

Mother Nature's Hit Single:

A Mixed Methods Evaluation of Traditional vs. Musical Climate Change Communication

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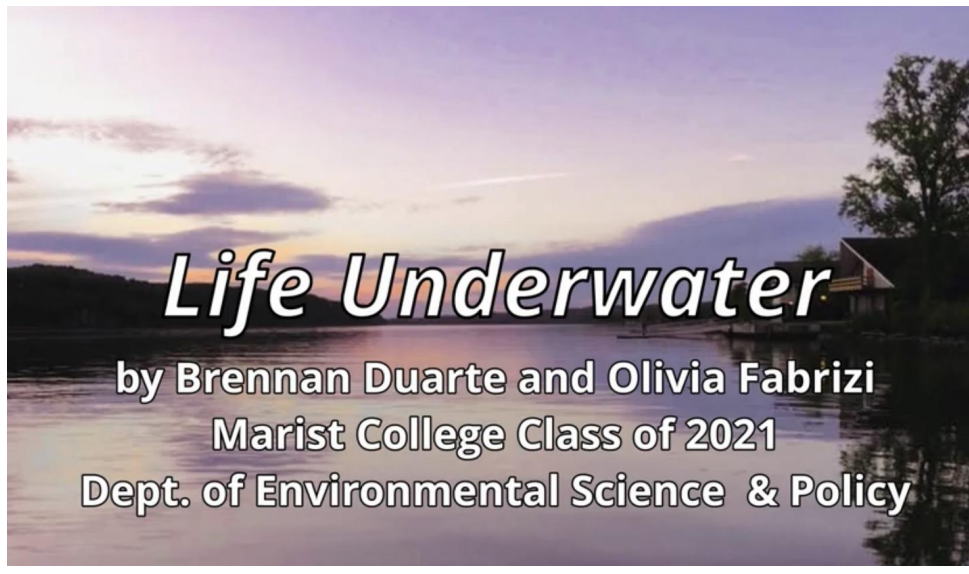
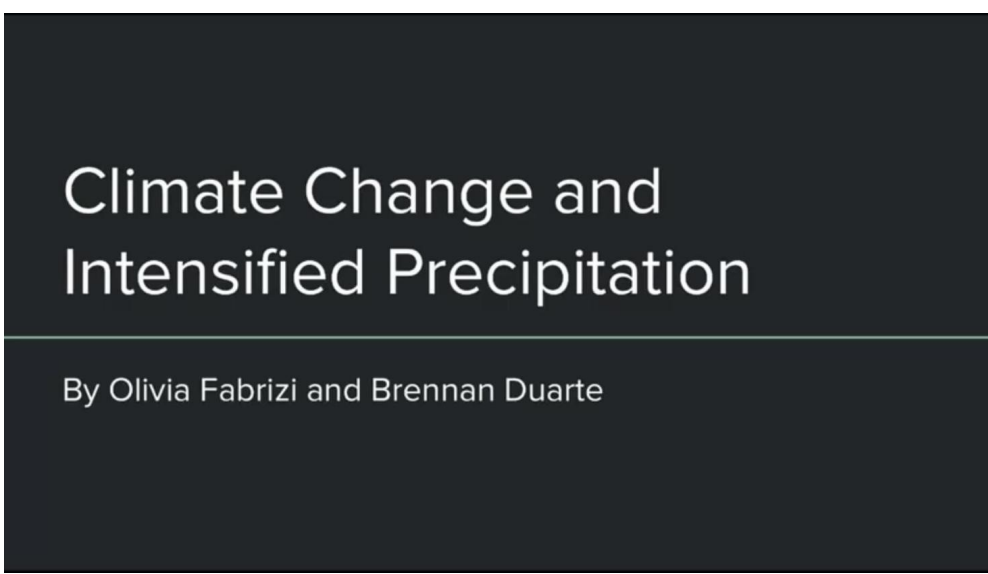


BACKGROUND

The issue of climate change is a big problem in today’s society and will continue to increase in severity into the future. Many people in society are not aware of the urgency of the issue. They do not know the effects of climate change or how humans can influence the climate in one way or the other. This is due in part to ineffective communication of this information from the scientific community to the general public. This information must be displayed in a way that everyone can understand but also inspire them to act. This study will attempt to determine a better way to achieve effective communication to the public that will spread awareness and encourage action.

METHODS

- Preliminary survey
- Randomized video treatment
- Post-treatment survey

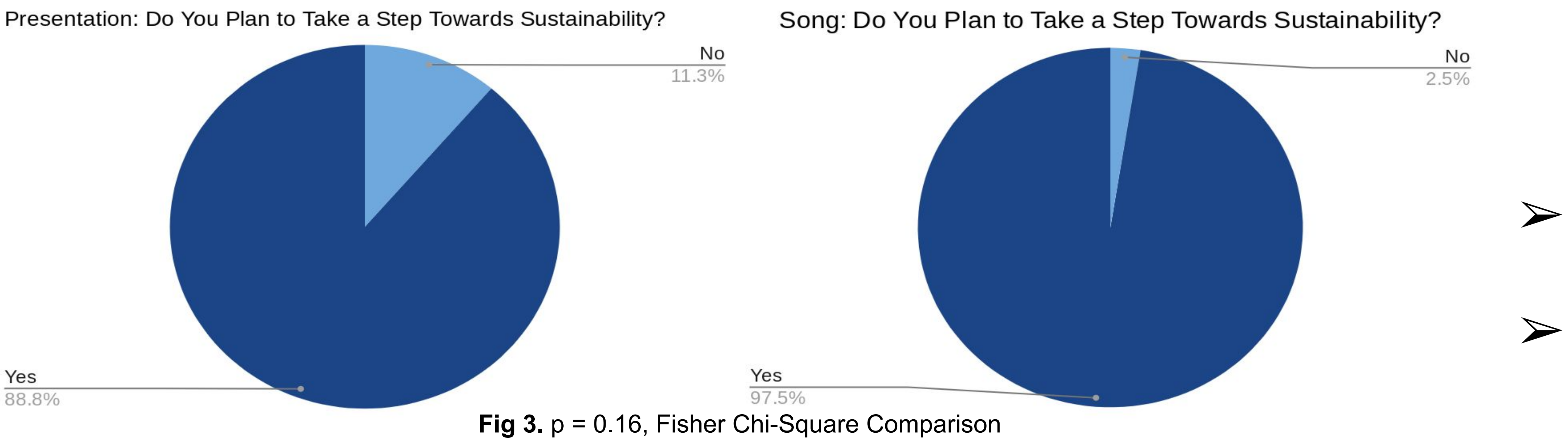
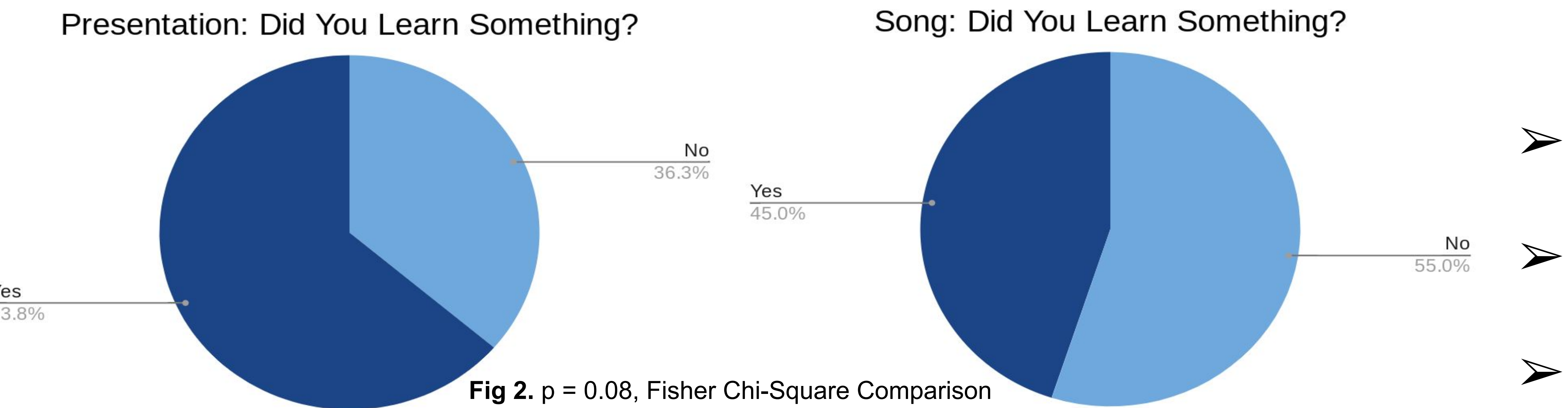
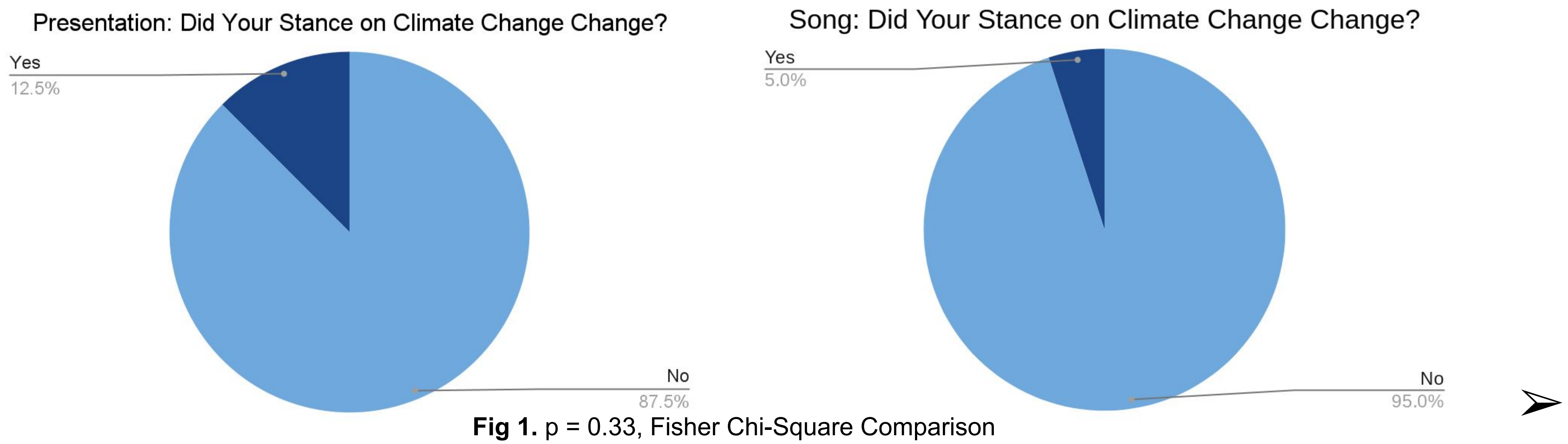
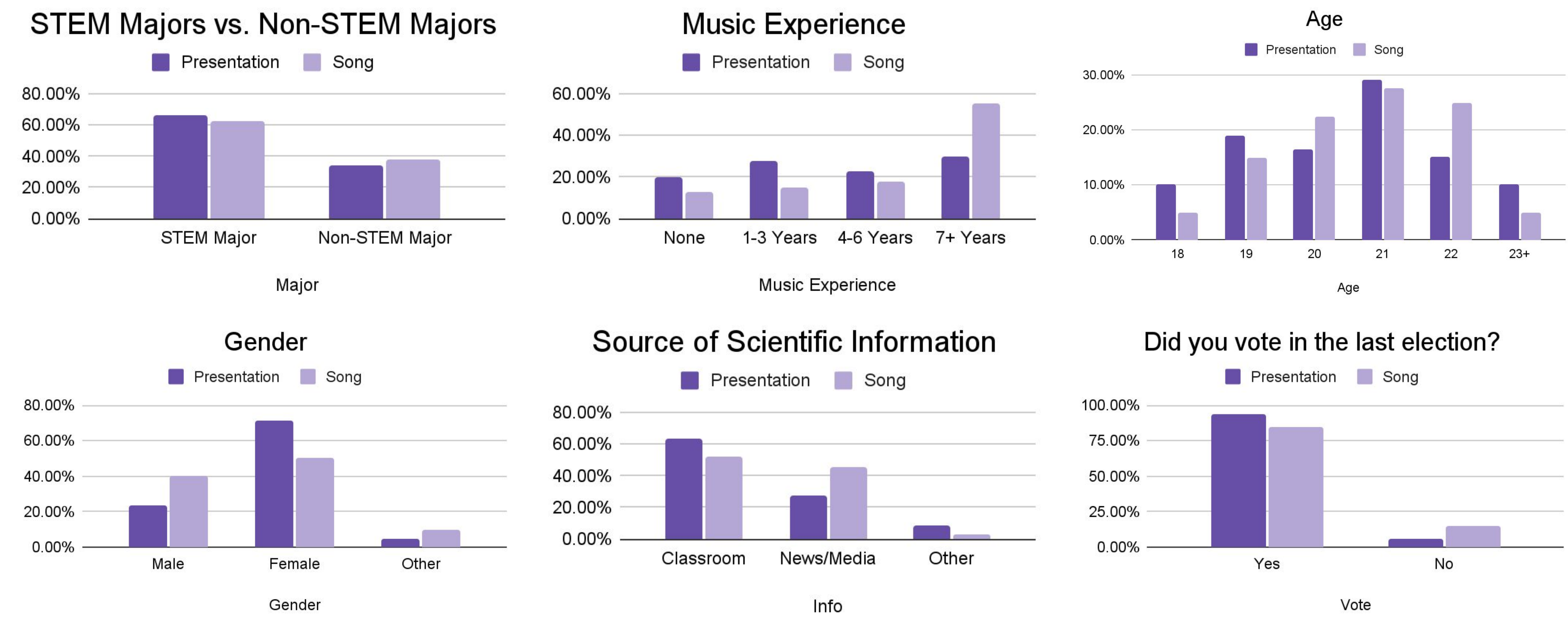


Presentation



Song

RESULTS



Sustainable Lifestyle Ratings

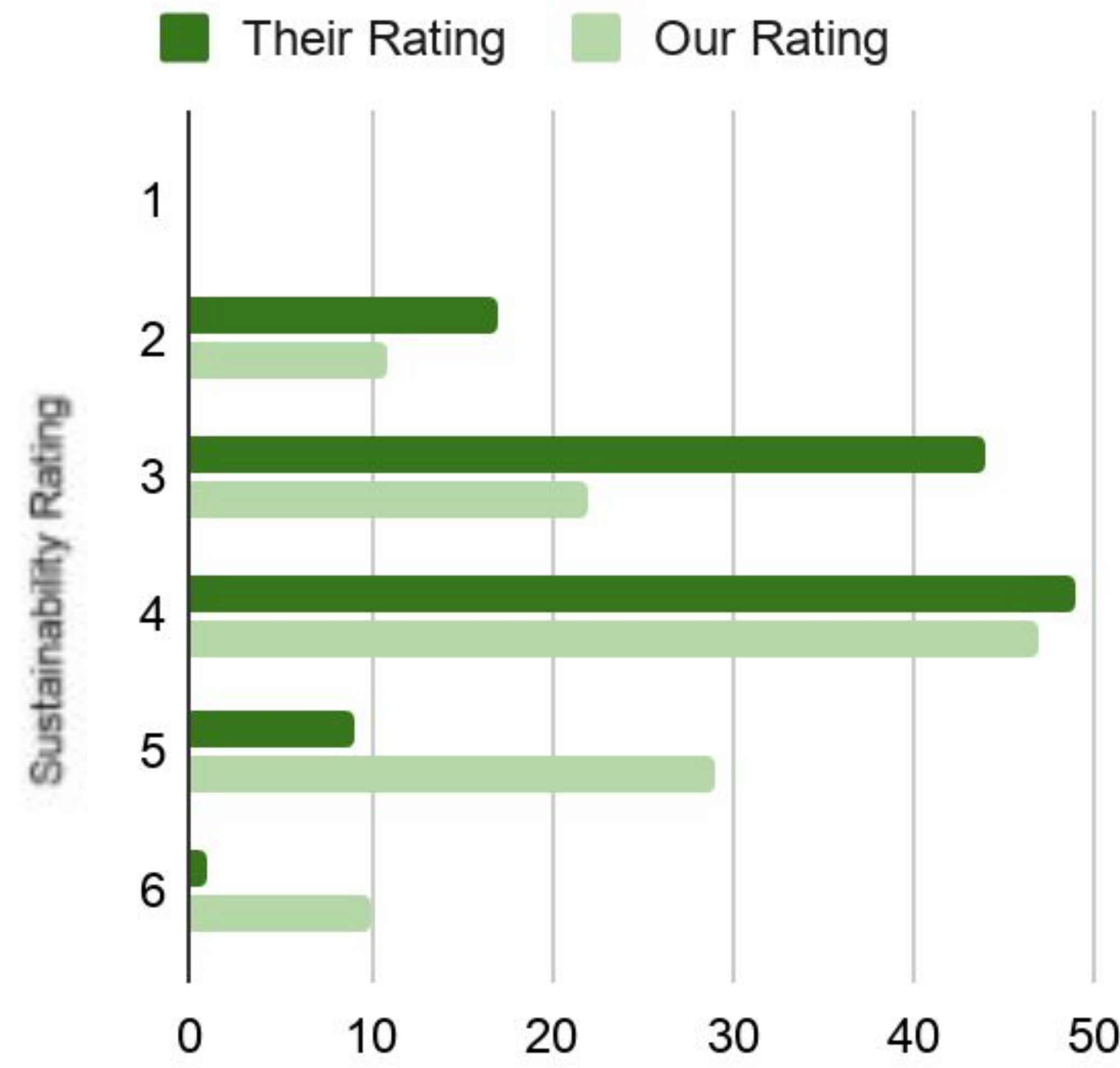


Fig 4. Ratings of sustainable lifestyles

DISCUSSION

- **No significant difference** in changing one’s stance on climate change (most already believed climate change is an important issue) (Fig 1)
- **92% confident** that presentation is more effective for teaching (Fig 2)
- **84% confident** that song is more effective for inspiring change (Fig 3)
- People generally believe their lifestyle is less sustainable than it is (Fig 4)

CONCLUSION

- **Traditional communication** is more effective in **teaching knowledge**
- **Musical communication** is more effective in **inspiring action**