addresses politicians, media and guests with

READ THIS NEXT



Rising Mississippi River Tests a City's Adaptation Plan



Government Attempts to Silence Science Are Revealed in Detail



Could Air-Conditioning Fix Climate Change?

“Hasta que el debate del cambio climático resuene en este nivel (los valores), apuntar hacia una hilera de científicos y esperar que el público se contagie y preocupe no nos llevará muy lejos, sin importar cuál es el número de “consenso” que le agreguemos. **Las metas abstractas de los acuerdos internacionales son buenos para negociar, pero carecen de sentido para comunicar.** La participación pública debe verse de los valores hacia arriba, no de los números para abajo...”

Adam Corner and Jamie Clark, Talking Climate

**¿Qué pueden
hacer ustedes
individualmente?**

Participación climática ciudadana

¿Le estamos pidiendo a las personas que actúen de manera proactiva o de manera proactiva? Es decir, debemos preguntar si les pedimos a las personas que se sumen a nuestras ideas o si estamos dispuestos a escuchar...

Hay dos grandes roles...

1. Consumidor
2. Ciudadano

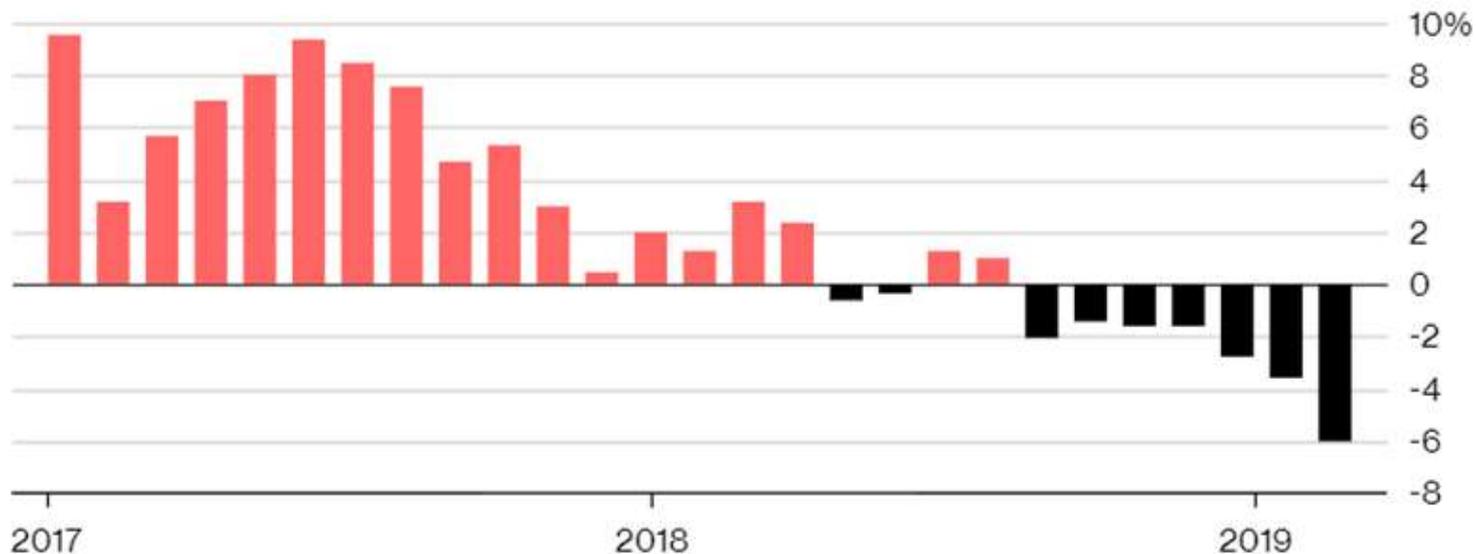
¿En cuál rol calza nuestra comunicación?

flygskam

Fewer Flyers

Passenger numbers at Swedavia's airports have declined for seven months

■ Change in total passengers, year on year



Source: Swedavia, which operates 10 airports in Sweden

SKOLSTREJK
FÖR
KLIMATET





En resumen...

1. La ciencia no basta
 2. ¿Cuál audiencia?
 3. Empezar por lo que nos une, no por los números
 4. Este es un problema colectivo, no individual
-

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