



Global Climate Change Research Findings

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 UNITED NATIONS
FOUNDATION

GPG



ABOUT GPG

We deliver research-driven, targeted campaigns and strategy that draws attention, shapes opinions and inspires action.



Our team of expert researchers offers both qualitative and quantitative research tools, including traditional focus groups and polling, as well as emerging tools like online interactive testing and online data analysis/sentiment audits.



**THE RESEARCH PROJECT: UNITED NATIONS
FOUNDATION**

THE OBJECTIVES

UNF approached GPG to conduct research in service of two challenges

OBJECTIVE 1: MAPPING THE GLOBAL LANDSCAPE OF CLIMATE CHANGE

The United Nations Foundation (UNF) sought GPG's help to learn about the following and ultimately inform messaging that conveys the scientific evidence of climate change:

- Global attitudes and discussions around climate change and climate science
- The various themes in the media associated with climate change and science
- The cultural relevance and impact of these attitudes and discussions

OBJECTIVE 2: MESSAGE TESTING TO COMMUNICATE IN THIS ENVIRONMENT

Building on these findings, UNF sought research and guidance on how to successfully communicate the value of the scientific findings and reinvigorate international discussions around the need to address climate change to coincide with the release of the working group reports.

THE APPROACH

TO ACHIEVE THESE OBJECTIVES, GPG PRESCRIBED AN ITERATIVE RESEARCH PROGRAM COMPOSED OF BOTH DIGITAL AND TRADITIONAL OPINION METHODOLOGIES

PHASE 1

Public Opinion Audit

To understand public opinion globally around climate change and science and current gaps in research

Digital Research

To assess the global online conversation around climate change and science

PHASE 2

Global Surveys on IPCC Release

To determine effectiveness of climate supporter and denier messaging



PHASE 1: OVERVIEW & KEY FINDINGS

PHASE 1: PUBLIC OPINION AUDIT OVERVIEW

To understand the current gaps in existing body of research

SPECIFIC RESEARCH OBJECTIVES

- Collect, catalogue, and examine existing and available public opinion research related to climate change and climate science
- Create a research library for those interested in public opinions on climate change
- Use findings from the research audit to inform follow-up phases of research and communications efforts

METHODOLOGY

Opinion research was collected via internet search (in English) between 9 April and 1 May 2013

- All studies were conducted between 2008 and 2013
- Formats included but were not limited to: toplines, crosstabs, reports, and press releases
- More than 230 research studies were collected from the following countries:
 - United Kingdom
 - Australia
 - India
 - China
 - Brazil
 - Mexico
 - South Africa
 - Germany
 - France
 - Brussels/Belgium
 - Poland
 - Japan
 - Indonesia



PHASE 1: PUBLIC OPINION AUDIT OVERVIEW

The Online Repository

The screenshot displays the United Nations Foundation Research Library interface. At the top, the logo and navigation links are visible. Below is a search bar with filters for 'RESEARCH BY', 'NAME', 'LOCATION', and 'ISSUE'. A 'SEARCH' button is on the right. On the left, there are sections for 'SEARCH SORTING' (with options like 'Relevance', 'Date', 'Format') and 'CLIMATE CHANGE CATEGORIES' (listing various topics like 'Air Quality', 'Energy', 'Health', etc.). The main content area shows a list of results, with the first five items visible:

Thumbnail	Title	Category	Location	Audience	Source	Method
PDF	Africa Takes Climate Action	Solutions, Science, Causes	Belgium, France, Germany, Netherlands, Italy	Public	IREC, British Council	ICF Flood Group
PDF	American Lung Association Frequency Questionnaire	Causes, Solutions, General	North America	General Population	ASRA, Japan-Norway A&E Association	Logos, Mail Survey
DOC	Americans' Actions to Conserve Energy, Reduce Waste, and Limit Global Warming	Causes, Solutions, General	North America	General Population	Tate University, George Mason University, CCE	Online Survey
PPT	American Teens' Knowledge of Climate Change	Health	North America	Teens, Adults	WU University	Unspecified
PDF	Top-Emitting Countries Differ on Climate Change Threat	Health	North America, South America, Europe, Africa	General population 18+	IREC	Phone Survey, Face-to-Face, Mail/Survey
PPT	American Teens' Knowledge of Climate Change	Health	North America	Teens, Adults	WU University	Unspecified

PHASE 1: DIGITAL OBJECTIVES & OVERVIEW

To quantitatively and qualitatively assess the global climate change/science conversation online (native language and English)

SPECIFIC RESEARCH OBJECTIVES

- Provide a top level assessment of current conversations related to climate change in online publicly available media
- Identify the drivers of the climate change conversation
- Determine the influencers of the conversation
- Provide insight into key topics and interests
- Examine key themes related to climate change coverage
- Observe language, sentiment and tone of conversations
- Evaluate how media coverage impacts social conversation
- Look for differences in native and English language coverage

COUNTRY	LANGUAGE
Australia	English only
Belgium	English and Dutch
Brazil	English and Portuguese
China	English and Mandarin
France	English and French
Germany	English and German
India	English and Hindi
Indonesia	English and Indonesian
Japan	English and Japanese
Mexico	English and Spanish
Poland	English and Polish
United Kingdom	English only
United States	English only
South Africa	English, Afrikaans and Zulu

PHASE 1: DIGITAL RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

- GPG developed a statistical sampling methodology to examine the relevant conversations online in a specific country.
- A keyword list of 1,796 words across nine topic categories and for the 14 countries was developed to collect data using GPG's media analysis tool.
- Working with a team of 45 analysts in the 14 countries, more than 10 million conversations between January 1 – December 31, 2012 were collected from online news sources, blogs, message boards, microblogs, social networks, review sites and multimedia sites in English and native languages.
- From this initial data collection, analysts were randomly assigned a statistical sampling of data from both the English and the native language results to analyze. The assignment was done to ensure that there is a 95% confidence level (with a confidence interval of +/- 5%) that the data would be representative of the most predominant discussions happening globally and in the specific country of analysis (with the exceptions of India and South Africa).
- Analysis was done at the global, regional and country-level to ensure accuracy.
- A source network map was also done to look at backlinks and influence of the predominant sources of climate change globally.

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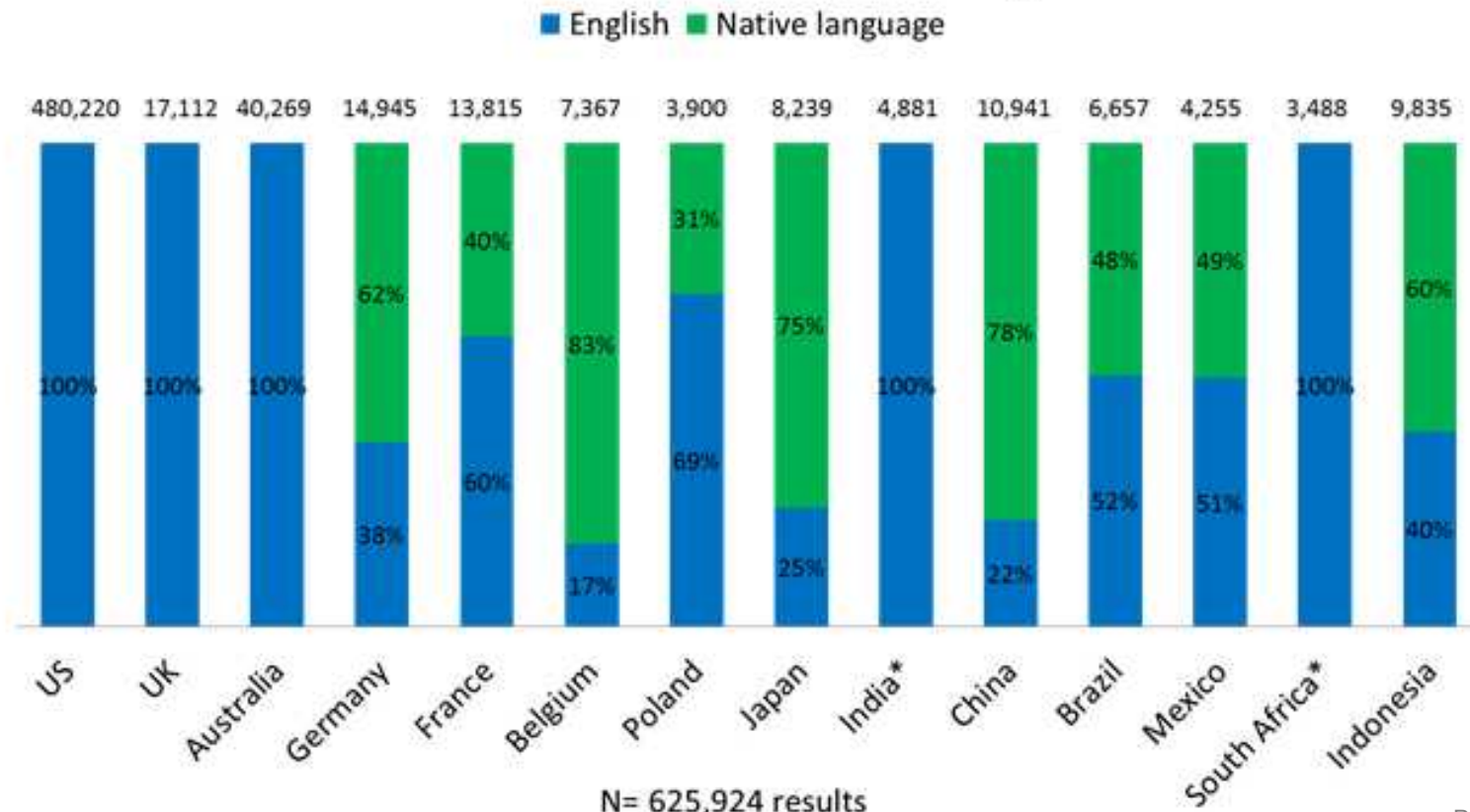
lets make sure this is buttoned up

Jason Bost, 4/6/2015

PHASE 1: DIGITAL OVERVIEW

Quantitative Volumes: English vs. Native Languages

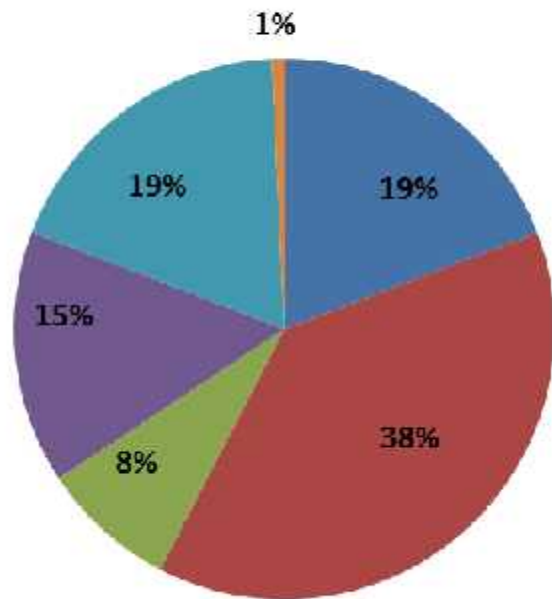
II-i Global: total volume by country - 2012



PHASE 1: DIGITAL OVERVIEW

Quantitative Volumes: Share of Voice (English vs. Native Languages)

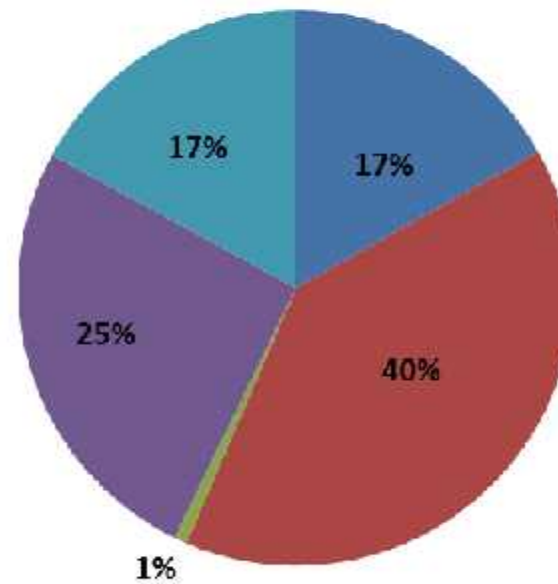
V-i Global: share of voice (English only) - 2012



N= 577,946 results

V-ii Global: share of voice (Native languages) - 2012

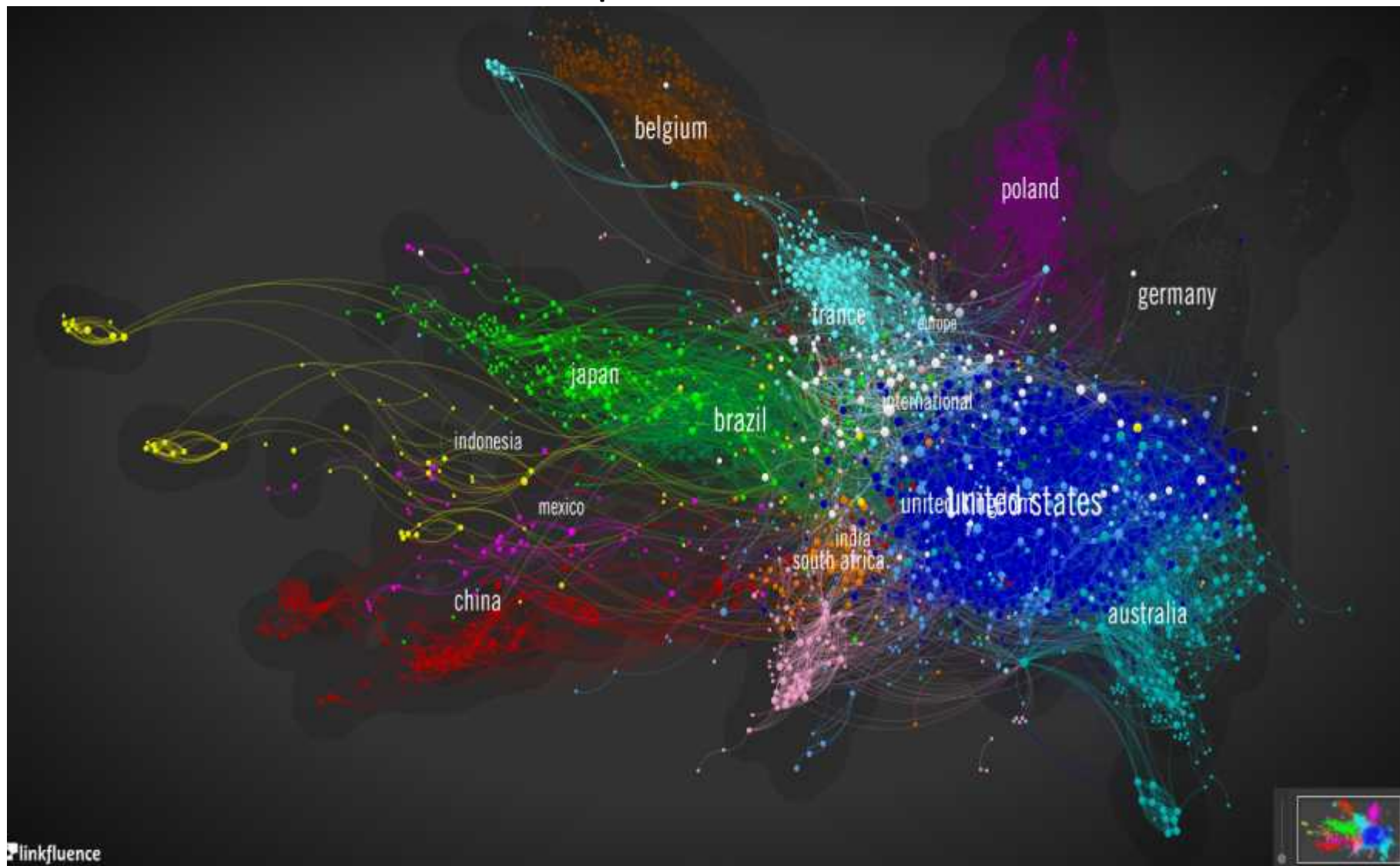
- Twitter
- Mainstream Media
- Social Network
- Blog
- Forums
- Video/Photo Sharing



N= 47,978 results

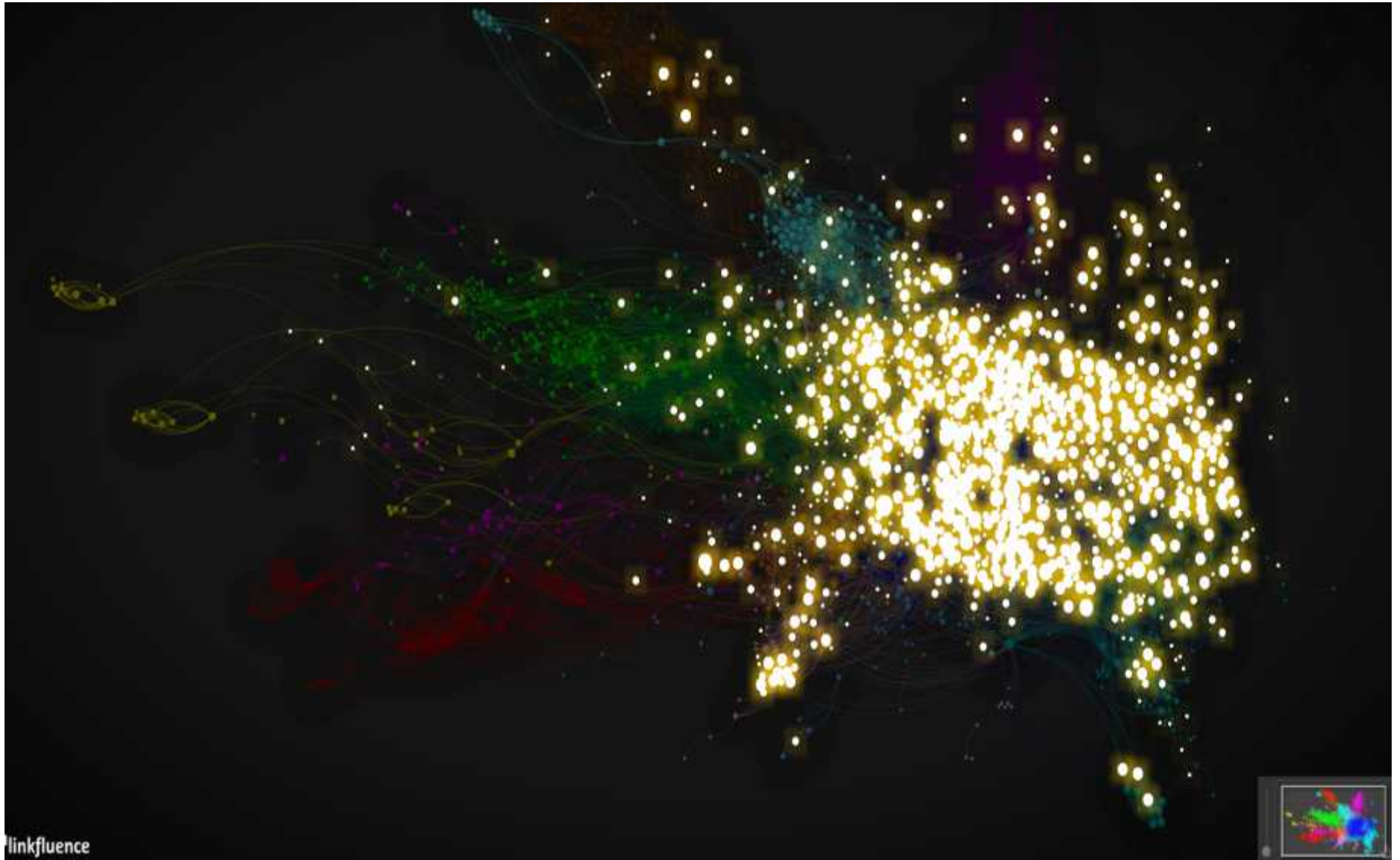
GPG

Overview: Global Source Map

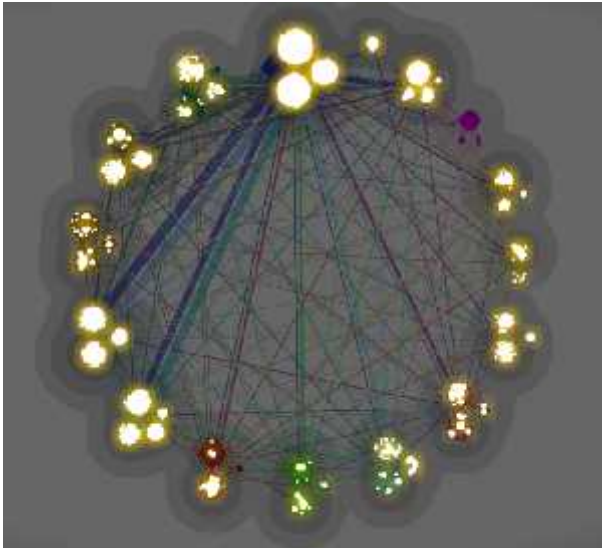
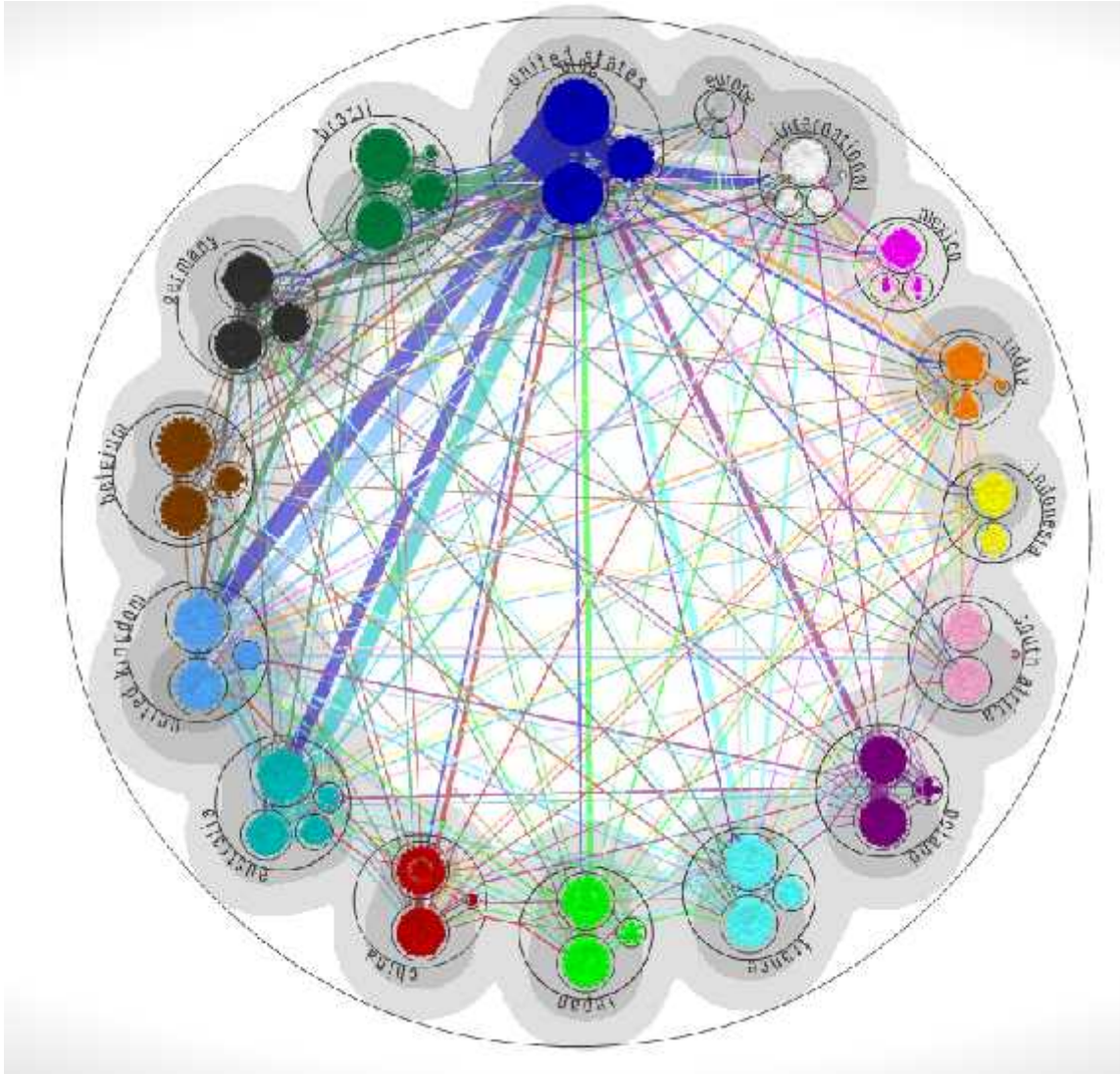


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Overview: Global English Language Source Reach



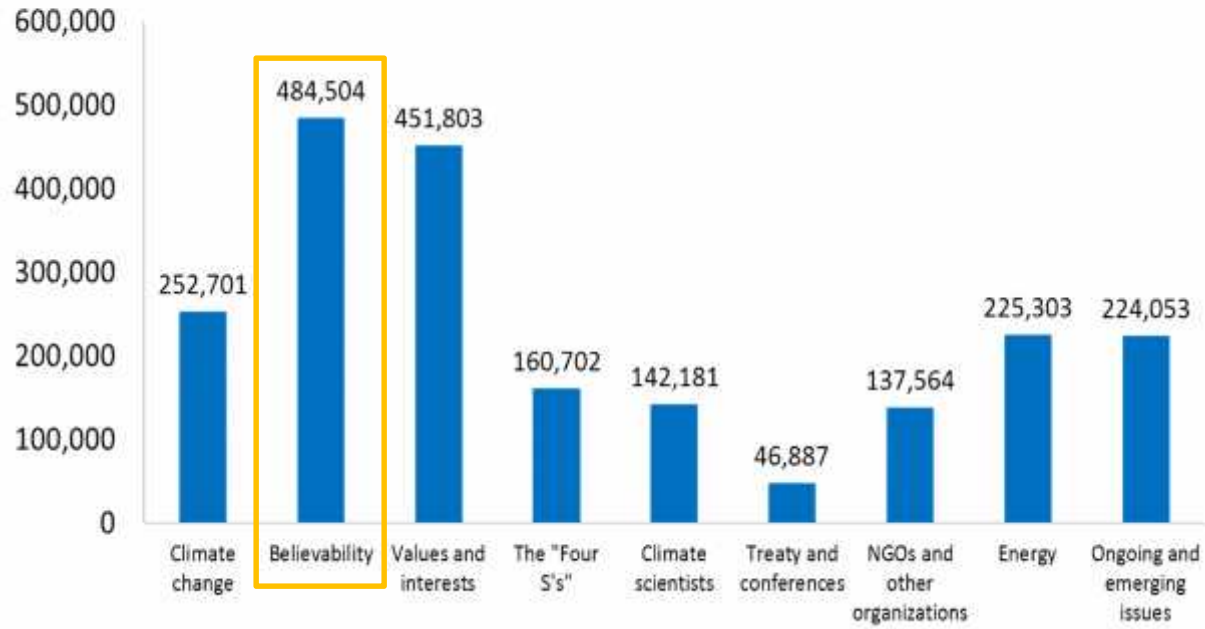
Overview: Global English Language Source Reach



A CONTINUING ONLINE DEBATE

Many in the global community accept the reality of climate change, but much of the conversation is focused around the validity of the climate change theory

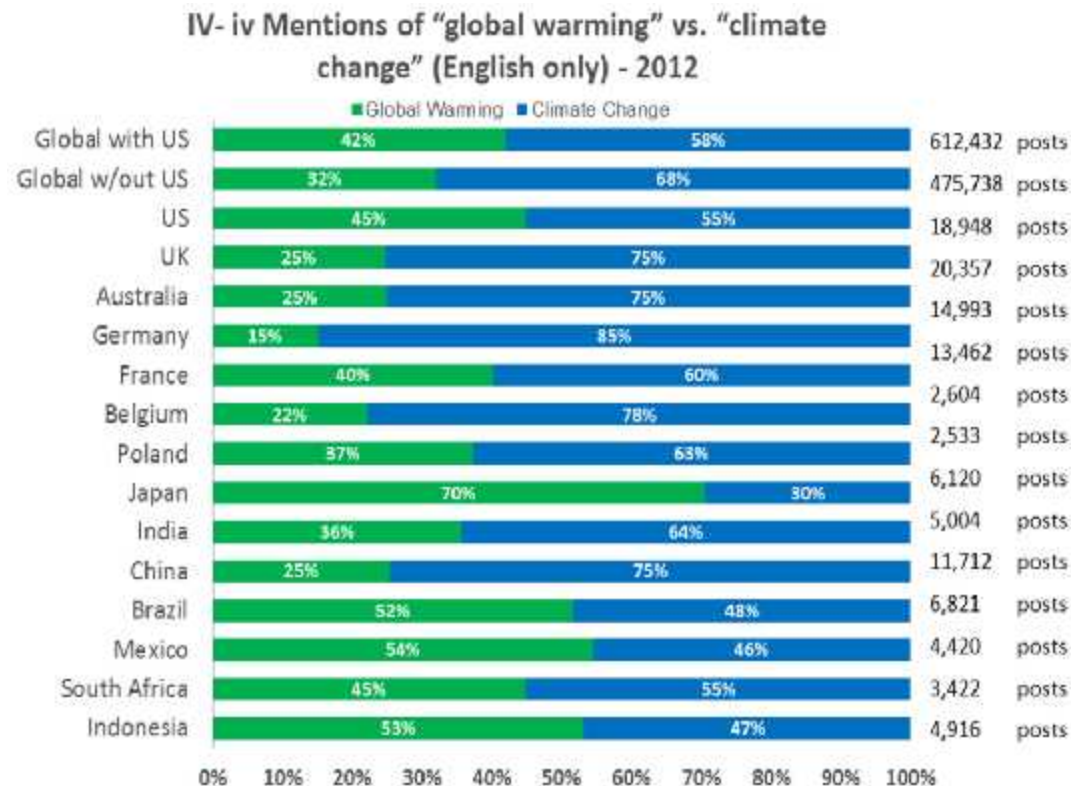
IV-iii Global: volume of climate change categories (English and Native languages) – 2012





CLIMATE CHANGE VS GLOBAL WARMING

Usage varies by country, but “climate change” is used most frequently



WIDE RANGE OF CLIMATE CHANGE BELIEFS

Valid vs. Invalid

- Conspiracy
 - Terminology Change
 - Climate Science Predictions Have Not Occurred/Aren't As Severe
- Local Weather Serves As A Proxy
 - Regional/International Weather Events Less Impactful
- Anthropogenic vs. Non-Anthropogenic
 - Climate and weather cycles
 - Human contribution is comparatively small
 - Sea level rise is not proof
 - Human hubris

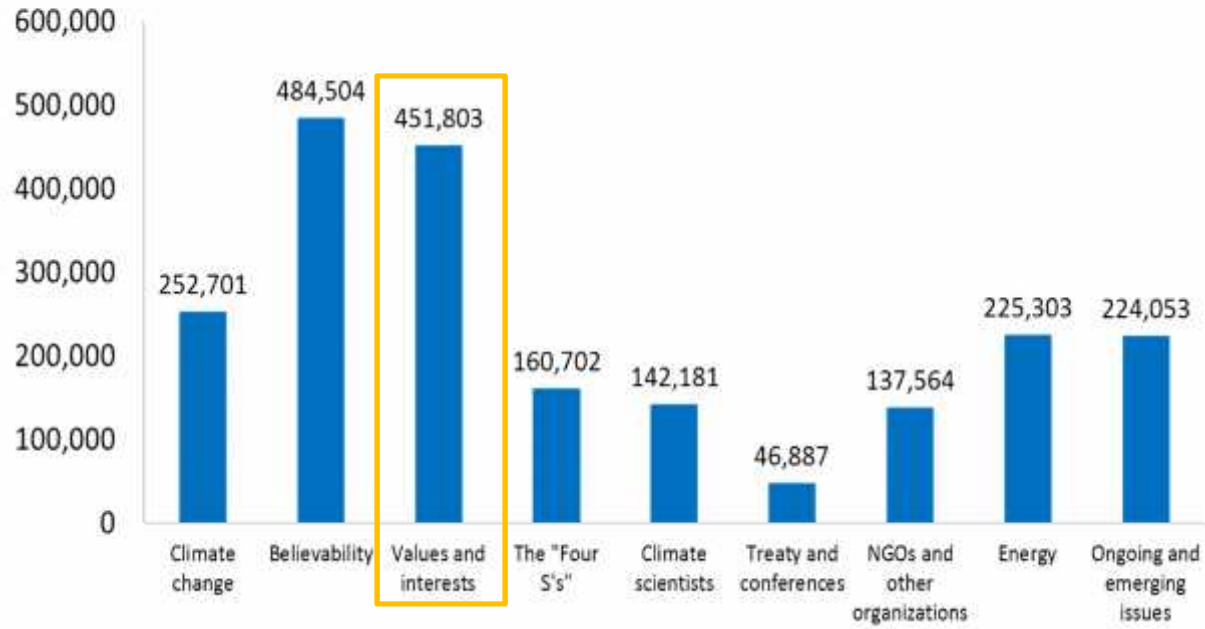
“The case for Anthropogenic Global Warming has never been proved. And – in all likelihood – never will be.” (Indonesia) GF9

“When the temperature stopped rising, they changed the term to climate change. When people said that, yes the climate is changing which it always does, then they change the term to climate disruption.” (UK) GF4

SHARED VALUES & INTERESTS

Due to the increasing toll on the world's population, global climate change is increasingly discussed as a moral or ethical issue that greatly affects human rights now and in the future

IV-iii Global: volume of climate change categories (English and Native languages) – 2012



EMERGING ISSUES AND RISKS

Increasing interest is shifting from environmental and scientific arguments and towards ethical and human rights concerns

TOP THREE TOPICS:

- Conflict in Syria and the Arab Spring
- Widespread drought and its impacts
- Increased climate refugees
 - Rural India (distress migration)
 - Bangladesh (citizens moving inland)
 - Pakistan (distress migration)
 - Carteret Islands (moving to other countries)
 - United States (weather related events)



WILLINGNESS TO ENGAGE ONLINE AND OFFLINE

Offline activities and engagements that assist in keeping climate change top-of-mind for people globally

- Swimming pool at Bhakti Park Wadala in Mumbai, India
- Sing for the Climate initiative in Belgium
- Art exhibitions, graffiti, theater, and music all inspired by climate change impacts – particularly in the Pacific-Asian region and Europe





PHASE 2: OVERVIEW & KEY FINDINGS

PHASE 2: TESTING WHAT WE LEARNED

Learning from the Digital Research and Audit

People's views of climate change, including perceptions of whether it is real, bad, anthropogenic, solvable, and whether there is a scientific consensus

Minimal public opinion research available regarding perceptions of climate science; in the digital space, climate science often perverted to support the poster's point

Many online conversations are debates around the validity of climate change theory.

Past IPCC reports have drawn attention to and driven online conversations about climate change in many countries



Quantitative Application

Creating benchmarks to assess current perceptions and to provide a baseline among elite audiences for future work

Fill in the gaps existing in public opinion research and understand how elites view and respond to arguments using climate science

Assess the impact of the deniers' messages as well as which of our messages can be used to inoculate against or respond to attacks

Evaluate the sign-on statement elements to determine their efficacy to coincide with the release of the WG I report



PHASE 2: GLOBAL SURVEYS ON IPCC RELEASE

Two surveys to determine effectiveness of climate supporter and denier messaging around IPCC reports

	Working Group Report 1	Working Group Reports 2 & 3
Overarching Objectives	<ul style="list-style-type: none"> Assess global opinions on key climate change metrics (human-caused, need for action, etc.) Evaluate positive messages that are compelling and determine which messages can also negate denial arguments Help inform UNF communications efforts and outreach tactics in key regions 	
Messages	<ul style="list-style-type: none"> Aspects of climate science Elements of the sign-on statement 	<ul style="list-style-type: none"> The impacts of climate change (adaptation) Mitigation, solutions-oriented messages
Methodology	<p>Online survey conducted Sept 20 and Oct 3, 2013 among 2,000 Opinion Elites in the US, UK, Australia, India (N=500 per country)</p> <p><i>Opinion Elites are defined as highly educated, higher income, media savvy and politically-engaged respondents. They are one step removed from the public policy arena, and are the people who are most likely to answer a call to action, either to support or oppose legislative or regulatory action.</i></p>	<p>Online survey conducted Jan 27-Feb10, 2014 among 2,000 Opinion Elites in the US, UK, Brazil, India (N=500 per country)</p>
Credibility Interval	<p>The precision of online polls is calculated using a credibility interval with a poll of 500 accurate to +/- 5.0 percentage points while with a poll of n=200 accurate to +/- 8.0 percentage points.</p>	
Analysis	<p>Conducted OLS regression analyses to understand the true drivers of views toward climate change – for belief, denial, and desire for action.</p>	

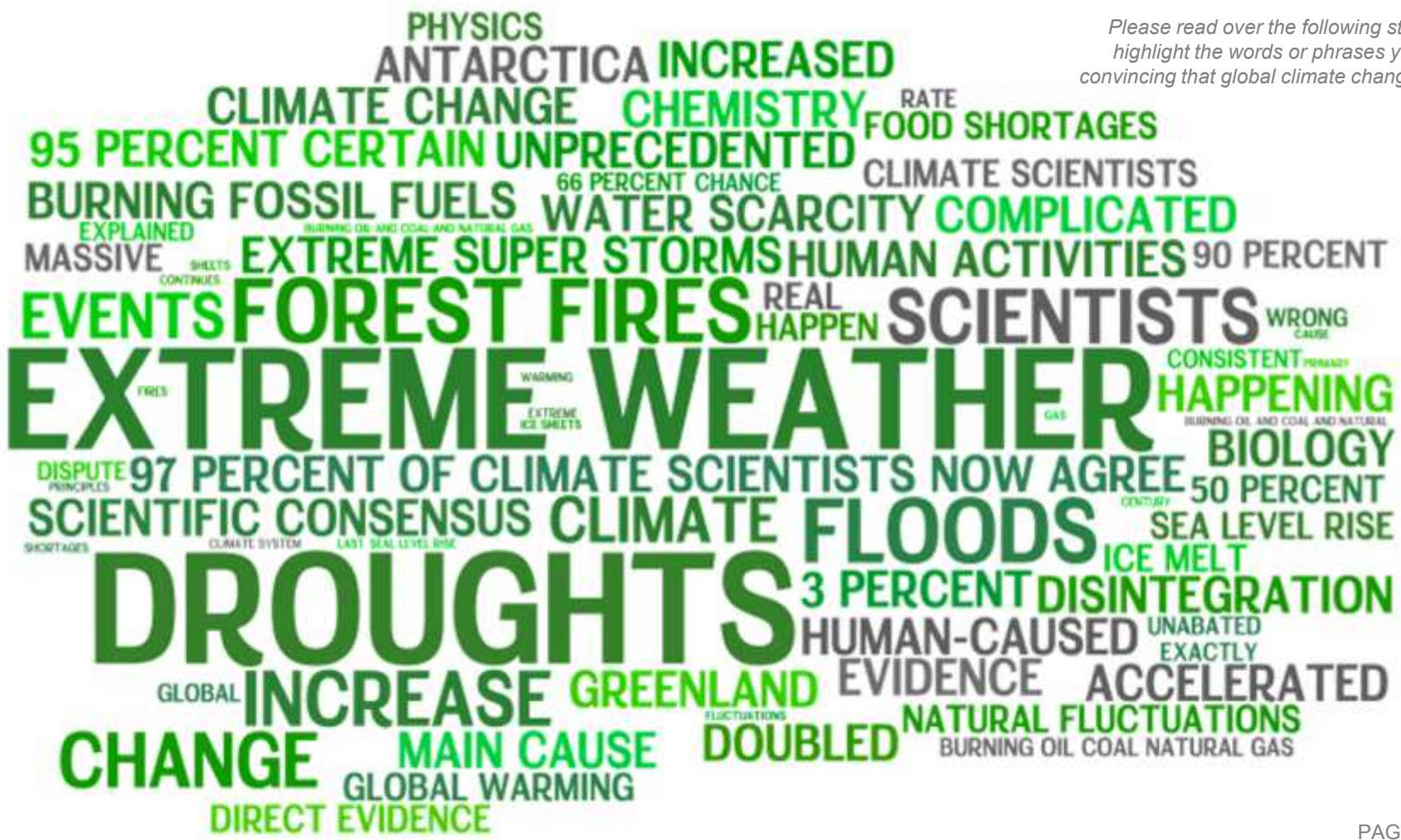
PHASE 2: KEY FINDINGS

1. CLIMATE CHANGE IS OFTEN VIEWED MORE AS A GLOBAL PROBLEM, RATHER THAN A COUNTRY/LOCAL PROBLEM.
2. CLIMATE CHANGE MERITS HIGH LEVELS OF PERSONAL IMPORTANCE AND PROMPTS CONCERN ACROSS COUNTRY BORDERS.
3. THERE IS A STRONG BELIEF IN HUMAN-CAUSED CLIMATE CHANGE. DRIVERS OF VIEWS ARE AGE, POLITICAL IDEOLOGY, FREQUENCY OF RELIGIOUS SERVICE ATTENDANCE, AND WHERE AN ELITE LIVES.
1. MANY PERCEIVE CLIMATE CHANGE TO BE AT LEAST PARTIALLY NATURALLY-OCCURRING, WHICH IMPEDES BELIEF IN CLIMATE CHANGE, ESPECIALLY IN UK, US AND AUSTRALIA.
5. THE PERCENTAGE OF ELITES WHO SUPPORT GOVERNMENT ACTION ON CLIMATE CHANGE IS GREATER THAN THE PERCENTAGE WHO BELIEVE CLIMATE CHANGE IS HAPPENING.
6. A SMALL GROUP IS UNCONVINCED THAT HUMAN-CAUSED CLIMATE CHANGE IS HAPPENING, BUT STILL SEEKS ACTION ON THE ISSUE. THESE ELITES' SIMILARITIES INCLUDE:
7. ELITES REGARD CLIMATE SCIENTISTS AND CLIMATE SCIENCE REPORTS AS THE MOST RELIABLE SOURCES OF INFORMATION ON THE SUBJECT.
8. "ECO-SCIENCE" IS MOST COMPELLING MESSAGE AND REBUTTAL, WHILE "NOT MAN-MADE" IS THE STRONGEST DENIER MESSAGE.

MESSAGE HIGHLIGHTING

Words that strengthen supporting messages

Please read over the following statement and highlight the words or phrases you find most convincing that global climate change is happening.

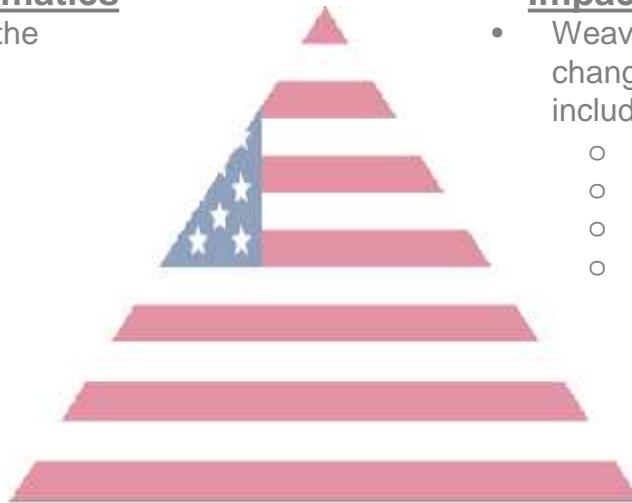


MESSAGING RECOMMENDATIONS BY COUNTRY

In the U.S., messengers should...

Foundational Messages & Thematics

- Focus on the impacts component of the “Urgency” message



Proactive or Reactive Stance*

- Must communicate continuously

Impacts and Effects of Climate Change

- Weave in impacts and examples of how climate change affects the weather where a person lives including:
 - Weather/disaster-induced poverty
 - Wildfires
 - Food and water shortages
 - Continuing increases in average temperatures

**Note: The messaging was split sampled, so half of the respondents saw the negative messages first followed by the positive messages, and the other half saw the positive messages first followed by the negative messages – to determine whether there is any advantage to be gained by communicating first or responsively.*



AUDIENCE PROFILES

The “Unconvinced”: U.S.



DEMOGRAPHICS

- Older men
- Those who attend religious services more frequently or occasionally
- Conservatives
- Those living in a rural area

ATTITUDES

- Less than a fifth say they have personally experienced the effects of CC (majority has not personally experienced the effects at all)
- Roughly three-quarters believe that climate change is not a serious problem
- About half thinks climate change is not a concern
- Top Weather Concern: droughts, food and/or weather shortages, and spread of diseases
- Over seven in ten fail to see weather-related events and concerns as a result of climate change

THANK YOU.

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