

Supporting research & resources for...

5. Selecting photos that bring your messages to life

Corner, A., R. Webster, C. Teriete. (2016). Climate Visuals: Seven principles for visual climate change communication (based on international social research). Climate Outreach.

- Use pictures of individuals making eye contact with the camera, rather than pictures of groups of people. Avoid using photos that are clearly faked or staged.

O'Neill, S. (2017). Engaging with Climate Change Imagery. Oxford Research Encyclopedia of Climate Science.

- Using imagery of well-known people (politicians, business people, or celebrities) when discussing climate change can actually undermine the importance of the issue. However, pictures of everyday people in real situations, showing one or two people directly impacted by climate change making direct eye contact with the viewer are recommended.
- Although pictures that show the impacts of climate change on iconic places (e.g. coral reefs) promote the importance of climate change, they discourage viewers from taking action. Depictions of renewable energy (e.g., people installing solar panels, wind farms, etc.) encourage existing supporters to take action.