

## The Importance and Challenges of Communicating Climate Science

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Communicating climate change science to various sectors of society can be challenging. The science is complex and audiences may resist hearing about projected changes to their lived world that feel threatening. Yet, it is imperative that scientists improve their ways of communicating climate issues so that the public is more informed on this issue. In this presentation, I discuss a few of the more important psychological and social barriers to communicating climate science to the public. I show how these barriers are a natural result of defenses against a perceived change to the listener's world. I then explore a framework for scientists to use that enables them to develop new narratives around climate science concepts. Finally, I provide insight on my experiences in using this technique and how it can more effectively (and affectively) connect the public to climate science issues.



**Figure 1.** Jeff Kiehl