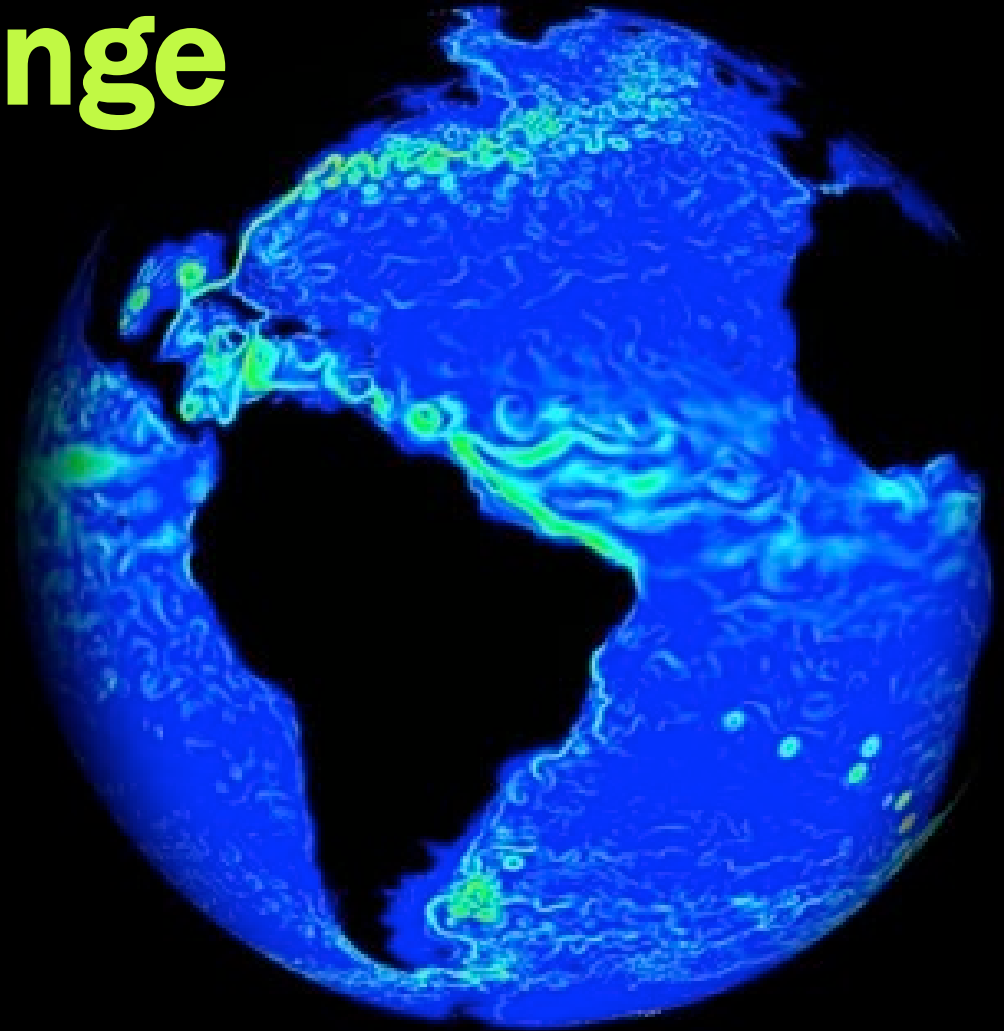


Persuasiveness on Climate Change

Karin Kirk

Yale Climate Connections



A day in the life of a climate advocate...







@TroubleMaker – 5m



the Earth has been warming for millions of years, taxing everything will not change one thing except for the money in your wallet!

↻ 134

♡ 474





**It costs too much money to
convert to LED lighting. . .**



facebook



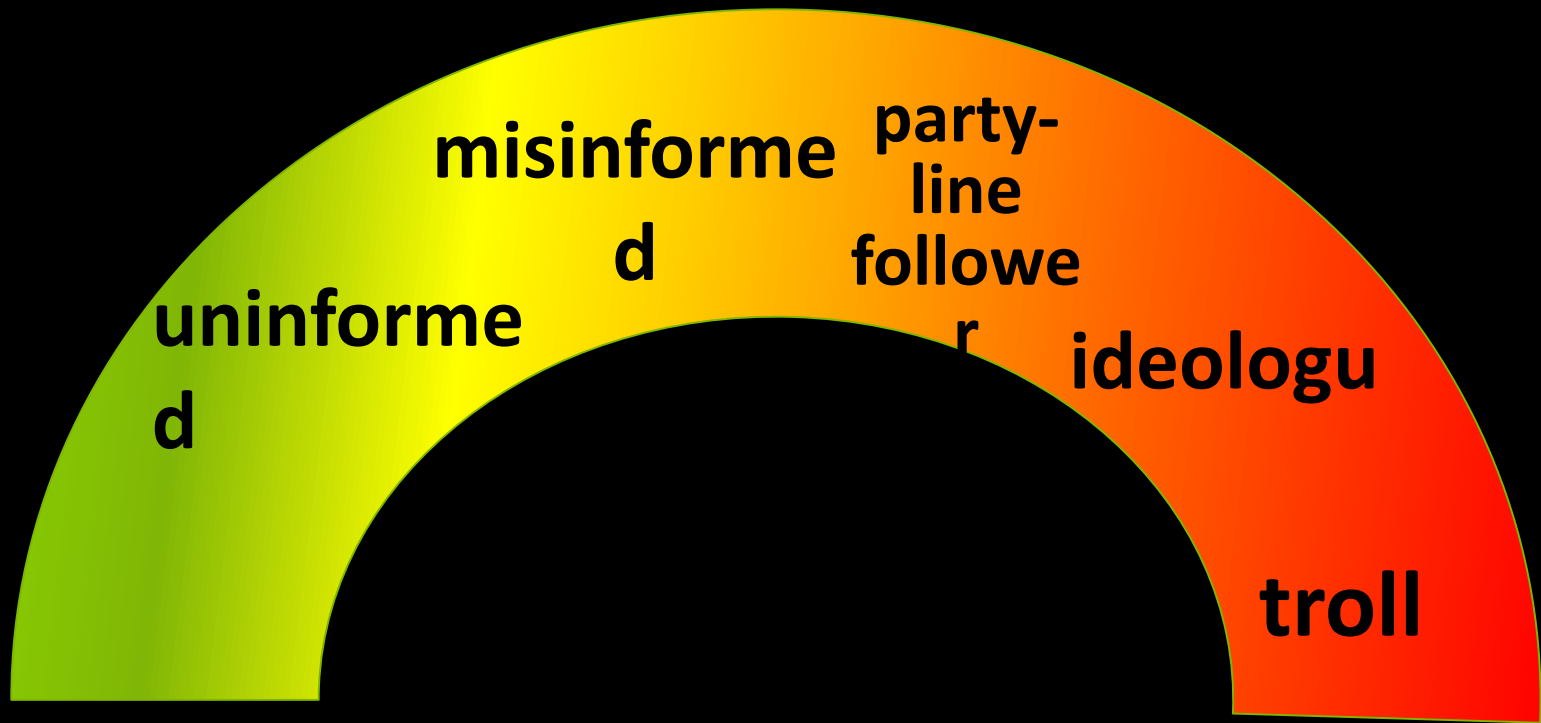
This government's attack , masked by lies and platitudes, on the constitution, energy independence, your wallets, your freedoms, and every level of social, governmental, fiscal, energy, international affairs, and religion is INTENTIONAL.



A stylized illustration of a woman with long brown hair, crying with her eyes closed and a hand to her face. A thought bubble above her head contains the text "and Greenland is melting!".

and Greenland
is melting!

start with a simple tool



the spectrum of persuadability



uninformed

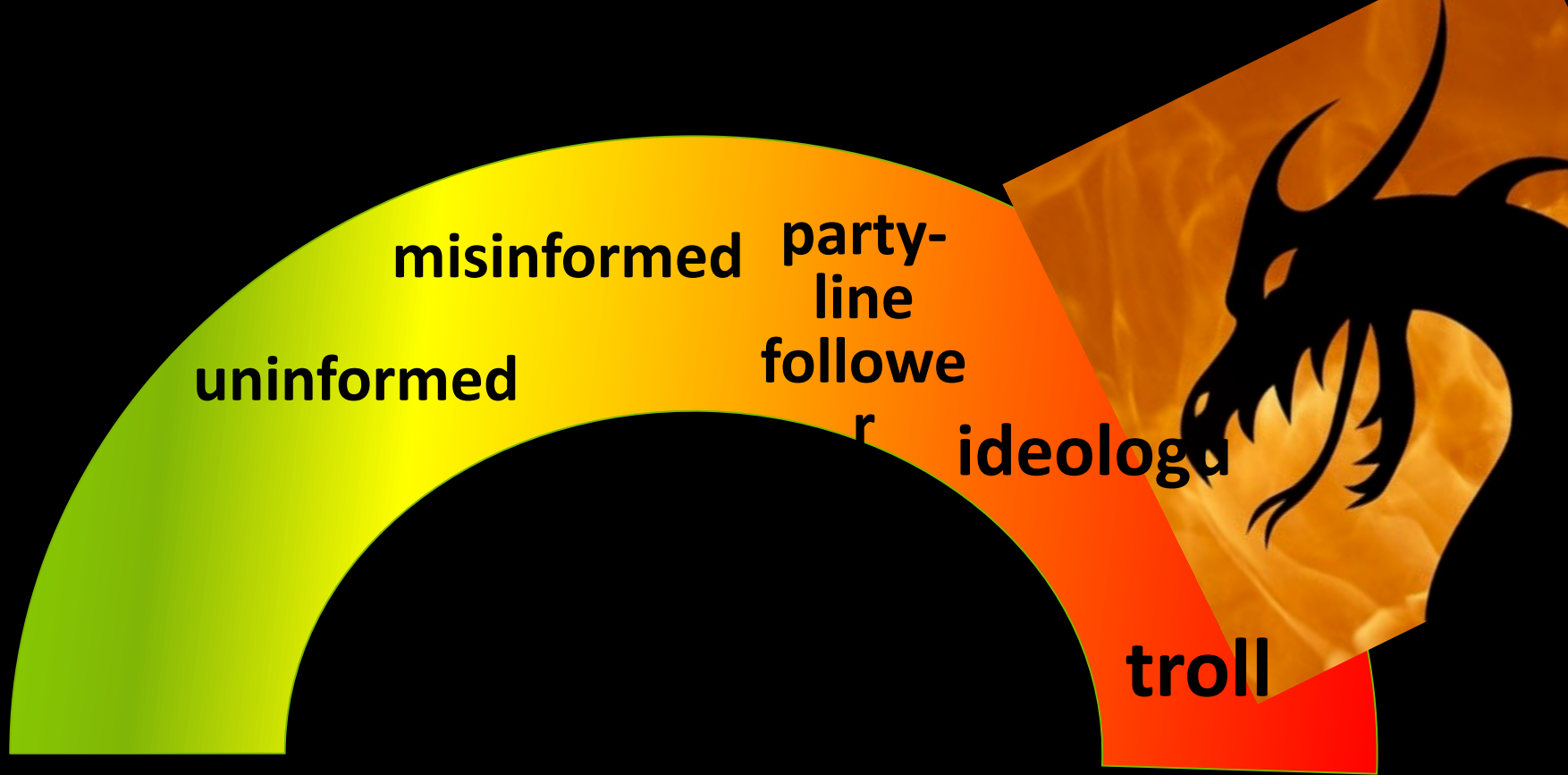
misinformed

party-
line
followe

r ideologu

troll

the spectrum of persuadability



the spectrum of persuadability

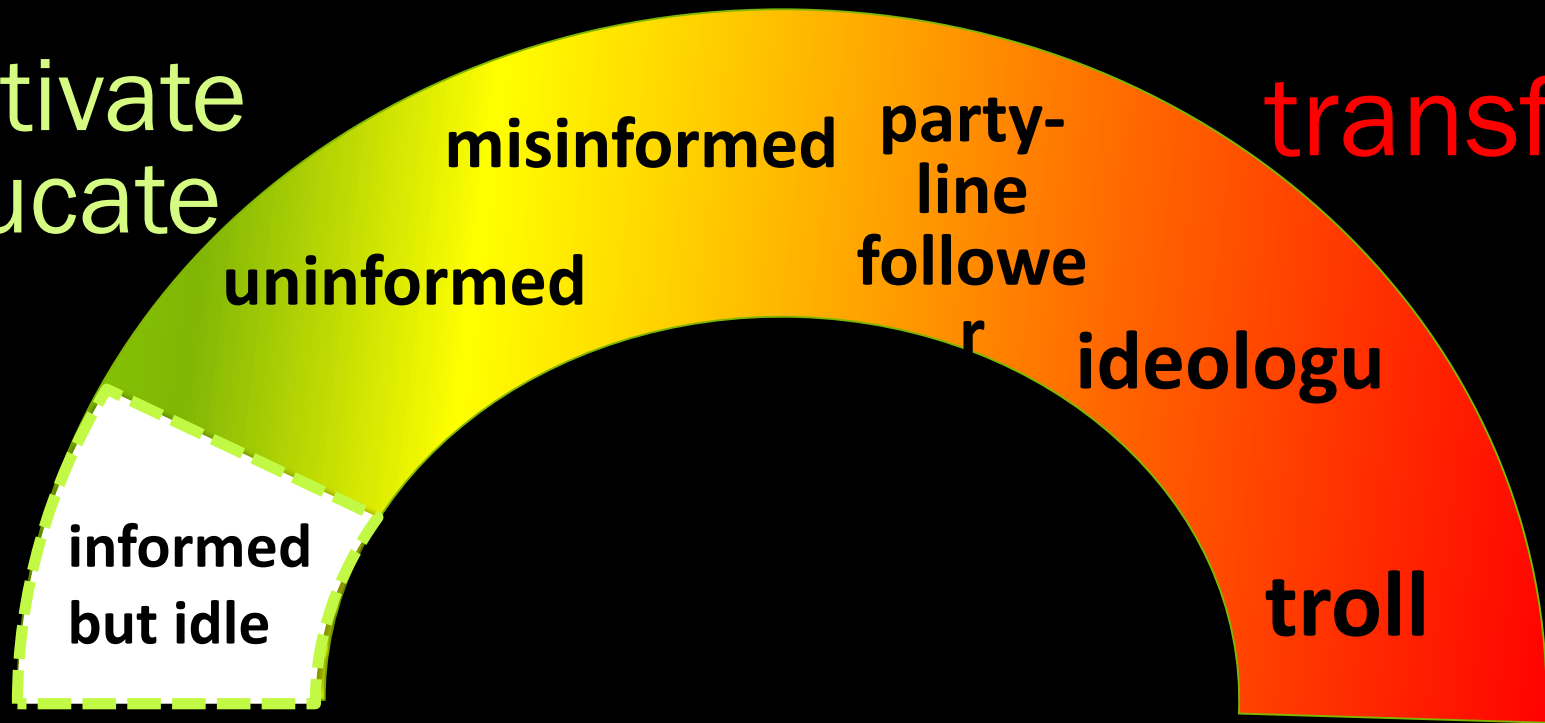


the spectrum of persuadability

connect

motivate
educate

transform



the spectrum of persuadability

connect

motivate
educate

transform

misinformed

party-
line
followe

uninformed

r
ide

informed
but idle



the spectrum of persuadability

Don't do this



photo by Linda Tanner

Try this instead



Or better yet, this



Part II

The elusive goal of productive engagement



ARTICLE

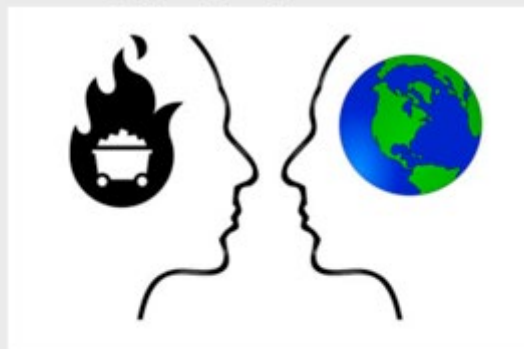
Changing minds on a changing climate

By Karin Kirk on Apr 4, 2017

Reddit online commenters point to reasons they went from being climate contrarians to having confidence in mainstream climate science.

The political environment in America is gripped by deep polarization. No news flash there.

Throughout the Presidential campaign and in the initial months of the Trump presidency, the public and their national politicians dig themselves ever deeper into entrenched positions, leaving little hope for compromise or reconciliation.



But sometimes people do the unimaginable: they change their minds.

Sometimes people do the unimaginable: they change their minds.

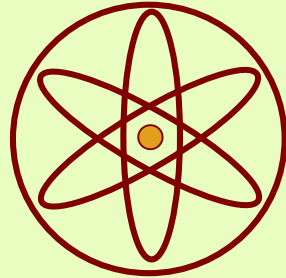
CLICK TO TWEET

An [AskReddit discussion](#) poses a tantalizing question, “**Former climate deniers, what changed your mind?**” Responses to the query offer a rare glimpse into the processes of how some people switch camps, outgrowing their parents’ values, having trans-formative experiences, or being worn-down by continually mounting scientific evidence.

The gems of the discussion were 66 posts by people who did a turnabout on their views of climate change. Their comments provide insightful narratives describing the origins of their skeptical beliefs, the reasons they changed their opinions, and the

Reasons for changing one's mind

#1 reason
47%
of responses



Science
Facts

#2 reason
29%
of responses



Stewardship
Values

#3 reason
21%
of responses



Weather
Experiences

#4 reason
17%
of responses



Credibility
Social norms

Facts don't change people's minds...?



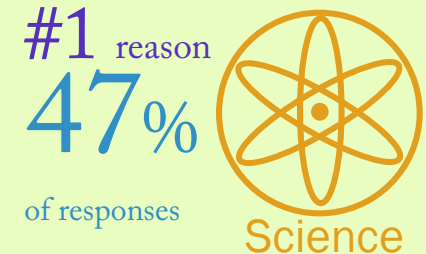
#1 reason
47%
of responses



Why is it that
sometimes facts don't
change people's minds?

Facts *do* change people's minds, but...

- not always
- not immediately
- not if irrelevant
- not if from an unsavory source
- not if thrown in people's faces
- not if delivered with insults



...repeated exposure to the overwhelming evidence of climate change (partially thanks to persistent posters on FB) finally got through to me.

Example.

Stop with all the drama.... I thank God for President Trump every day!

facebook

Example.



Stop with all the drama.... I thank God for President Trump every day!



WHY? You uneducated IDIOT.

Mark, good for you. But many of us do not share those views. Watching the environment that sustains us all get dismantled, piece-by-piece, is pretty awful. People who care about clean water, clean air, and public health are justifiably upset about this.

Your support of this distruction is treason.

*Mark Your inane comments
about tRump make me sick.*

*You are swirling in a world of
ignorance and pointless trolling.*

MAKING GOVERNMENT OPERATIONS MORE OPEN



madsparan (@madsparan)
9 years ago

31,478 Scientist Say Global Warming Is A Hoax

There is no convincing scientific evidence that human release of carbon dioxide, methane, or other green house gases is causing or will, in the foreseeable future, cause catastrophic heating of the Earth's atmosphere and disruption of the earths climate. Moreover, there is substantial scientific evidence that increases in atmospheric carbon dioxide produces many beneficial effects upon the natural plant and animal environments of the Earth.

Mark I agree that drama is not helpful, and as I said in my first response, I'm glad you're happy with Trump. But, the thing you posted about climate scientists disagreeing about climate change is completely false. I'm sure you prefer to deal with factual information, right? If so, then you might be surprised to learn that the source you're citing is not at all scientific. It was a petition that anyone could sign. Very few of the people who signed are climate scientists. The Spice Girls signed. Many other fictional names are on the list.

It is meaningless, and it's intent is purely to misinform people. Since you probably do not want to be misinformed, then you might want to set that meme aside and get your science from things that are more... scientific.

BTW, next week I'm headed to the largest gathering of climate scientists in the world. Rest assured we all agree that climate change is real. And since we already agree on that, we can keep working on new questions, like what to do about it and how to prepare. Excellent work is being done, that benefits us all. Yay, science.

Mark I agree that drama is not helpful, and as I said in my first response, I'm glad you're happy with Trump. But, the thing you posted about climate scientists disagreeing about climate change is completely false. I'm sure you prefer to deal with factual information, right? If so, then you might be surprised to learn that the source you're citing is not at all scientific. It was a petition that anyone could sign. **Very few of the people who signed are climate scientists. The Spice Girls signed.** Many other fictional names are on the list.

It is meaningless, and it's intent is purely to misinform people. Since you probably do not want to be misinformed, then you might want to set that meme aside and get your science from things that are more... scientific.

BTW, next week I'm headed to the largest gathering of climate scientists in the world. Rest assured we all agree that climate change is real. And since we already agree on that, we can keep working on new questions, like what to do about it and how to prepare. Excellent work is being done, that benefits us all. Yay, science.

Mark I agree that drama is not helpful, and as I said in my first response, I'm glad you're happy with Trump. But, the thing you posted about climate scientists disagreeing about climate change is completely false. I'm sure you prefer to deal with factual information, right? If so, then you might be surprised to learn that the source you're citing is not at all scientific. It was a petition that anyone could sign. Very few of the people who signed are climate scientists. The Spice Girls signed. Many other fictional names are on the list.

It is meaningless, and it's intent is purely to misinform people. Since **you probably do not want to be misinformed**, then you might want to set that meme aside and get your science from things that are more... scientific.

BTW, next week I'm headed to the largest gathering of climate scientists in the world. Rest assured we all agree that climate change is real. And since we already agree on that, we can keep working on new questions, like what to do about it and how to prepare. Excellent work is being done, that benefits us all. Yay, science.

Mark I agree that drama is not helpful, and as I said in my first response, I'm glad you're happy with Trump. But, the thing you posted about climate scientists disagreeing about climate change is completely false. I'm sure you prefer to deal with factual information, right? If so, then you might be surprised to learn that the source you're citing is not at all scientific. It was a petition that anyone could sign. Very few of the people who signed are climate scientists. The Spice Girls signed. Many other fictional names are on the list.

It is meaningless, and it's intent is purely to misinform people. Since you probably do not want to be misinformed, then you might want to set that meme aside and get your science from things that are more... scientific.

BTW, next week I'm headed to the largest gathering of climate scientists in the world. Rest assured we all agree that climate change is real. And since we already agree on that, we can keep working on new questions, like what to do about it and how to prepare. **Excellent work is being done, that benefits us all.** Yay, science.

Strategic engagement

- Agree; be friendly.
- Provide credible information.
- Illuminate the mechanism for misinformation and a warning.
- Describe a common benefit.



We all agree with global warming, the Earth has been warming for millions of years, taxing everything will not change one thing except for the money in your wallet!

I totally agree. Taxes aren't necessarily the answer. Can you think of other ways to slow down pollution?

Here's one of my favorite ideas: Stop subsidizing fossil fuels. Why should you and I give money to a hugely profitable industry?

Here's another example: Renewable energy is now cheaper than fossil fuel energy. No taxes required. But Trump is making new rules to *require* that energy from coal power plants be purchased, even though it's the most expensive form of electricity now.

How about efficiency? We all like getting more miles out of a gallon of fuel, right? No taxes there; it actually saves us money. But again - modern efficiency standards are being rolled back, at great cost to all of us, and for no good reason.

Those are just a few examples. Can you think of other ways to pollute less that also save us money?

And taxes aren't necessarily the answer. Can you think of other ways to slow down pollution?

Here's one of my favorite ideas: Stop subsidizing fossil fuels. **Why should you and I give money to a hugely profitable industry?**

Here's another example: Renewable energy is now cheaper than fossil fuel energy. No taxes required. But Trump is making new rules to **require** that energy from coal power plants be purchased, even though it's the most expensive form of electricity now.

How about efficiency? We all like getting more miles out of a gallon of fuel, right? No taxes there; it actually saves us money. But again - modern efficiency standards are being rolled back, at great cost to all of us, and for no good reason.

Those are just a few examples. Can you think of other ways to pollute less that also save us money?

A photograph of two men rowing a wooden boat on a body of water. The man on the left is wearing a dark blue jacket and a black beanie, while the man on the right is wearing a blue jacket and a brown hat. Both are using long wooden oars. The water is a calm, greyish-blue. The text 'taxpayers' is overlaid in orange, and 'corporate subsidies' is overlaid in yellow.

taxpayers

corporate subsidies

And taxes aren't necessarily the answer. Can you think of other ways to slow down pollution?

Here's one of my favorite ideas: Stop subsidizing fossil fuels. Why should you and I give money to a hugely profitable industry?

Here's another example: Renewable energy is now cheaper than fossil fuel energy. No taxes required. But Trump is making new rules to *require* that energy from coal power plants be purchased, even though it's the most expensive form of electricity now.

How about efficiency? We all like getting more miles out of a gallon of fuel, right? No taxes there; it actually saves us money. But again - modern efficiency standards are being rolled back, at great cost to all of us, and for no good reason.

Those are just a few examples. Can you think of other ways to pollute less that also save us money?

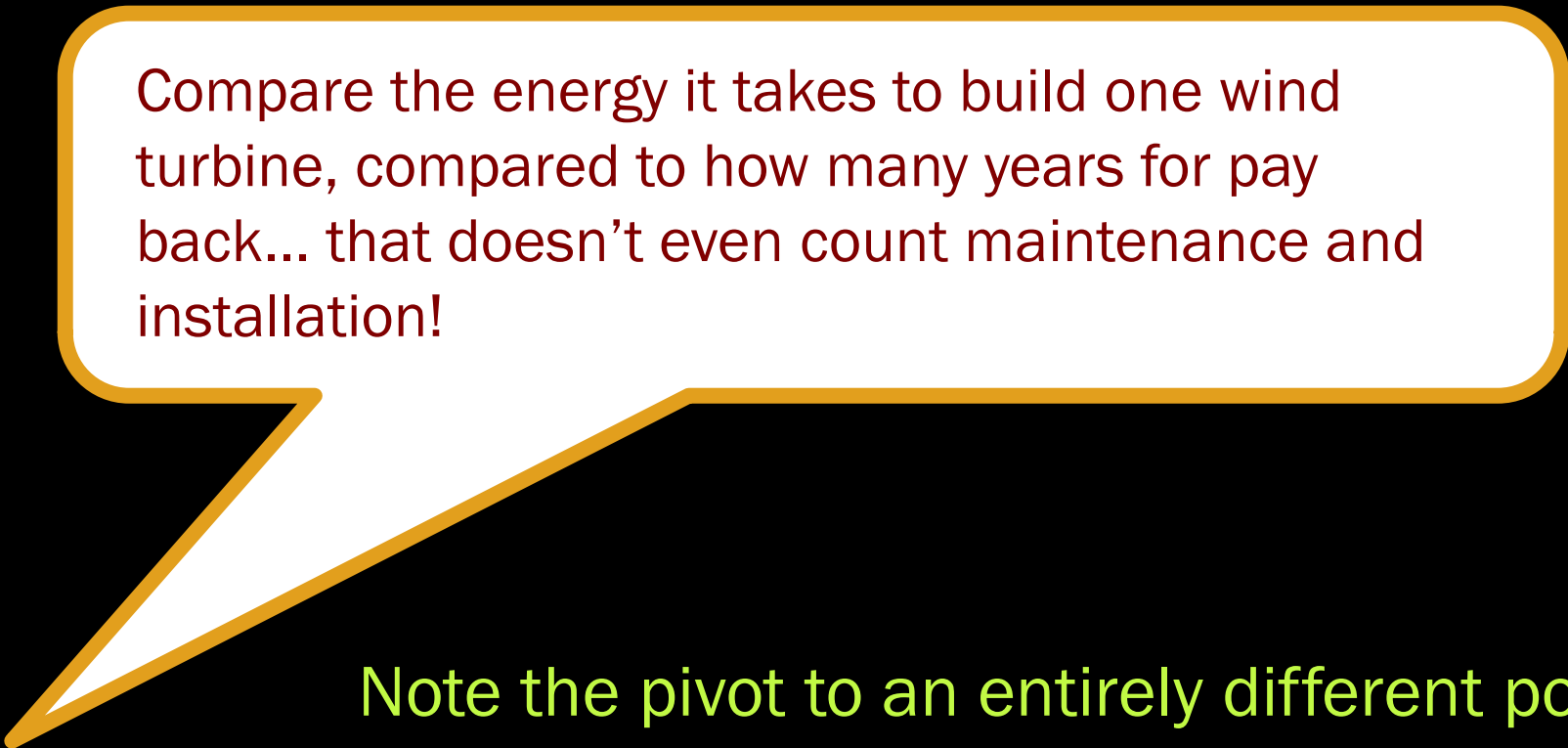
And taxes aren't necessarily the answer. Can you think of other ways to slow down pollution?

Here's one of my favorite ideas: Stop subsidizing fossil fuels. Why should you and I give money to a hugely profitable industry?

Here's another example: Renewable energy is now cheaper than fossil fuel energy. No taxes required. But Trump is making new rules to **require** that energy from coal power plants be purchased, even though it's the most expensive form of electricity now.

How about efficiency? We all like getting more miles out of a gallon of fuel, right? No taxes there; it actually saves us money. But again - modern efficiency standards are being rolled back, at great cost to all of us, and for no good reason.

Those are just a few examples. **Can you think of other ways** to pollute less that also save us money?



Compare the energy it takes to build one wind turbine, compared to how many years for pay back... that doesn't even count maintenance and installation!

Note the pivot to an entirely different point.
That's a good sign!

Mark good point! The energy it takes to generate electricity is **super important**. A wind turbine pays back 18 to 20 times the energy it takes to build and maintain it. That's about twice as much return on energy investment as you get with coal, incidentally, and wind is cheaper, the energy is infinite, and it's much, much healthier for us.

One interesting way to evaluate if renewable energy makes sense or not is to just look at the price tag. If wind turbines cost more to make than they ever produced, then the energy from them would be expensive and uncompetitive. But once you remove all the subsidies off all the forms of energy, do you know which is cheapest? Wind!

That's why you see such strong growth of wind energy in places like Texas. I don't think they're building wind turbines because they're tree huggers. It's simply cheaper.

Mark good point! The energy it takes to generate electricity is super important. A wind turbine pays back 18 to 20 times the energy it takes to build and maintain it. That's about twice as much return on energy investment as you get with coal, incidentally, and wind is cheaper, the energy is infinite, and it's much, much healthier for us.

One interesting way to evaluate if renewable energy makes sense or not is to just look at the price tag. If wind turbines cost more to make than they ever produced, then the energy from them would be expensive and uncompetitive. But once you remove all the subsidies off all the forms of energy, do you know which is cheapest? Wind!

That's why you see such strong growth of wind energy in places like Texas. I don't think they're building wind turbines because they're tree huggers. It's simply cheaper.

Mark good point! The energy it takes to generate electricity is super important. A wind turbine pays back 18 to 20 times the energy it takes to build and maintain it. That's about twice as much return on energy investment as you get with coal, incidentally, and wind is cheaper, the energy is infinite, and it's much, much healthier for us.

One interesting way to evaluate if renewable energy makes sense or not is to just look at the price tag. If wind turbines cost more to make than they ever produced, then the energy from them would be expensive and uncompetitive. But once you remove all the subsidies off all the forms of energy, do you know which is cheapest? Wind!

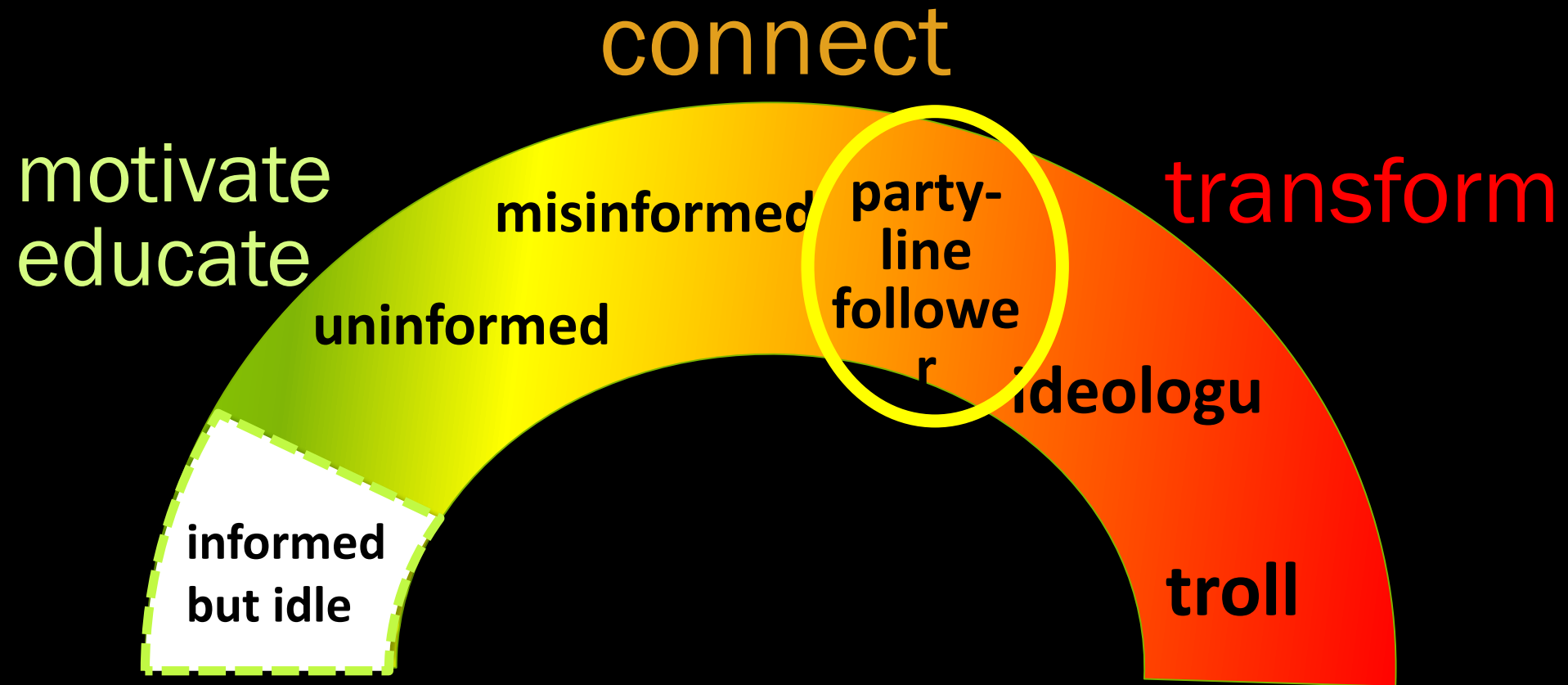
That's why you see such strong growth of wind energy in places like Texas. I don't think they're building wind turbines because they're tree huggers. It's simply cheaper.

Mark good point! The energy it takes to generate electricity is super important. A wind turbine pays back 18 to 20 times the energy it takes to build and maintain it. That's about twice as much return on energy investment as you get with coal, incidentally, and wind is cheaper, the energy is infinite, and it's much, much healthier for us.

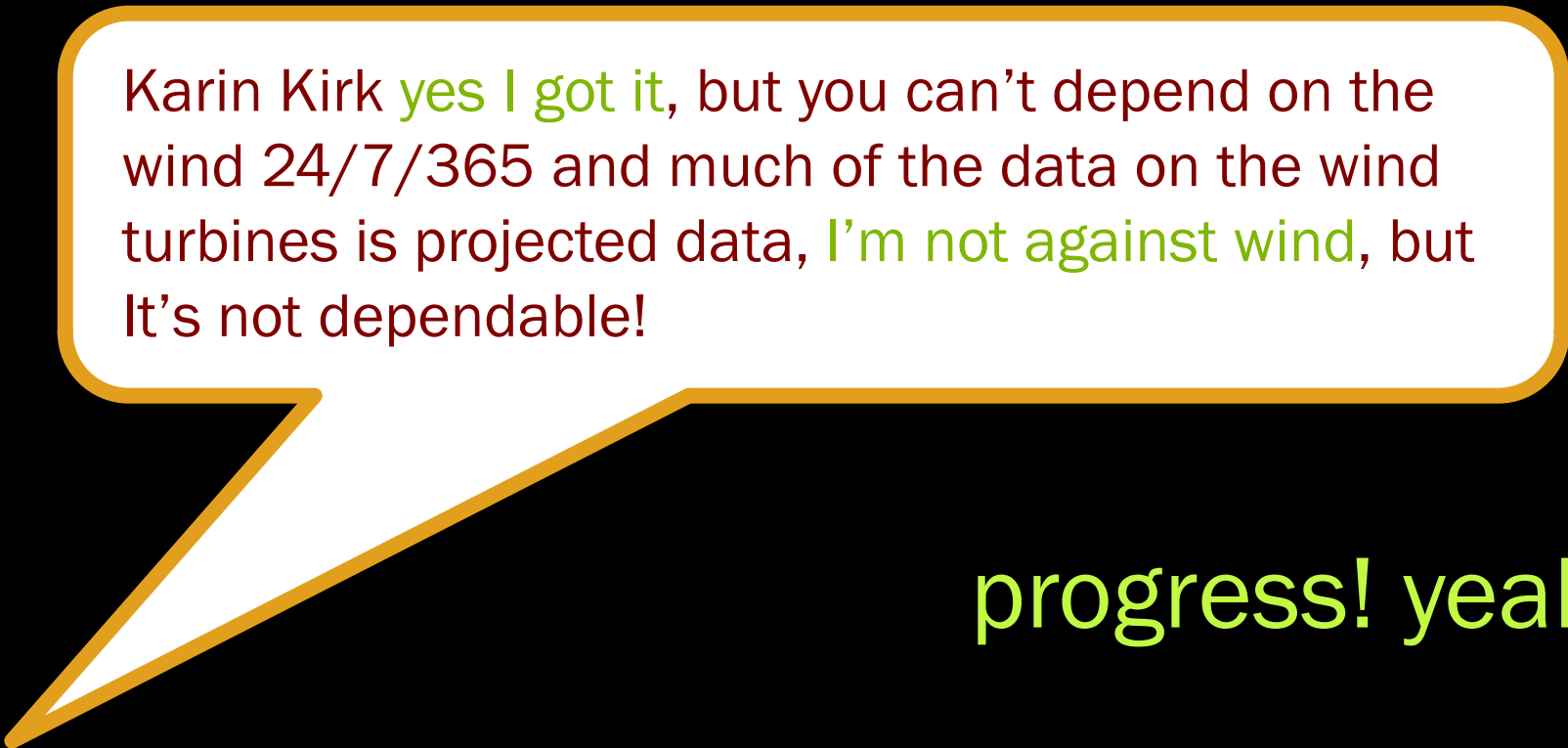
One interesting way to evaluate if renewable energy makes sense or not is to just look at the price tag. If wind turbines cost more to make than they ever produced, then the energy from them would be expensive and uncompetitive. But once you remove all the subsidies off all the forms of energy, do you know which is cheapest? Wind!

That's why you see such strong growth of wind energy in places like **Texas**. I don't think they're building wind turbines because they're tree huggers. It's simply cheaper.





the spectrum of persuadability



Karin Kirk yes I got it, but you can't depend on the wind 24/7/365 and much of the data on the wind turbines is projected data, I'm not against wind, but It's not dependable!

progress! yeah!

Mark great, and yes, I agree that wind goes up and down. Do you know that there are ways to store wind energy for just that reason?

For example, here in Montana there is a project about to be built that uses wind turbines to pump water uphill when the wind energy is not needed. Then when the wind stops and energy is needed, the water flows downhill and spins turbines to generate electricity.

Solar energy can also be made 24/7/365. Solar panels are used to heat up molten salt, which has an uncanny ability to store heat. The heat is used to drive turbines, and can be done anytime - even at night. This is being used in Chile to serve their mining industry. It's also super cheap - this energy project was the cheapest ever at the time it was bid. 3 cents per kilowatt, if I recall correctly.

Americans are proven innovators and problem solvers. There is no doubt that the future of energy is in clean energy. I'd love to see us get more competitive in the engineering of energy solutions. That would be a nice boost for the ol' USA.

Mark great, and yes, I agree that wind goes up and down. Do you know that there are ways to store wind energy for just that reason?

For example, [here in Montana](#) there is a project about to be built that uses wind turbines to pump water uphill when the wind energy is not needed. Then when the wind stops and energy is needed, the water flows downhill and spins turbines to generate electricity.

Solar energy can also be made 24/7/365. Solar panels are used to heat up molten salt, which has an uncanny ability to store heat. The heat is used to drive turbines, and can be done anytime - even at night. This is being used in Chile to [serve their mining industry](#). It's also super cheap - this energy project was the cheapest ever at the time it was bid. 3 cents per kilowatt, if I recall correctly.

Americans are proven innovators and problem solvers. There is no doubt that the future of energy is in clean energy. I'd love to see us get more competitive in the engineering of energy solutions. That would be a nice boost for the ol' USA.

Mark great, and yes, I agree that wind goes up and down. Do you know that there are ways to store wind energy for just that reason?

For example, here in Montana there is a project about to be built that uses wind turbines to pump water uphill when the wind energy is not needed. Then when the wind stops and energy is needed, the water flows downhill and spins turbines to generate electricity.

Solar energy can also be made 24/7/365. Solar panels are used to heat up molten salt, which has an uncanny ability to store heat. The heat is used to drive turbines, and can be done anytime - even at night. This is being used in Chile to serve their mining industry. It's also super cheap - this energy project was **the cheapest ever** at the time it was bid. 3 cents per kilowatt, if I recall correctly.

Americans are proven innovators and problem solvers. There is no doubt that the future of energy is in clean energy. I'd love to see us get more competitive in the engineering of energy solutions. That would be a nice boost for the ol' USA.

Mark great, and yes, I agree that wind goes up and down. Do you know that there are ways to store wind energy for just that reason?

For example, here in Montana there is a project about to be built that uses wind turbines to pump water uphill when the wind energy is not needed. Then when the wind stops and energy is needed, the water flows downhill and spins turbines to generate electricity.

Solar energy can also be made 24/7/365. Solar panels are used to heat up molten salt, which has an uncanny ability to store heat. The heat is used to drive turbines, and can be done anytime - even at night. This is being used in Chile to serve their mining industry. It's also super cheap - this energy project was the cheapest ever at the time it was bid. 3 cents per kilowatt, if I recall correctly.


Americans are proven innovators and problem solvers. There is no doubt that the future of energy is in clean energy. I'd love to see us get more competitive in the engineering of energy solutions. That would be a nice boost for the ol' USA.

Mark great, and yes, I agree that wind goes up and down. Do you know that there are ways to store wind energy for just that reason?

For example, here in Montana there is a project about to be built that uses wind turbines to pump water uphill when the wind energy is not needed. Then when the wind stops and energy is needed, the water flows downhill and spins turbines to generate electricity.

Solar energy can also be made 24/7/365. Solar panels are used to heat up molten salt, which has an uncanny ability to store heat. The heat is used to drive turbines, and can be done anytime - even at night. This is being used in Chile to serve their mining industry. It's also super cheap - this energy project was the cheapest ever at the time it was bid. 3 cents per kilowatt, if I recall correctly.

Americans are proven innovators and problem solvers. There is no doubt that the future of energy is in clean energy. I'd love to see us get more competitive in the engineering of energy solutions. That would be a nice boost for the ol' USA.



Karin Kirk agreed.... just no more taxes, more taxes just makes us less competitive in the world market!

Mark sure thing! And **it sounds like we agree** that there are plenty of ways to pollute less and be more competitive that don't involve taxes. And many of these will save us money.

This has been an excellent conversation, Mark!
I appreciate your point of view.



Karin Kirk agree it was fun, thanks for your views,
I like learning new things, I have never been to
Montana but what I've seen in pictures....
beautiful!

Merry Christmas!



A purple speech bubble with a green outline and a tail pointing towards the bottom right.

MARK. YOU POOR SOD!

A white speech bubble with an orange outline and a tail pointing towards the bottom left.

Doug you poor idiot !

Places of easy agreement

- Jobs
- American competitiveness in the world
- Energy efficiency
- Saving money
- Public health/pollution
- Reduce influence of corporations



“Americans are proven innovators and problem solvers...”

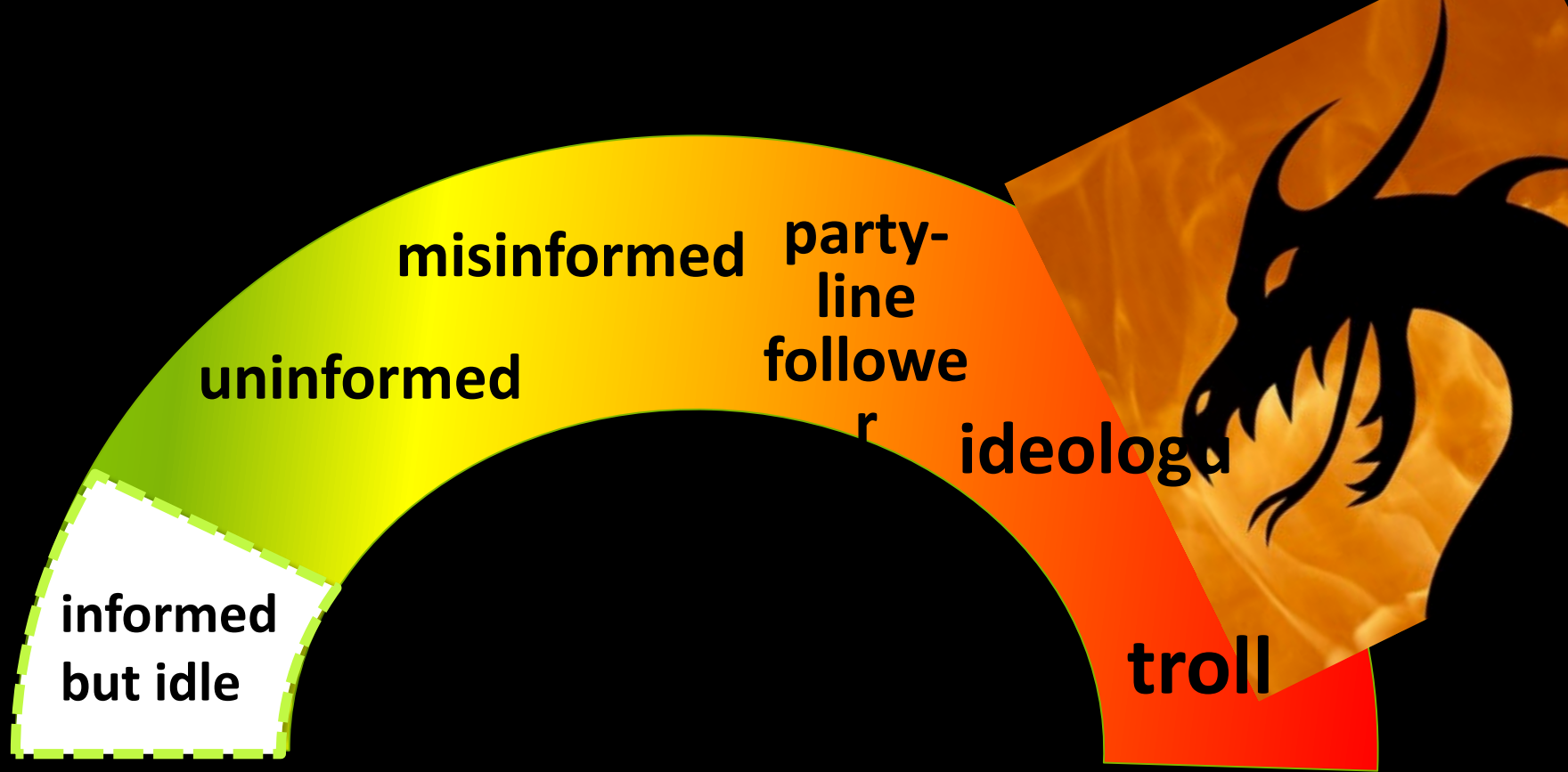
Strategies that often work

- Be nice!
- Appreciate where your audience is coming from.
- Respect their intelligence and their values.
- Frame your argument to match the values of your audience.
- Be factual. Use facts that are relevant to your audience.
- Use stories. A personal angle can be more convincing than data.
- Make sure they can 'save face' while also, maybe changing their mind.
- Offer a path forward. (motivate, inspire, lead by example, make it easy for others to follow)
- Be nice.

On the Right Side Radio

2.534 MILLION Listeners and counting!!

This government's attack , masked by lies and platitudes, on the constitution, energy independence, your wallets, your freedoms, and every level of social, governmental, fiscal, energy, international affairs, and religion is INTENTIONAL. Yes, it is on purpose. Watch what they do, not what they say. Let Reid and Larry peel back the layers of this rotten-and frightening-onion of progressive socialism.



the spectrum of persuadability

Be strategic

...we have decided to cancel this class.

Now it's your turn!

Thank you!

karinkirk.com



Science Writing and Outreach

The benefits of scientific advancements are only fully realized when they are shared with a broad audience. As a writer and science educator, I enjoy translating science into an appealing and practical message.



TEDx Bozeman 2016 [Healing the Divide on Climate Change](#)

In the public sphere, the topic of climate change tends to be polarizing, confusing, and contentious. But there are easy ways to frame the climate conversation that have been shown to unite disparate audiences. This talk shares a hopeful and actionable message to help pave the way for forward progress.



Interview segment on NPR's Here & Now about people who changed their minds on climate change, and how they came to accept mainstream climate science.

[Listen to the segment](#)



Why People Change Their Hard-Rooted Opinions

Conversations about issues like climate change and same-sex marriage can often feel fraught, with each side digging further in on their opinions.

[Here & Now](#) · 09/21 · May 1, 2017



I'm humbled to be part of the team of impressive writers, editors, and thinkers at Yale Climate Connections.



ARTICLE
3 clean energy myths, debunked
By Karin Kirk on Feb 21, 2019



ARTICLE
Identifying good-faith questions about climate
By Karin Kirk on Dec 14, 2018



ARTICLE
Focus on those with an open mind
By Karin Kirk on Nov 19, 2018

[3 clean energy myths that can lead to a productive climate conversation](#)
Yale Climate Connections

Renewable energy innovations symbolize what's great about America. Discussing them provides opportunities for climate dialogue.

[How to sort out good-faith questions about climate change](#)
Yale Climate Connections

Sure, there are trolls out there - but don't rule out productive conversations with others because of them.

[Focus on those with an open mind](#)
Yale Climate Connections

People resist climate information for varying reasons. Start by understanding your audience.



ARTICLE
Climate change science comeback strategies
By Karin Kirk on Jul 26, 2018



ARTICLE
Climate change science comeback strategies: 'In it for the money'
By Karin Kirk on May 1, 2018



ARTICLE
Climate change science comeback strategies: Al Gore said what?
By Karin Kirk on Oct 1, 2018