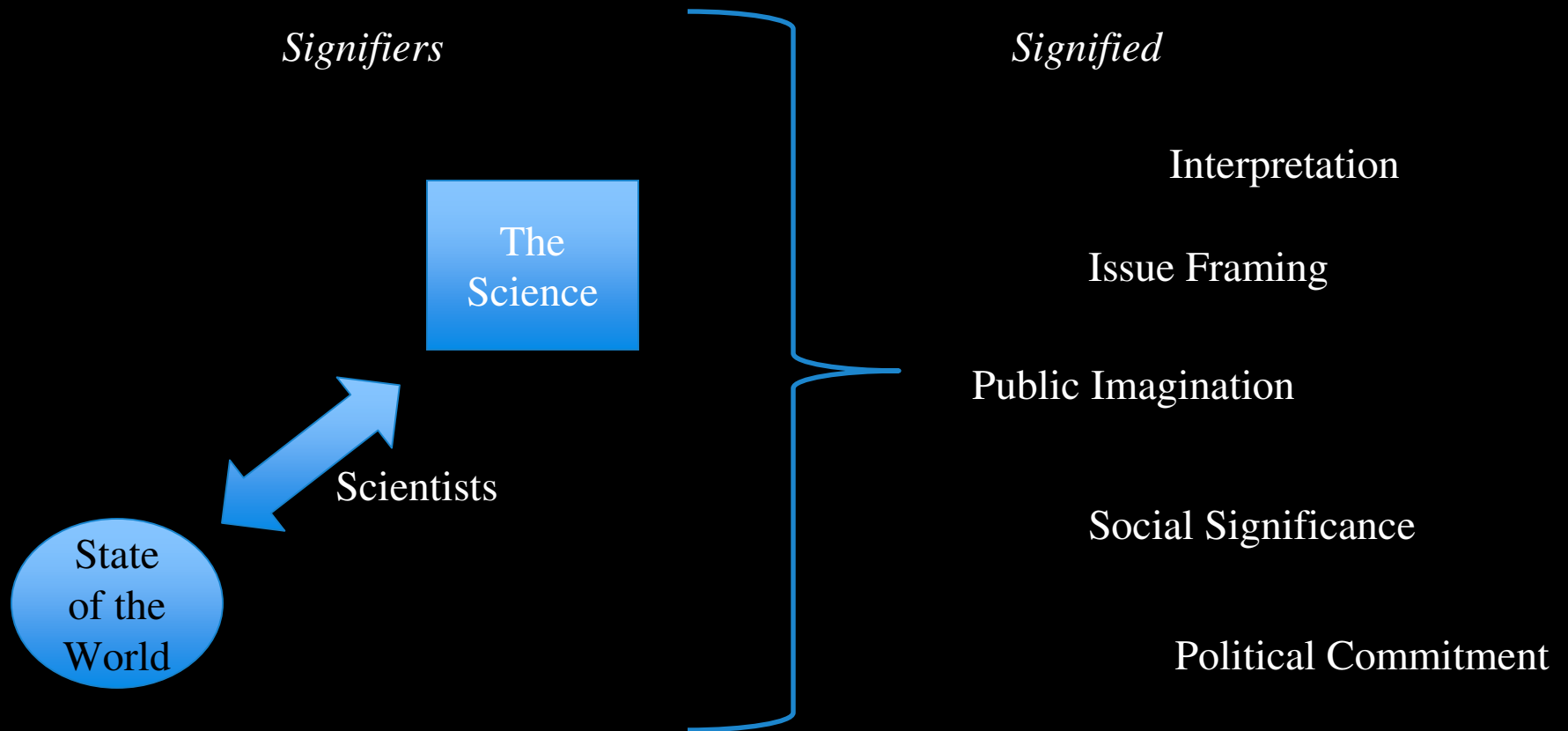


Cassandra & the Fear Mongers





Stephen H. Linder, Ph.D.
Institute for Health Policy
The University of Texas
School of Public Health

The Institute of Medicine's Roundtable on
Environmental Health Sciences, Research and
Medicine, A Research Agenda for Managing
the Risks of Climate Change, January 15,
2009

Impact on Meaning



Public Roles in the Controversy

| | | Claims about the World | |
|-----------------|------------|--|---|
| | | TRUE | FALSE |
| Public Reaction | BELIEF | Trust  | Conspiracy  |
| | DIS-BELIEF |  Reason |  Hoax |

Cassandra



Bernard Picart, 1673-1733: Cassandra warns the Trojans.
Photo © Maicar Förlag - GML

The Fear Monger



Disney Buena Vista Studios, 1943

Conspirators

- Claims that companies such as Exxon Mobil are working with top public relations firms and using many of the same tactics and personnel as those employed by Phillip Morris and RJ Reynolds to dispute the cigarette-cancer link in the 1990s.



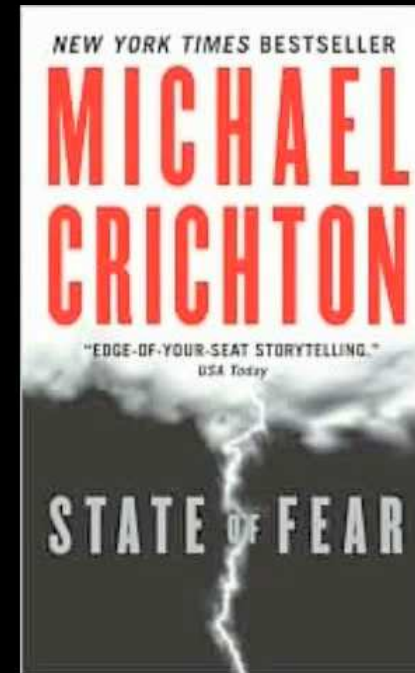
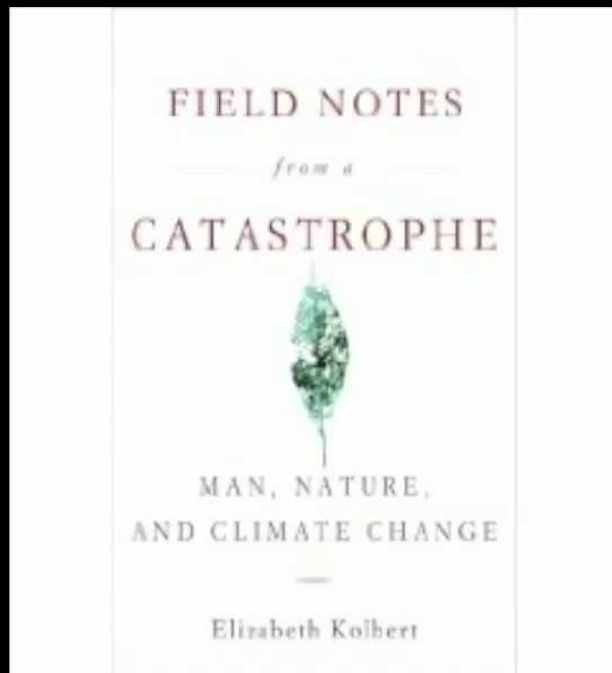
the fifth estate, CBC-TV, 11-15-2006

Counter-Attack

“James Hansen, one of the world's leading climate scientists, will today call for the chief executives of large fossil fuel companies to be put on trial for high crimes against humanity and nature, accusing them of actively spreading doubt about global warming in the same way that tobacco companies blurred the links between smoking and cancer.”

The Manchester Guardian, Pilkington, 6-23-2008

Mass Market Escalation



Cynics

“The Great Global Warming Swindle”

SCARED?



Martin Durkin, WAGTV, UK Channel 4, 3-
8-2007

Un-Spin Claims



Global TV News, 11-6-2006

Appeal to Ideology



HARDtalk BBC-News 12-11-2007

Appeal to Conscience/Authority



Viral Marketing a Target



Movement Politics



1

Sky

One Climate.
One Future.
One Chance.

Move to Policy Claims

CLIMATE CRISIS COALITION

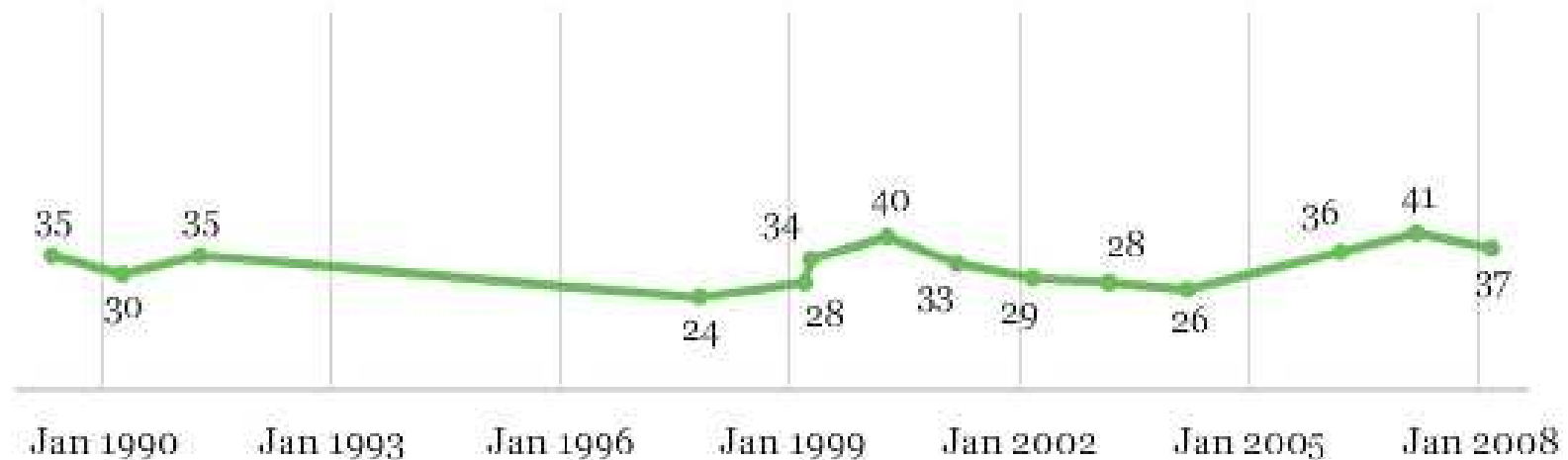
How would a carbon tax help
reduce global warming?

Worry a Great Deal...

I'm going to read you a list of environmental problems. As I read each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little, or not at all. How much do you personally worry about ...

The "greenhouse effect" or global warming

■ % Great deal

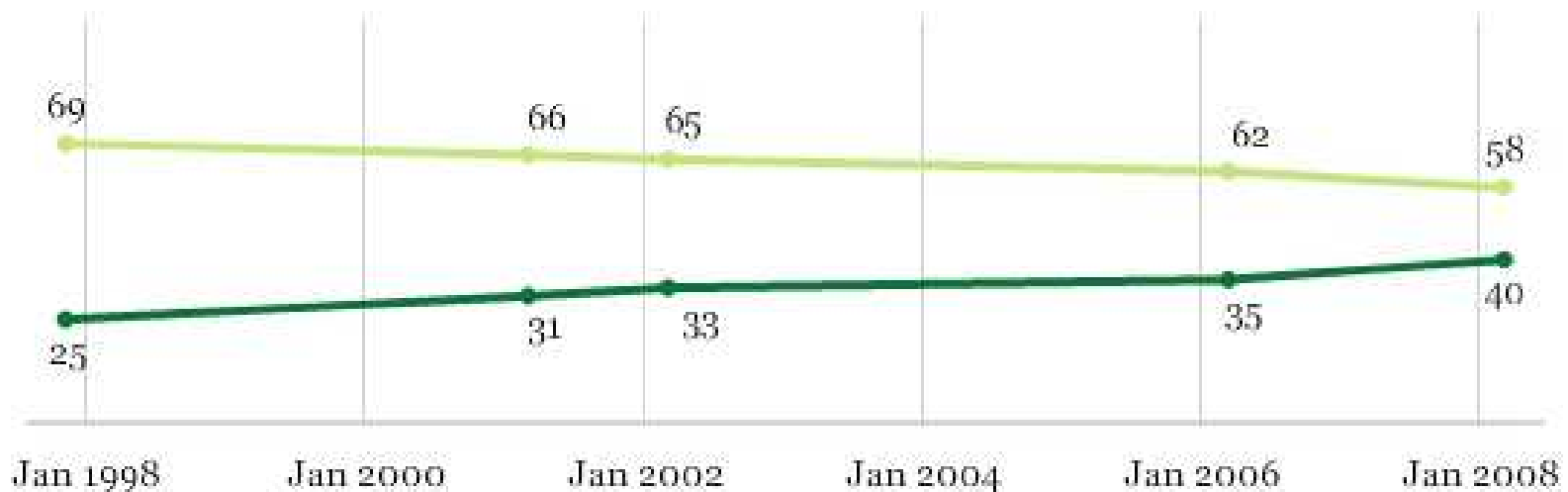


GALLUP POLL®

Serious Threat...

Do you think that global warming will pose a serious threat to you or your way of life in your lifetime?

■ % Yes ■ % No



"No opinion" not shown

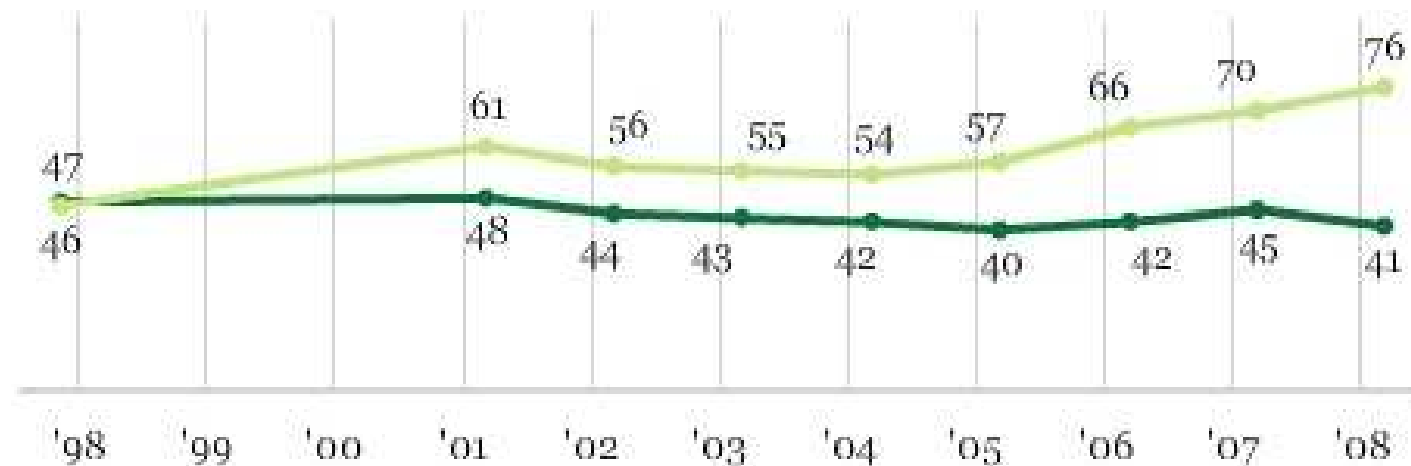
GALLUP POLL

Effects Have Begun...

Percentage Saying the Effects of Global Warming Have Already Begun

by Party ID*

■ Republicans ■ Democrats



* Results for political independents not shown

GALLUP POLL

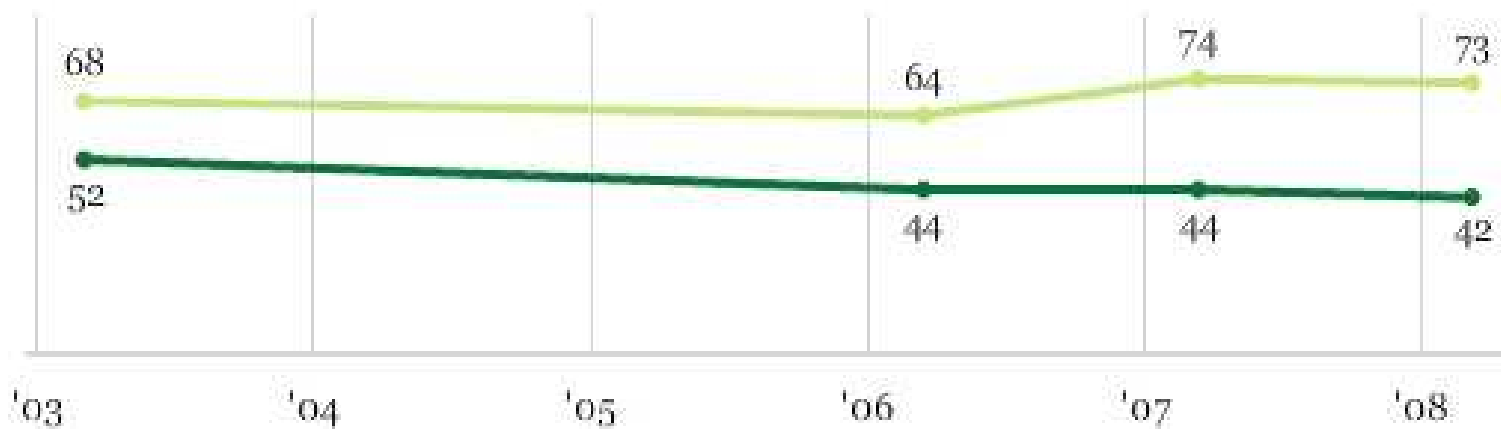
Due to Human Activities...

Percentage Saying Changes in Earth's Temperature Over the Last Century Are Due More to Human Activities Than to Natural Changes in the Environment

by Party ID*

■ Republicans

■ Democrats



* Results for political independents not shown.

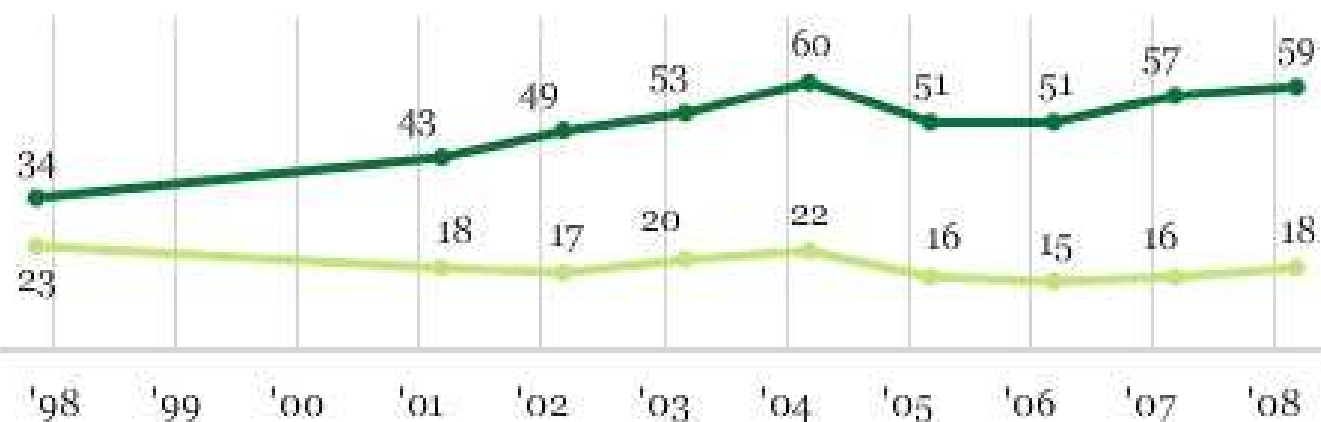
GALLUP POLL

Exaggerated in the News...

Percentage Saying the Seriousness of Global Warming Is Generally Exaggerated in the News

by Party ID*

■ Republicans ■ Democrats

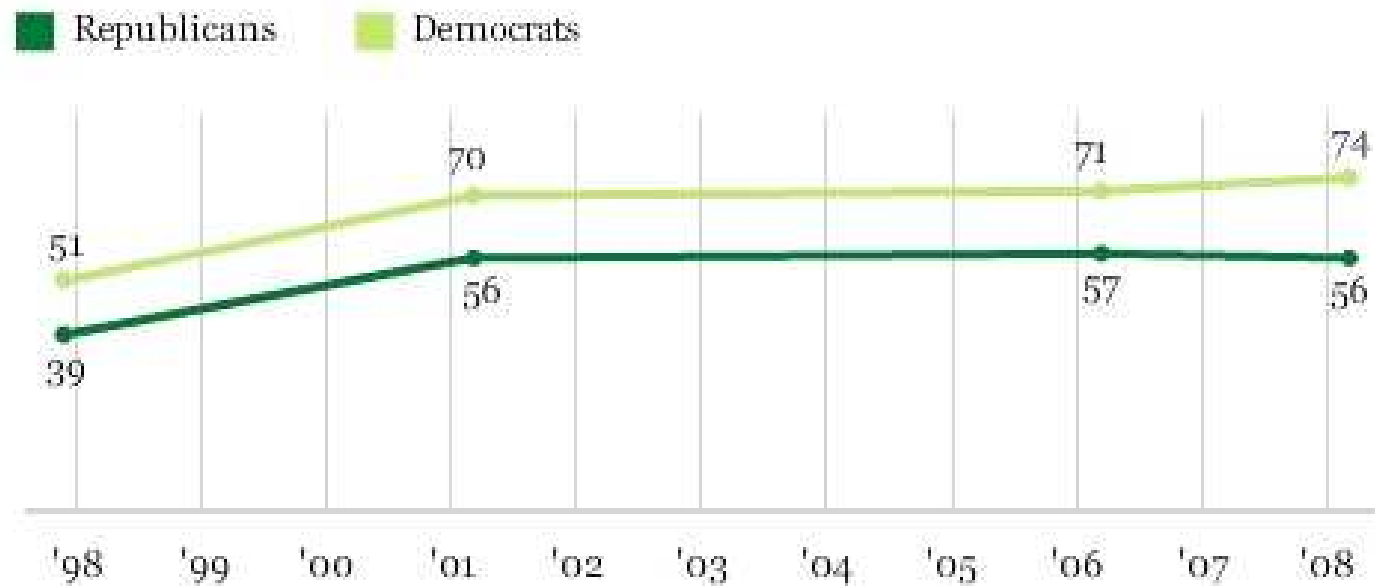


* Results for political independents not shown

GALLUP POLL

Most Scientists Agree...

Percentage Saying Most Scientists Believe Global Warming Is Occurring
by Party ID*



* Results for political independents not shown

GALLUP POLL

Social and Cultural Impacts

How do people...

Frame priorities

Assign blame

Choose reasons

Offer support

Revisit Rayner and Malone, 1998