



How values and media influence public opinion of nuclear power

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WHY NUCLEAR POWER?

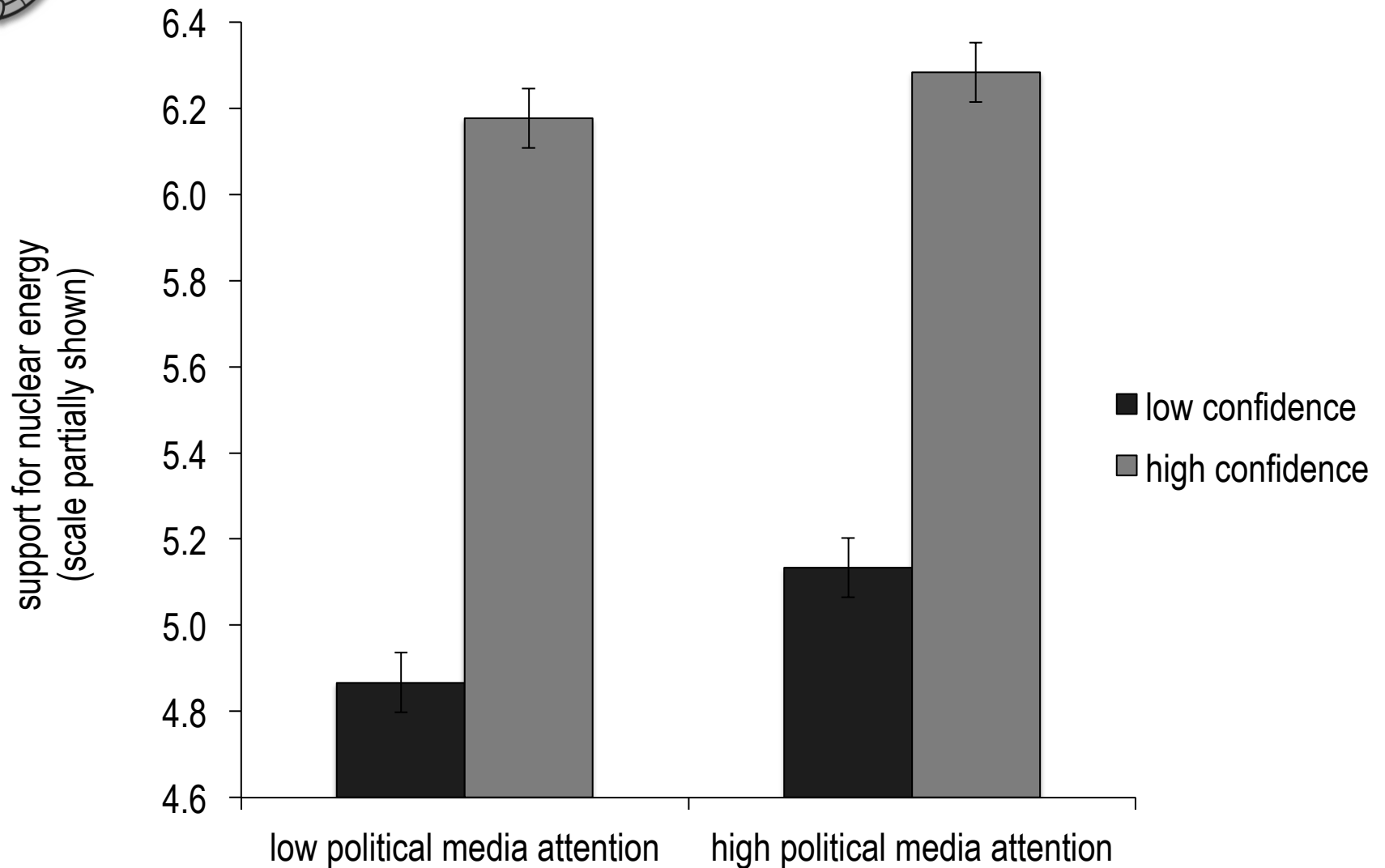


- Political discourse
- As a “techno fix”
- Ecological impacts
 - thermal pollution
 - nuclear waste
- More oppose (53%) than favor (39%)

Data from Pew Research Center (2011) Partisan divide over alternative energy widens.

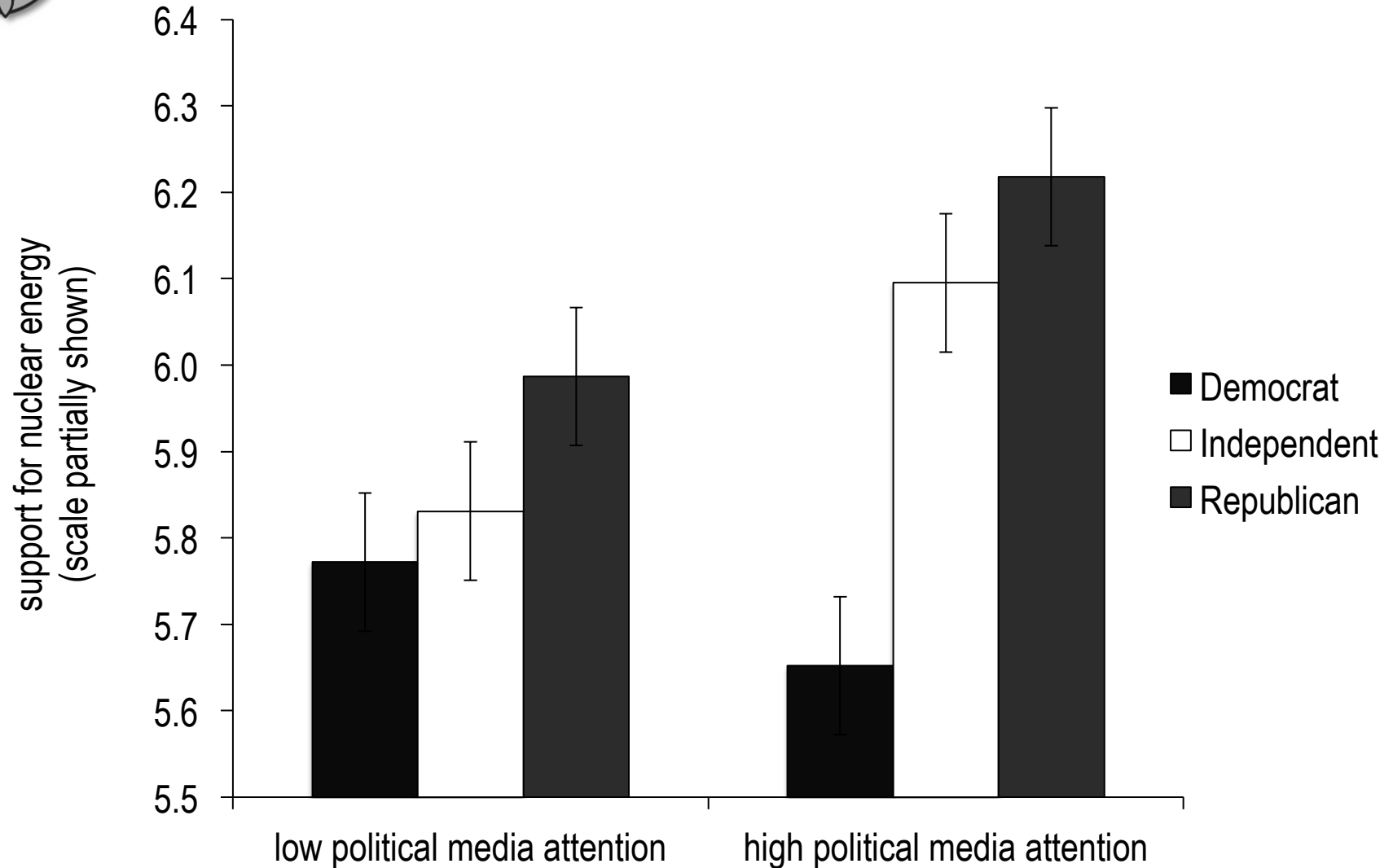


MEDIA ATTENTION CAN INCREASE SUPPORT FOR NUCLEAR POWER



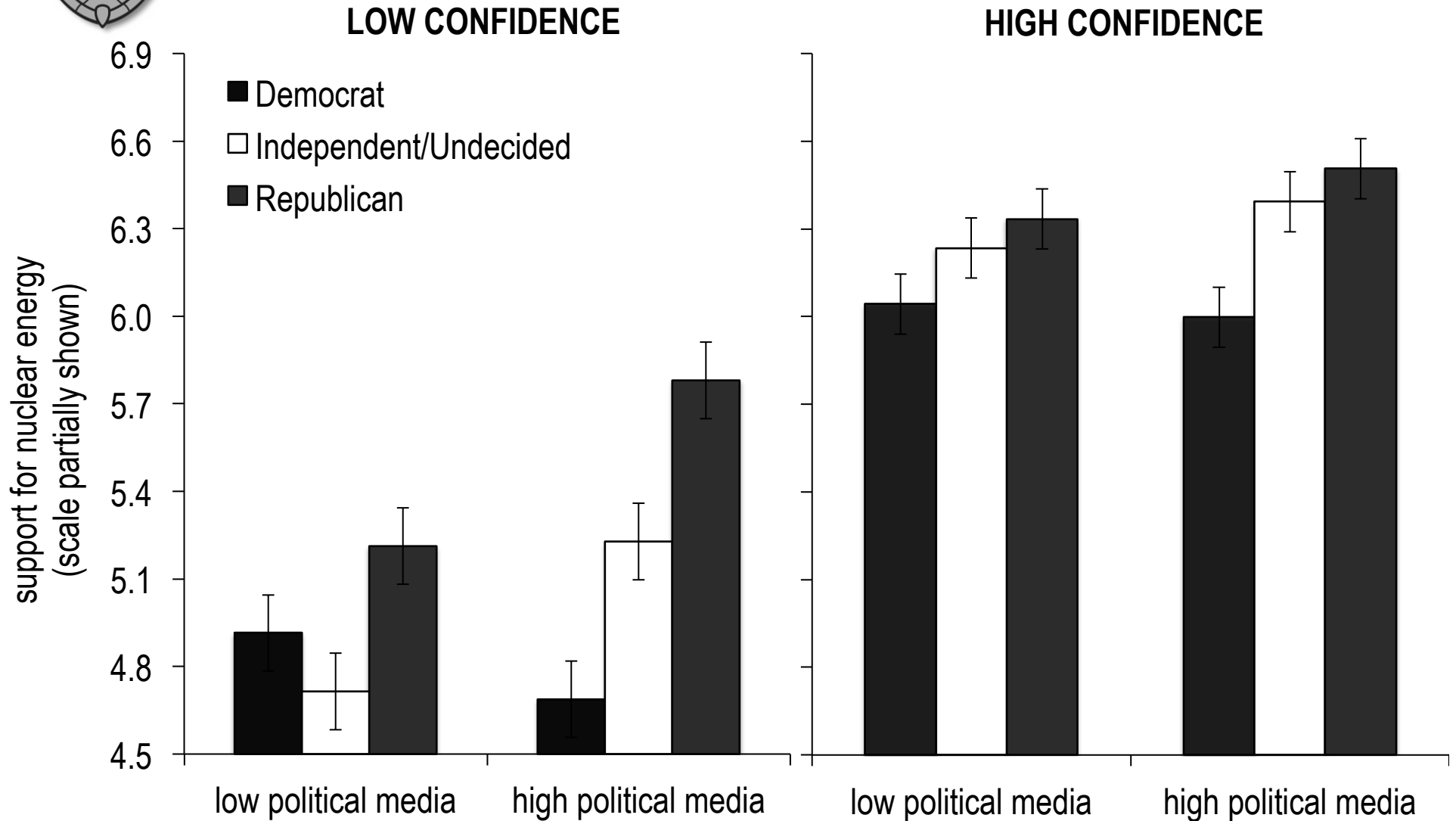


... ESPECIALLY AMONG CERTAIN GROUPS





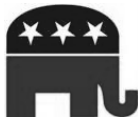

HIGH CONFIDENCE TRUMPS PARTISANSHIP





WHAT DID WE LEARN?



- Attention to media
- Differential media effects
 - low vs. high confidence
 -  vs. 
- High confidence is more important than partisanship
- Different publics
 - low confidence (40%)



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