

GENERAL POINT: CLIMATE SCIENCE IS A PHYSICAL SCIENCE, CLIMATE COMMUNICATION IS A **SOCIAL SCIENCE.**

N. PIDGEON AND B. FISCHOFF, 2011: THE ROLE OF SOCIAL AND DECISION SCIENCES IN COMMUNICATING UNCERTAIN CLIMATE RISKS. *NATURE CLIMATE CHANGE*, 1, 35-41.

[GOOD SHORT INTRODUCTION TO THE PROBLEM AND POSSIBLE SOLUTION OF COMMUNICATING CLIMATE SCIENCE, ITS EFFECTS, AND SOCIETY'S POSSIBLE RESPONSES]

S.C. MOSER, 2010: COMMUNICATING CLIMATE CHANGE: HISTORY, CHALLENGES, PROCESS AND FUTURE DIRECTIONS. *WILEY INTERDISCIPLINARY REVIEWS OF CLIMATE CHANGE*, 1, 31-53.

[GENERAL INTRODUCTION TO CLIMATE COMMUNICATION DRAWN FROM THE LITERATURE OF RISK COMMUNICATION—EXHAUSTIVE REFERENCE LIST]

S.C. MOSER AND L. DILLING, 2004: MAKING CLIMATE HOT—COMMUNICATING THE URGENCY AND CHALLENGE OF GLOBAL CLIMATE CHANGE. *ENVIRONMENT*, 44, 32-46.

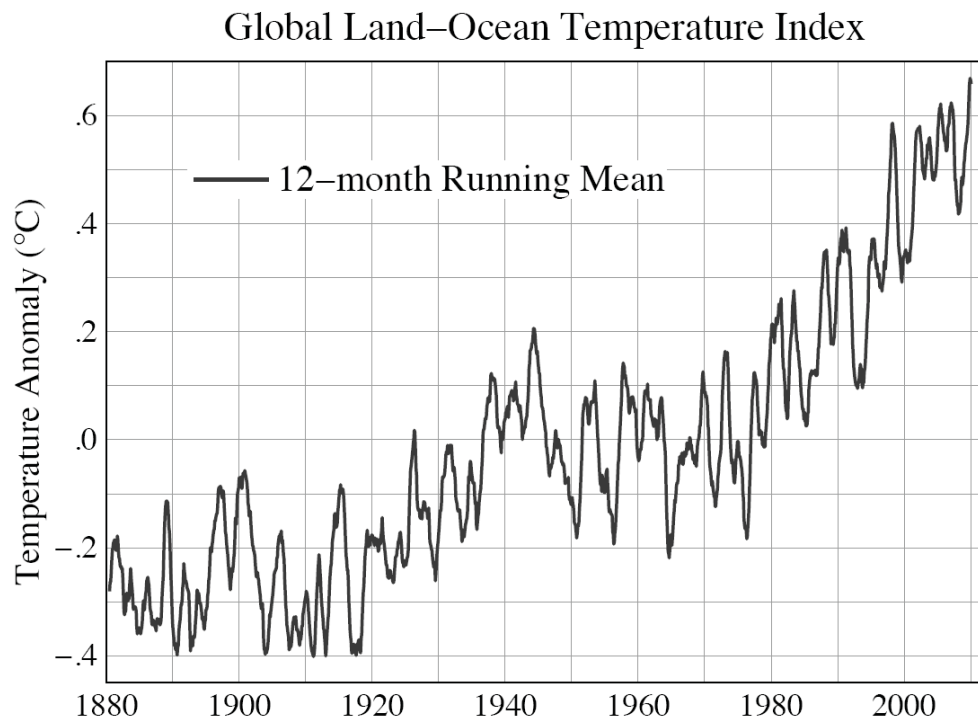
[A HOW-TO GUIDE FOR PRACTICAL CLIMATE COMMUNICATION]

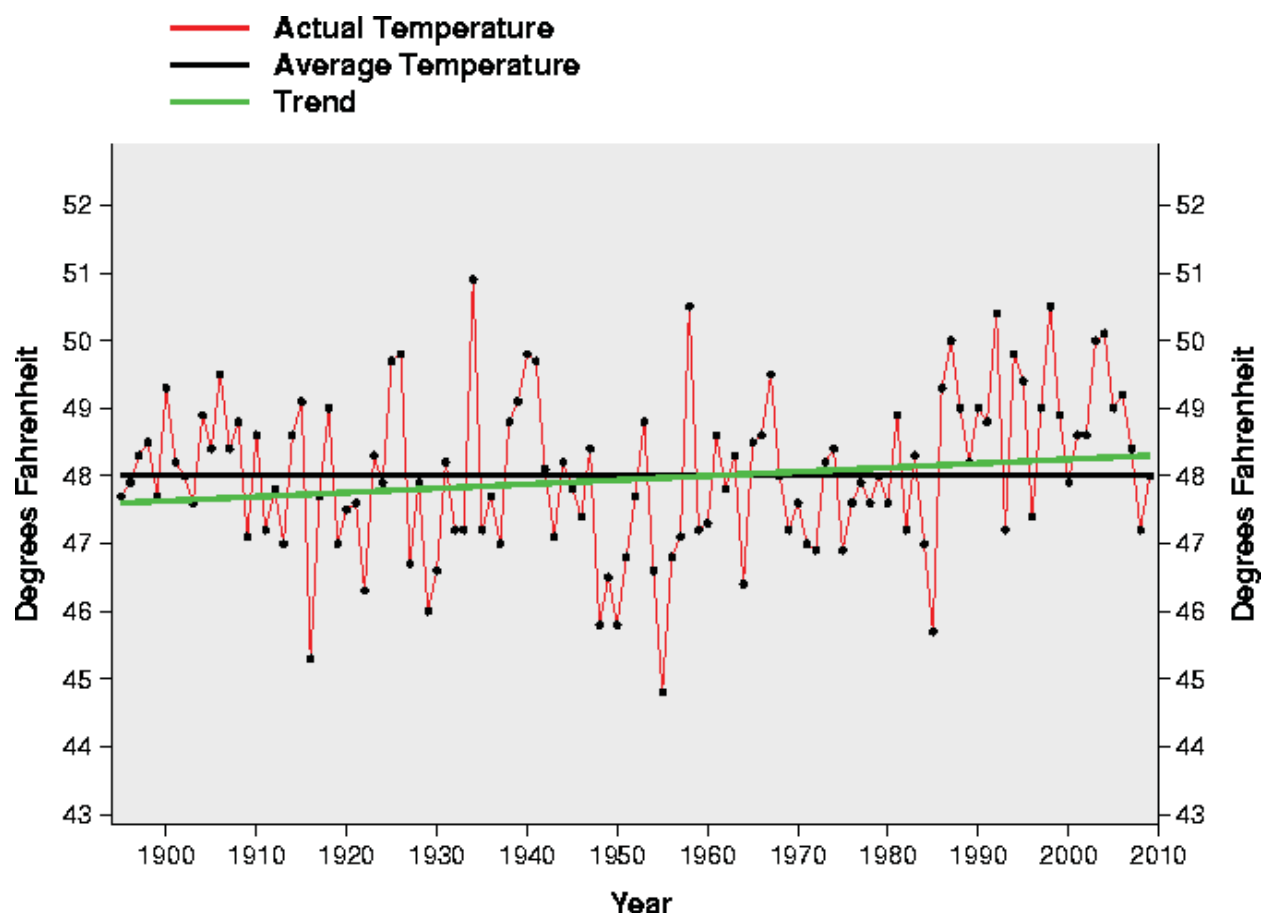
THE PSYCHOLOGY OF CLIMATE CHANGE COMMUNICATION, CENTER FOR RESEARCH ON ENVIRONMENTAL DECISIONS, COLUMBIA UNIVERSITY, 49PP, AVAILABLE FOR DOWNLOAD AT: <http://guide.cred.columbia.edu/>.

[A MORE COMPLETE HOW-TO GUIDE BASED ON SOCIAL SCIENCE RESEARCH INCLUDING A WONDERFUL TABLE ON WHAT COMMON WORDS MEAN TO SCIENTISTS AND TO THE GENERAL PUBLIC, E.G. “UNCERTAINTY”]

MITIGATION IS GLOBAL AND MOSTLY ABOUT TRENDS

ADAPTATION IS **LOCAL AND MOSTLY ABOUT **VARIABILITY****





Annual 1901 - 2000 Average = 47.97 degF
Annual 1895 - 2009 Trend = 0.06 degF / Decade

STATE OF WASHINGTON

- 1. Properties of Locality**
- 2. Local Impacts of Climate**
- 3. Responses to climate on local scales**
- 4. Experiences of CIG**