## Culture, Ideology and a Social Consensus on Climate Change

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University of Michigan

Behavior, Energy and Climate Change November 12, 2102

Intergovernmental Panel on Climate Change (2007)

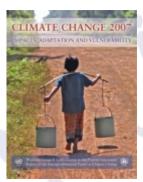
"Human activities...are modifying the concentration of atmospheric constituents...that absorb or scatter radiant energy...[M]ost of the observed warming over the last 50 years is very likely to have been due to the increase in greenhouse gas emissions."











Academia Brasiliera de Ciências, Brazil

Academia Chilena de Ciencias, Chile

Academia das Ciencias de Lisboa, Portugal

Academia de Ciencias de la República Dominicana

Academia de Ciencias Físicas, Venezuela

Academia de Ciencias Medicas, Fisicas y Naturales de Guatemala

Academia Mexicana de Ciencias, Mexico

Academia Nacional de Ciencias de Bolivia

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Academia Sinica, Taiwan, China

Académie des Sciences et Techniques du Sénégal

Académie des Sciences, France

Academy Council of the Royal Society of New Zealand

Academy of Athens, Greece

Academy of Science of Mozambique

Academy of Science of South Africa

Academy of Sciences Malaysia

Academy of Sciences of Moldova

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Australian Academy of Science

Bangladesh Academy of Sciences

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Croatian Academy of Arts and Sciences

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European Academy of Sciences and Arts

Georgian Academy of Sciences

Ghana Academy of Arts and Sciences
Indian National Science Academy (India)

**Indonesian Academy of Sciences** 

InterAcademy Council

International Council of Academies of Engineering and

**Technological Sciences** 

Islamic World Academy of Sciences

Israel Academy of Sciences and Humanities

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Korean Academy of Science and Technology

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Lithuanian Academy of Sciences

Matemáticas y Naturales de Venezuela

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TWAS - The academy of sciences for the

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**Uganda National Academy of Sciences** 

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Zimbabwe Academy of Sciences

- Farnsworth, S. and S. Lichter (2011) "The structure of scientific opinion on climate change," *International Journal of Public Opinion Research*, Survey of 489 scientists working in academia, government, and industry members of the American Geophysical Union or the American Meteorological Society. Of those surveyed, 97% agreed that that global temperatures have risen over the past century. Moreover, 84% agreed that "human-induced greenhouse warming" is now occurring. Only 5% disagreed with the idea that human activity is a significant cause of global warm
- Doran, P. and M. Kendall Zimmerman (2009). "Examining the Scientific Consensus on Climate Change". *EOS* 90 (3): 22–23. 3,146 of the 10,257 polled Earth scientists. Among all respondents, 90% agreed that temperatures have risen compared to pre-1800 levels, and 82% agreed that humans significantly influence the global temperature.
- Bray, D. and H. von Storch (2008). "A Survey of the Perspectives of Climate Scientists Concerning Climate Science and Climate Change" 2,058 climate scientists from 34 different countries. "How convinced are you that climate change, whether natural or anthropogenic, is occurring now?" got 93.8% very much agree (67.1%) or to some large extent (26.7%), 6.2% said to some small extent (2–4), none said not at all. Question 21 "How convinced are you that most of recent or near future climate change is, or will be, a result of anthropogenic causes?" received 83.5% very much agree, (34.6%) or agreeing to a large extent (48.9%), 15.1% to a small extent (2–4), and 1.35% not agreeing at all.
- Lichter, R. (2008). "Climate Scientists Agree on Warming, Disagree on Dangers, and Don't Trust the Media's Coverage of Climate Change". Statistical Assessment Service, George Mason University. 489 randomly selected members of either the American Meteorological Society or the American Geophysical Union. 97% agreed that global temperatures have increased during the past 100 years; 84% say they personally believe human-induced warming is occurring, and 74% agree that "currently available scientific evidence" substantiates its occurrence. Only 5% believe that that human activity does not contribute to greenhouse warming; and 84% believe global climate change poses a moderate to very great danger.
- Anderegg, W., J. Prall, J.Harold, and S. Schneider (2010). "Expert credibility in climate change". *Proceedings of the National Academy of Sciences of the United States of America*. Survey of 1,372 climate researchers found that 97–98% of the climate researchers most actively publishing in the field support the tenets of ACC (Anthropogenic Climate Change) outlined by the Intergovernmental Panel on Climate Change, and (ii) the relative climate expertise and scientific prominence of the researchers unconvinced of ACC are substantially below that of the convinced researchers.

American Association for the Advancement of Science: "The conclusions in this statement reflect the scientific consensus represented by, for example, the Intergovernmental Panel on Climate Change, and the Joint National Academies' statement."

AAAS (2006) Board Statement on Climate Change

http://www.aaas.org/news/press\_room/climate\_change/mtg\_200702/ aaas\_climate\_statement.pdf

US National Academy of Sciences: "In the judgment of most climate scientists, Earth's warming in recent decades has been caused primarily by human activities that have increased the amount of greenhouse gases in the atmosphere. ... On climate change, [the National Academies' reports] have assessed consensus findings on the science..." NAS (2008) Understanding and Responding to Climate Change

http://dels-old.nas.edu/climatechange/understanding-climate-change.shtml

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Belief in the science of climate change declined from 71 to 57 percent among Americans between 2008 and 2009 (Pew Research Center, 2009).

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Belief that "most scientists think global warming is happening" declined from 47 to 39 percent among Americans between 2008 and 2011 (Ding, et al, 2011).

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Cigarettes and human health





Social Consensus

- **IS NOT** a pollution issue.
  - CO<sub>2</sub> is a ubiquitous part of our existing biological, social and economic reality.
  - We live in a fossil fuel based world.

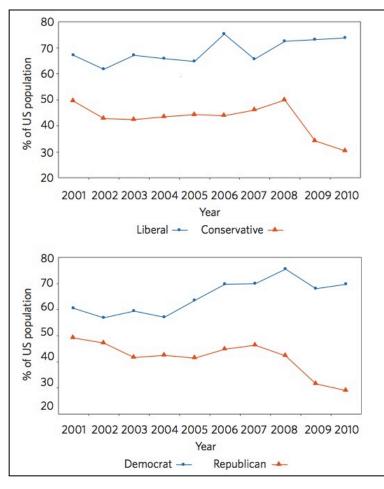


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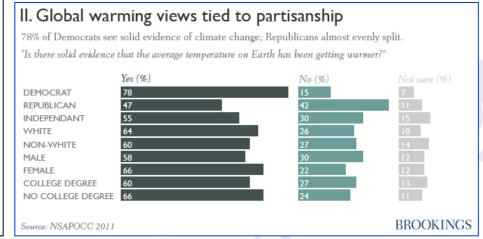
### • **IS** an existential challenge to our worldviews

- Think of a formerly benign, even beneficial, material in a new way; as a hazard.
- Think of the global ecosystem and our place within it on different terms
- Consider how and whether we cooperate and organize a global response to this global problem



Multiple studies have shown that political affiliation is one of the strongest correlates of individual uncertainty about climate change.

75% of Democrats believe there is solid evidence of global warming compared to 35% of Republicans and 53% of Independents (Pew).



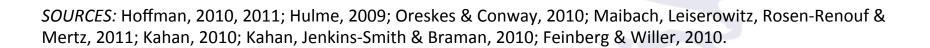
*SOURCES:* McCright and Dunlap, 2011; Maibach, Leiserowitz, Rosen-Renouf and Mertz, 2011; Pew Research Center, 2009; Borick and Rabe, 2012.

- Multiple studies have shown that <u>political affiliation</u>, cultural worldview and environmental values are the strongest correlates of individual uncertainty about climate change, not scientific knowledge (i.e Maibach, Leiserowitz, Rosen-Renouf and Mertz, 2011).
- Critical to the formation of worldviews are the <u>referent groups</u> to which people belong.
   Cultural cognition is influenced by group values and people will generally endorse the position that most directly reinforces the connection they have with others in that referent group (Kahan, 2010).
- People will openly consider evidence when it is accepted or, ideally, presented by a
   knowledgeable member or source that represents their cultural community (Kahan,
   Jenkins-Smith and Braman, 2010).
- Once minds are made up, providing additional scientific data can make people more resolute in <u>resisting conclusion</u> at variance with cultural beliefs (Feinberg and Willer, 2010)



#### 1. Political Ideology of Climate Proponents

- AGW believers "hate people, they hate the Western economy."
- "The environmental agenda seeks to use the state to create scarcity as a means to exert their will, and the state's authority, over your lives."
- "All of our industries have been hampered by government regulation...climate change is just another attempt to diminish our freedom."
- "He who controls carbon controls life." Suggests we might end up with carbon rationing cards for every person; references Thomas Friedman's NYTimes editorial about the ability of China to do more on climate change faster as essentially a call for totalitarianism in the US.
- In line with Oreskes and Conway's findings



- 1. Political Ideology of Climate Proponents
- 2. Trust in the Market
  - "Doing nothing about climate change is doing something. It enables people to keep their money and invest it in the future."
  - The idea of "green jobs is just an ideological push for a Euro-style disaster."



- 1. Political Ideology of Climate Proponents
- 2. Trust in the Market
- 3. Distrust in Science, Scientists and the Scientific Process
  - Nothing in science is "incontrovertible, especially in a primitive and complex field like climate. Incontravertability belongs to religion where it is referred to as dogma."
  - "The problem of science goes back to WWII...they moved the peer review process to the pal review process."

- 1. Political Ideology of Climate Proponents
- 2. Trust in the Market
- 3. Distrust in Science, Scientists and the Scientific Process
- 4. Differing Conceptions of Risk
- 5. Value of and Relationship to the Environment
- 6. Discomfort with the Scenarios of Climate Outcomes
- 7. Role of Government
- 8. Differing Values and Notions of Morality

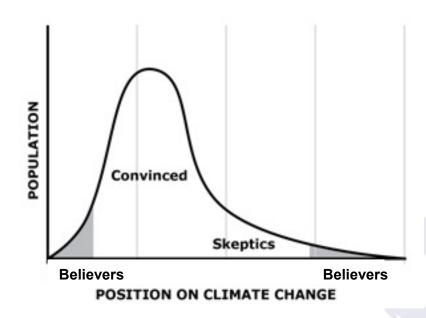
### Three Possible Paths Forward

- 1. The <u>optimistic path</u> in which people do not have to change their worldviews.
- 2. The <u>pessimistic path</u> in which people fight to maintain their worldviews.
- 3. The <u>consensus based path</u> in which people reason through an evolved set of worldviews, moving beyond positions to consider the underlying values and interests at play.

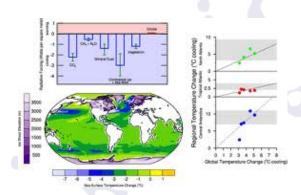
## Two sets of implications....

- 1. Tactics derived from the social sciences towards communicating climate science.
- 2. Tactics and considerations for the academic scientist (natural and social) for engaging in the public debate over climate change.

### 1. Know your audience



- 1. Know your audience
- 2. Ask the right scientific questions
  - 1. Is CO<sub>2</sub> increasing the atmosphere?
  - 2. Does this lead to a general warming of the planet?
  - 3. Has the climate changed over the past century?
  - 4. Are humans partially responsible for this increase?
  - 5. Will the climate continue to change over the next century?
  - 6. What will be the environmental and social impact of such change?



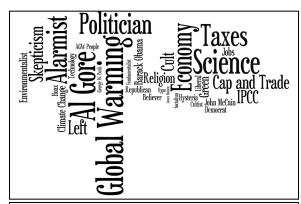
- 1. Know your audience
- 2. Ask the right scientific questions
- 3. Move beyond data and models



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- 2. Ask the right scientific questions
- 3. Move beyond data and models
- 4. Focus on "broker frames"
- 5. Recognize the power of language





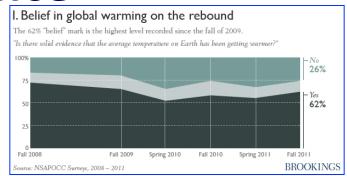
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- 7. Recognize multiple referent groups



- 1. Know your audience
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- 5. Recognize the power of language
- 6. Employ "climate brokers"
- 7. Recognize multiple referent groups
- 8. Employ events as leverage for change



	Spring 2010	Spring 2011	Spring 2012
Glaciers Melting	22%	21%	15%
Warmer Temperatures Observed	15%	17%	21%
Weather Changes Observed	15%	17%	20%
Scientific Research	14%	9%	11%
Media Coverage	16%	14%	9%
Declining Species	N/A	2%	1%
Human Activity	5%	7%	10%
Natural Patterns	3%	3%	4%
Not Sure/Other	10%	11%	10%

(Borrick and Rabe, 2012)



#### Where are the Boundaries?

- 1.Where do we draw the line between being an academic and being a public citizen? Certainly we can talk in the abstract about putting different hats on. But in practice it is not so easy or clear.
- 2. What considerations do we have for "objectivity," both real and perceived. Is belief in the IPCC consensus a "bias"?
- 3. How far outside our area of specialization can we drift in our public comments?
- 4. Should we lend our name to notably political issues? Is there any risk to my academic legitimacy by adding my name so such initiatives?

#### What are the Roles?

5. Are there multiple roles that a scholar can take?

#### **Pure Scientist:**

 "Focuses on research with absolutely no consideration for its use or utility, and thus in its purest form, has no direct connection with decision makers...Examples of the Pure Scientist can be found more frequently in myth rather than practice...research results have implications for broader society...even Einstein became active in politics."

#### **Science Arbiter:**

 "a focus on positive questions that can, in principle, be resolved through scientific inquiry...avoids normative questions, and thus seeks to remain above the political fray...take the role of a formal, authoritative committee, such as committees under the National Research Council or a federal agency."

#### **Issue Advocate:**

"Focuses on the implications of research for a particular political agenda...seeks to reduce the scope of available choice...Aligns him/herself with a group (or faction) seeking its interests through policy and politics...and take a stand on particular issues, such as a presidential election, the Nuclear Test Ban Treaty, or the Kyoto Protocol."

#### **Honest Broker:**

"Engages in decision-making by ...seeking to explicitly integrate scientific knowledge with stakeholder concerns in the form of alternative possible courses of action... seeks to expand the scope of available choice...seeks to place scientific understandings in the context of the smorgasbord of policy options....such as the Office of Technology Assessment (terminated in the 1990s)."

*SOURCE:* Pielke, R. (2007). *The Honest Broker: Making Sense of Science in Policy and Politics*. (Cambridge, UK: Cambridge University Press).

#### What are the Roles?

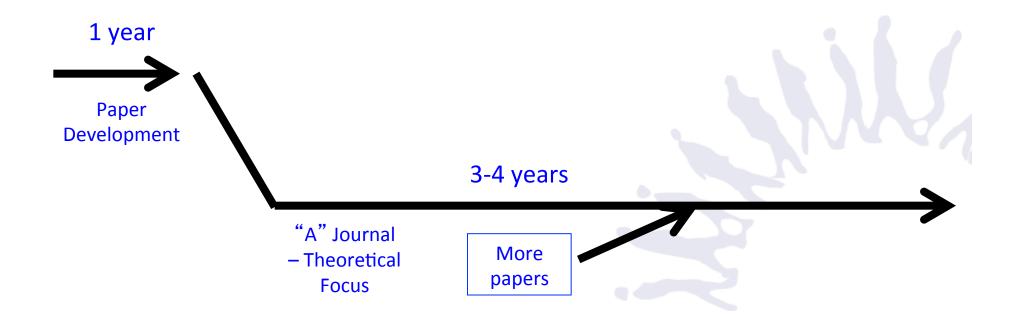
- 6. Are there multiple roles in the engagement process?
- 1. Subject-matter experts to present the latest scientific findings,
- 2. Decision scientists who can identify the most relevant aspects of that science and summarize it concisely,
- 3. Social and communication scientists who can assess the public's beliefs and values, propose evidence based designs for communicating content and processes, and evaluate their performance, and
- 4. Program designers who can orchestrate the process, so that mutually respectful consultations occur, messages are properly delivered, and policymakers hear their various publics."

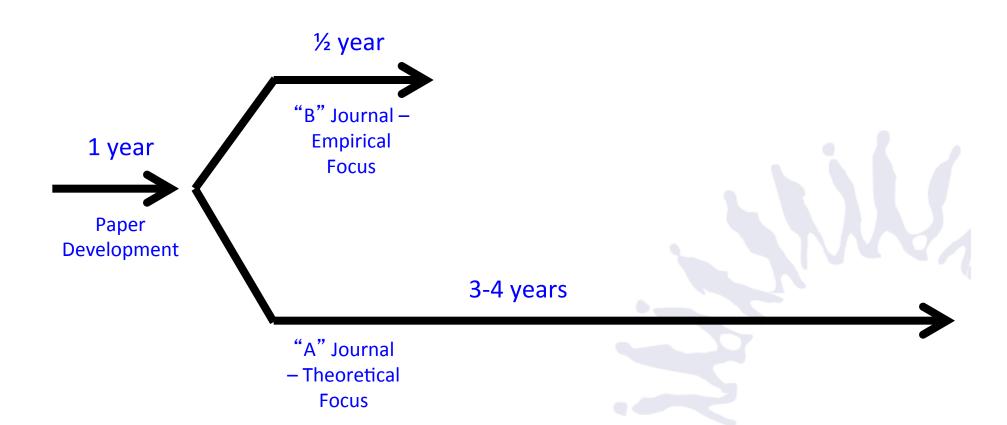
*SOURCE:* Pidgeon, N. and B. Fischoff (2011) "The role of social and decision sciences in communicating uncertain climate risks," *Nature Climate Change*, March: 35-41.

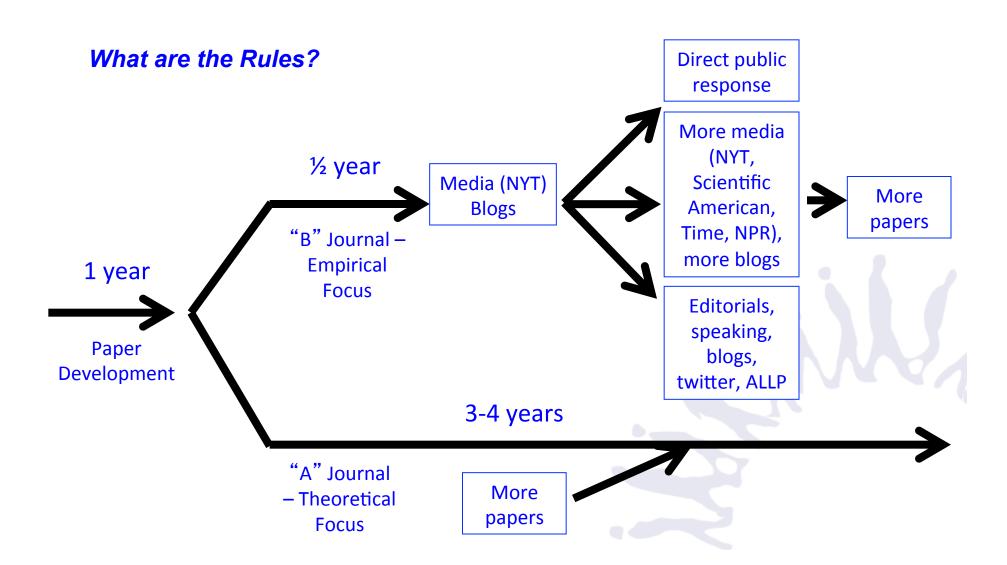
- 7. Is public engagement a role that can only be played at certain stages of our careers?
- 8. Does this role change our "publication" strategy?
- 9. Are there any outlets are illegitimate (journals, editorials, blogs, tweets, business conferences, skeptic conferences, etc)?
- 10. What is legitimate "engagement"? When we get hostile emails, do we reply? When we have hostile comments following an article or editorial, do we reply? Is this engagement?











#### How are Scholars Trained and Incented?

- 11. Should scholars be trained in public engagement? Doctoral students?
- 12. Should the incentives of scholars in the academy be changed to encourage such behavior?
- 13. Are there good role models of academics who stay academic scholars while wading into the public and political debate?

## Illustrative post-script



Hoffman, A. (2010) "Climate change as a cultural and behavioral issue: Addressing barriers and implementing solutions," *Organizational Dynamics*, (39): 295-305.



Cigarettes and human health



Slavery abolition





Next Eco-Scare is Here! 'Biodiversity': 'The new Big Lie': The green movement is ditching 'Climate Change' in favor of species extinction fears

'High Priestess of Global Warming' No More! Former Warmist Judith Curry Admits To Being 'Duped Into Supporting IPCC' - Ti the IPCC is dogma, then count me in as a heretic'

Prominent Physicist Resigns From American Physical Society: 'Global warming is the greatest and most successful pseudoscientific fraud I have seen in my long life'.

Scientific Rube?: John Holdren ridiculed for claiming Arctic could be ICE FREE IN WINTER! Holdren 'appears to have less scientific competence than most 1st graders'

Cameron's Spokesman: 'Morano is not at Cameron's level to debate, and that's why it didn't happen. Cameron should be debating someone who is similar to his stature in our society'

Left-wing Env. Scientist Bails Out Of Global Warming Movement: Declares it a 'corrupt social phenomenon...strictly an imaginary problem of the 1st World middleclass'

Read Selected Portions of the Esquire Mag. Profile on Climate Depot (April 2010 Hardcopy at Newsstands – Tina Fey Cover)





#### Prof. Andy Hoffman: Climate skeptics are the moral equivalent of those who defended slavery? 'Climate change requires shift similar to smoking, slavery' ajhoff@umich.edu

Here comes the Cooling?! "In the last month, did we just lose nearly a century's worth of global warming?! 'Global air and sea temperatures starting to drop rapidly'

Extreme Weather Whining: 'US in 1930s had nearly as much extreme weather as all other decades combined'

'In fact, the past decade (2000-2009) may have had the least extreme weather. Twenty three states set their record high temperature in the 1930s,



Warmist Arnold Schwarzenegger compares AGW heretics to Nazis? Schwarzenegger on skeptics: 'This is like Eva Braun selling a kosher cookbook. It's not about jobs at all'

Next Eco-Scare of Biodiversity is twice climate ransom! Poor nations seek \$200bn per year 'for biodiversity conservation' -- Up from



Prof. Hoffman: 'Just as few people saw a moral problem with slavery in 18th century, few people in 21st century see a moral problem with burning of fossil fuels'

ajhoff@umich.edu

Reaction to Hoffman's slavery analogy: 'Skeptics have been called 'deniers' a deliberate comparison to Holocaust denial...We've been labeled traitors to the planet...I don't

#### Climate 411

Wants Up With That?

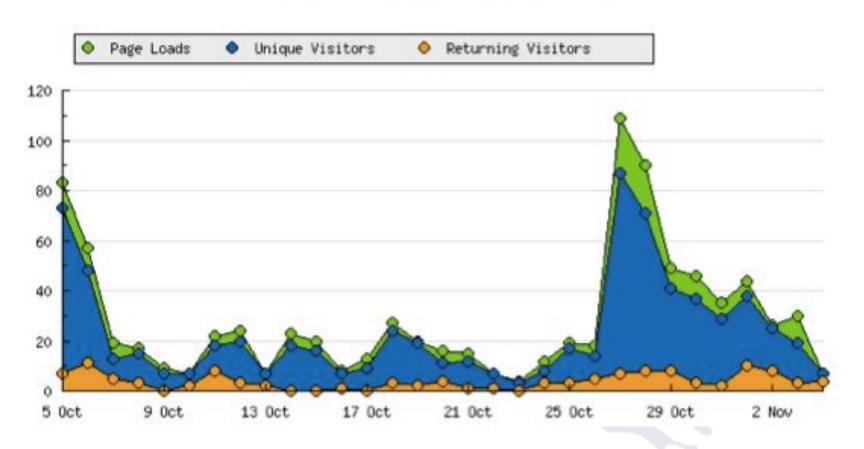
Trenberth on Phising the IPCC and 7 missing Pheat?

Planet Gore Tweet of the Day Planet Gore Future of Solar Projects in the U.S. in Doubt Planet Gore

Planet Gore Previewing California's New Cap-and-Trade Rules

Keyword: globalwarming Happy Climate Fools' Day Dot Earth

Daily | Weekly | Monthly | Quarterly | Yearly



- SUBJ: AGW is a Nazi eugenical depopulationary Rockefeller scam. Scum, You think you are doing good, but you are working for Satan. What will become of you? Stan in Seattle
- Dr. Hoffman: Where is the Creditable experimental data that proves the greenhouse gas effect? The moral issues is that supposed scientists have accepted a "hypotheses "as therory without finding any "creditable experimental evidence " that the Hypothesis exists. You and Univerity of Michigan are the criminals not the "skeptics.
- We will see who is right and who is wrong. I will be proven right soon. I know you will not respond now, and you will NEVER respond if I am correct. That is how you all operate. But I won't let you forget who was right.
- Are you an idiot deceiver or just plane stupid? I have news for you. There is no such thing as man-made global warming!!!! It's quite possibly the largest fraud in human history!!!! CO2 is plant food! I'm leaving now to increase my carbon footprint which I know will HELP society. If you're still worried, then please by all means, just kill yourself!.
- SUBJ: Get a clue you loser. Or should I get your resume ready. Your days of milking the system with your phony science are numbered.
- SUBJ: Warming terrorists need a spanking. "professor huffing hoffman" No sonabitch green terrorist listens to reason. Emotion is the password. Crawl out of Fantasyland and face reality. It is all you falsifying sh--theads who wish to enslave anyone who does not agree with your agw fairytales. So, it is you who wish to be the self-appointed overseers. So, just go away, crawl in a safe hole somewhere, and wait for the world to prove to you your own special brand of stupidity.
- SUBJ: What a nut! .... The only moral problem I see is the one where ideologues like yourself want to force the USA to lower its standard of living to pursue your fantasies. ... By the way, how's that hockey stick graph working out for you? Perhaps you should provide some evidence for your pathetic climate theory, then us peasants will take you and your fellow "scientists" seriously. Until then, take a hike. .One more thing, you are a secular evolutionist right? If so, how do molecules in motion have moral stances on ANYTHING, much less fossil fuels?
- Being in the business world you have missed one important fact: anthropogenic global warming is a hoax. The "consensus" is only among a handful of scientists charged by the UN IPCC with the task of evoking evidence of global warming and what to do about the "disasters" it will cause. There were not "2000 international experts" who "all agree" that AGW, in fact, exists. Some of the few early believers have now become skeptics. Certainly weaning off fossil fuels may have some advantages, but prevention of global warming is not one of them. Eco-imperialism caused by this scam has prevented developing countries from having their own industrial revolution with the coal and natural gas they have. Surely, you are not one of those who hope to de-develop the world and push us backward?! There wouldn't be much need for business professors if that happened! Check out a website, http://www.climatedepot.com, to keep up with the devolution of anthropocentric global warming
- SUBJ: Slavery was a Democrat institution, you're a racist. The democrat party is the most racist organization in the history of Western Civilization. The Indian Removal Act and Trail of Tears was the democrats idea. All the slave owners were democrats. Democrats made educating blacks illegal. Reconstruction was opposed by democrats. Jim Crow Laws were enacted by democrats. The KKK was founded by the democrats.
- SUBJ: Greetings Komrade. It's funny you should equate rational thought with proponents of slavery, since the solutions of the warming nutballs like yourself are all Marxist destruction of civilization. IT IS ACTUALLY YOU who are promoting slavery. Wake the hell up from dreamworld. Read up on the fraud of temperature "adjustments". There is no fucking warming. None to speak of. Is your Phd printed on Charmin? Reverse course now, and blame others for the fraud. Don't go down with the warming ship. It's already listing to Port.
- Hey Dick Head. Sorry you have such an empty life, but I'm going to bet it gets a lot worse from here. Count on it. Shallow minded talking airheads always have that skeleton in the closet. I bet we are soon going to be hearing about yours. Have a care free day.

- SUBJ: AGW is a Nazi eugenical depopulationary Rockefeller scam. Scum, You think you are doing good, but you are working for <u>Satan</u>. What will become of you? Stan in Seattle
- Dr. Hoffman: Where is the Creditable experimental data that proves the greenhouse gas effect? The moral issues is that supposed scientists have accepted a "hypotheses "as therory without finding any "creditable experimental evidence " that the Hypothesis exists. You and Univerity of Michigan are the <u>criminals</u> not the "skeptics.
- We will see who is right and who is wrong. I will be proven right soon. I know you will not respond now, and you will NEVER respond if I am correct. That is how you all operate. But I won't let you forget who was right.
- Are you an idiot deceiver or just plane stupid? I have news for you. There is no such thing as man-made global warming!!!! It's quite possibly the largest fraud in human history!!!! CO2 is plant food! I'm leaving now to increase my carbon footprint which I know will HELP society. If you're still worried, then please by all means, just kill yourself!.
- SUBJ: Get a clue you loser. Or should I get your resume ready. Your days of milking the system with your phony science are numbered.
- SUBJ: Warming terrorists need a spanking. "professor huffing hoffman" No sonabitch green terrorist listens to reason. Emotion is the password. Crawl out of Fantasyland and face reality. It is all you falsifying sh--theads who wish to enslave anyone who does not agree with your agw fairytales. So, it is you who wish to be the self-appointed overseers. So, just go away, crawl in a safe hole somewhere, and wait for the world to prove to you your own special brand of stupidity.
- SUBJ: What a nut! .... The only moral problem I see is the one where ideologues like yourself want to force the USA to <u>lower its standard of living</u> to pursue your fantasies. ... By the way, how's that hockey stick graph working out for you? Perhaps you should provide some evidence for your pathetic climate theory, then <u>us peasants</u> will take you and your fellow <u>"scientists"</u> seriously. Until then, take a hike. .One more thing, you are a <u>secular evolutionist</u> right? If so, how do molecules in motion have moral stances on ANYTHING, much less fossil fuels?
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## Thank you

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