

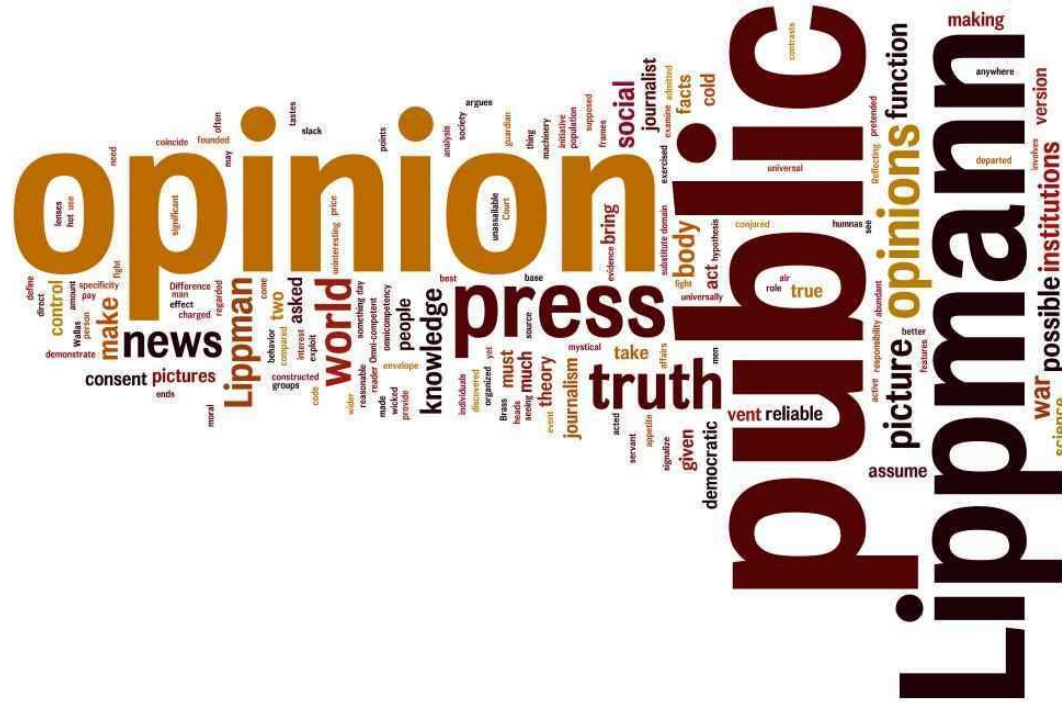
Shifting the Climate Change Conversation

Sharon Dunwoody

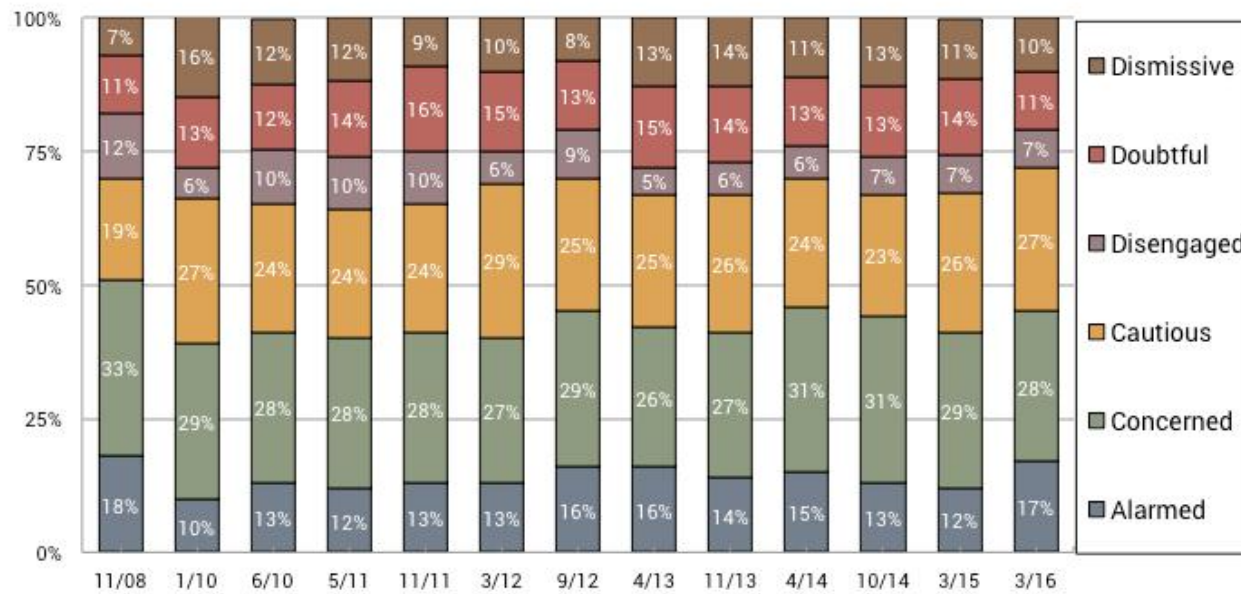
School of Journalism and Mass Communication

University of Wisconsin-Madison

The weight of public opinion



Six Americas Segments, 2008 - 2016



Base: Americans 18+.



Global Warming's Six Americas and the Election, 2016
Roser-Renouf et al

Knowledge → Attitude → Behavior

Behavior → Attitude → Knowledge

Social norms, individual style



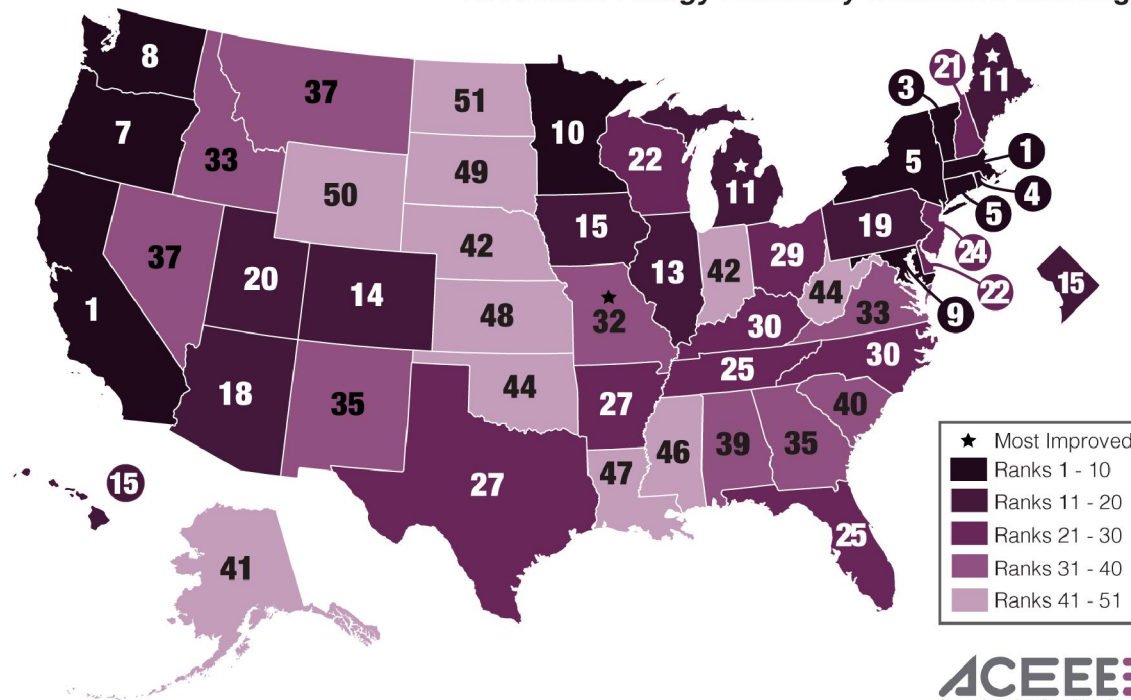
Social norms, corporate style

2016
GREEN
RANKINGS



Social norms, state style

2016 State Energy Efficiency Scorecard Rankings



Social norms, country style

To ratify the Paris Agreement so that it enters into force these two conditions need to be met



countries need to ratify



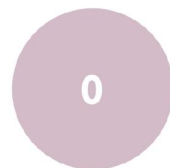
of global emissions need to be covered



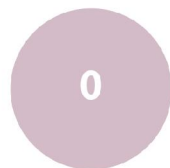
countries ratified



of global emissions covered



countries still needed



of global emissions needed

Last updated:
17 October 2016

CLIMATE ANALYTICS

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