

Supporting research & resources for...

1. Leading with politically neutral messages about conserving resources people already care about:

Hayhoe, Katherine. "Talking climate: Why facts are not enough". The Land Trust Alliance. 22 March, 2018. Webinar.

- While it's tempting to try and win over climate-change skeptics by citing facts, that approach often comes across as condescending, or overwhelming, causing people to tune out. Identifying shared values is a more productive way to start meaningful conversations about climate change, and creates space for more people to connect the dots between changing climate and visible impacts in their own lives.

Newport, Frank, host. "Why is climate change so politically polarizing?" *The Gallup Podcast*, Gallup, 4 April. 2018: <http://news.gallup.com/podcast/232070/why-climate-change-politically-polarizing.aspx>

- Political polarization has been on the rise as a result of a growing alignment between party identity and ideology, leading to "party sorting": as the parties become more ideologically distinct, people sort themselves into the political buckets that best represents their ideologies based on cues from party leaders. For variety of reasons, the GOP has increasingly adopted a stance of skepticism or denial about climate change, while Democrats have moved in the opposite direction, leading to a growing disparity between party views. Compounding the problem, the science behind climate change is complex, making it difficult for the average American to understand. As such, people look to political thought leaders and experts to make sense of the information.

Ziegler, A. (2017) Political orientation, environmental values, and climate change beliefs and attitudes: An empirical cross country analysis. *Energy Economics* 63:144-153.

- Environmental values have a stronger impact on climate-change attitude than political affiliation, and weaken the differences in some beliefs about climate change between people who identify as right or left wing. However, conservatives have much stronger tendencies towards system justification, which is associated with the denial of problems that threaten system functioning, like climate change. Thus reinforcing environmental values in conservative circles might be a productive way to create an inroad for discussing climate policies. For example, communication campaigns that emphasize the conservation of creation and the environment could appeal religious people among conservatives.