



**We're melting planet earth.**

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2046007

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**Original paper:**

The Experience of Consensus: Video as an Effective Medium to Communicate Scientific Agreement on Climate Change

**Reference for the original paper:**

Goldberg, M. H., van der Linden, S., Ballew, M. T., Rosenthal, S. A., Gustafson, A., & Leiserowitz, A. (2019). The Experience of Consensus: Video as an Effective Medium to Communicate Scientific Agreement on Climate Change. *Science Communication*, 41(5), 659–673.  
<https://doi.org/10.1177/1075547019874361>

**Link to original paper online:**

<https://journals-sagepub-com.tilburguniversity.idm.oclc.org/doi/10.1177/1075547019874361>

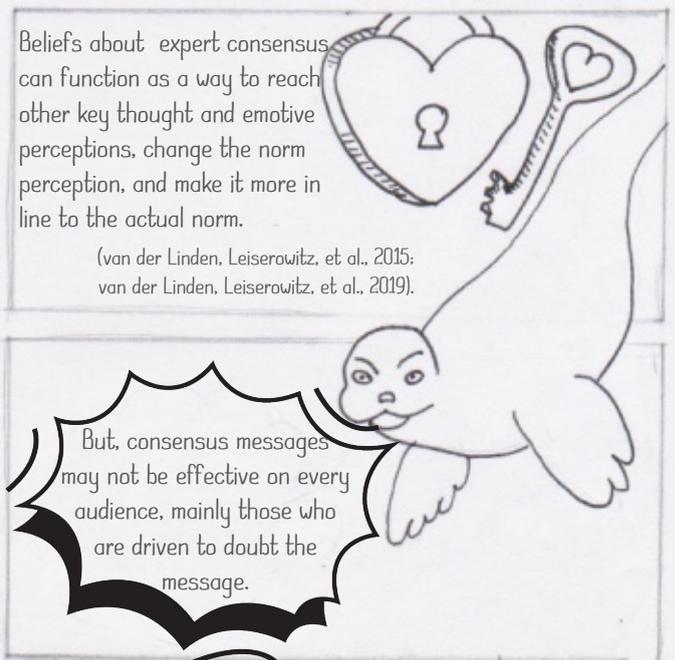
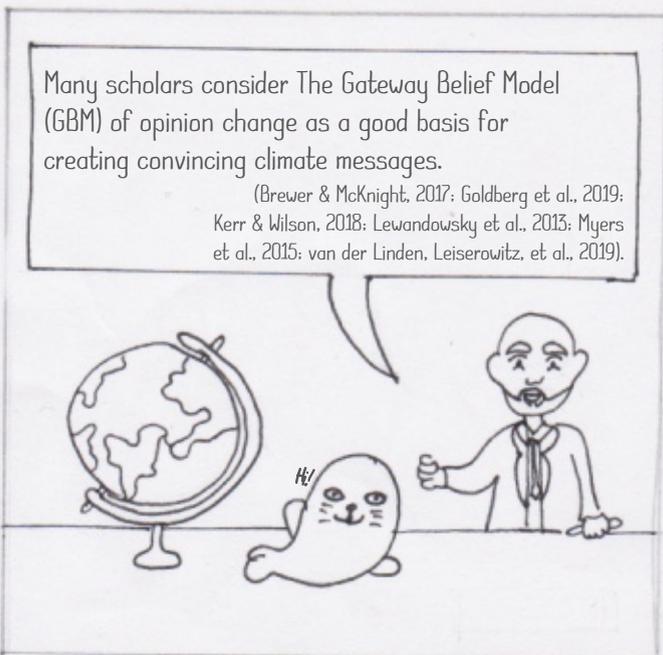
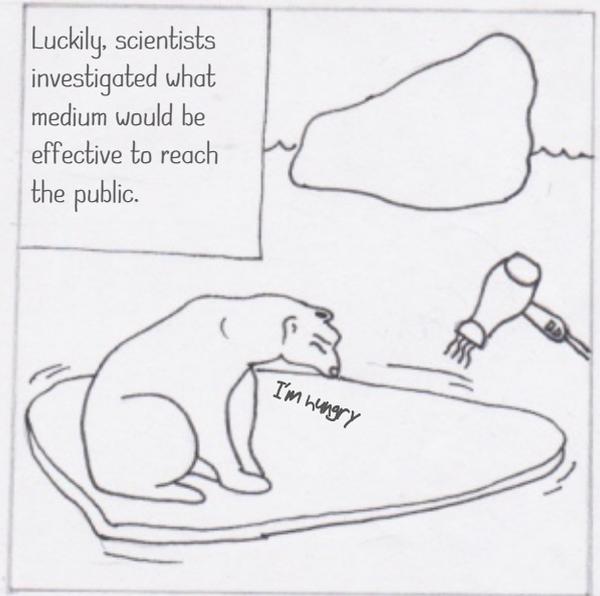
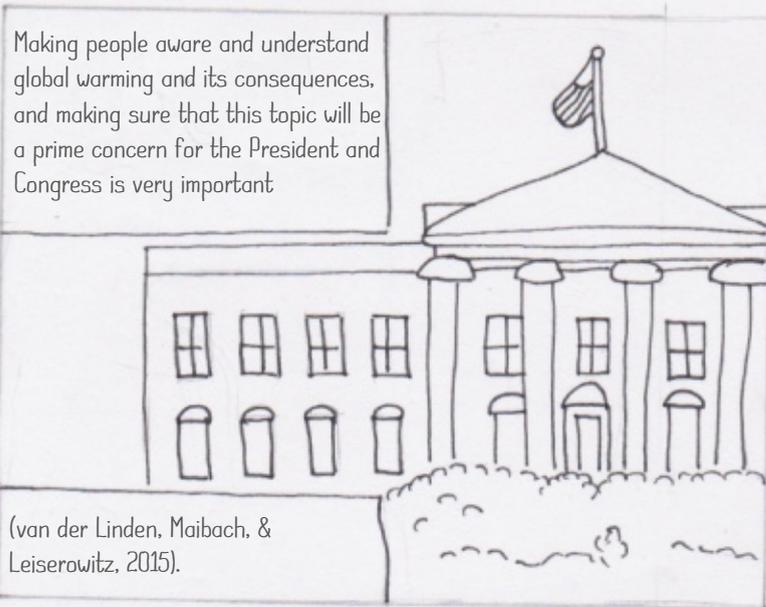
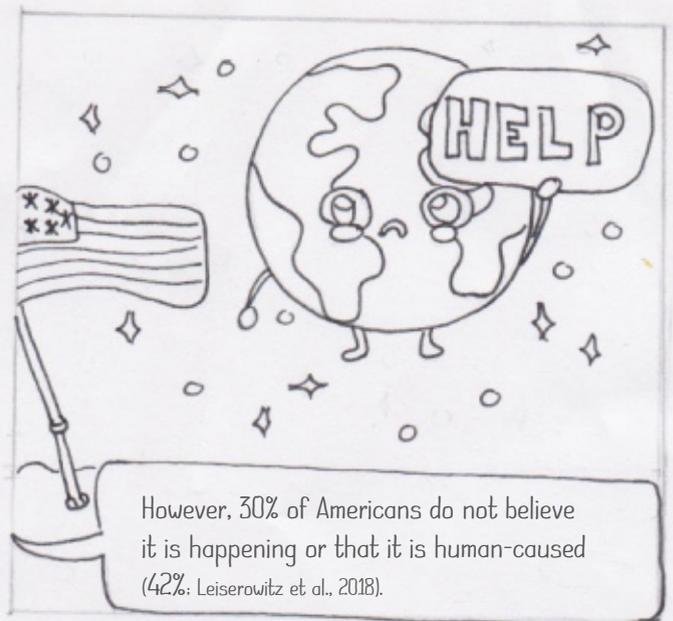
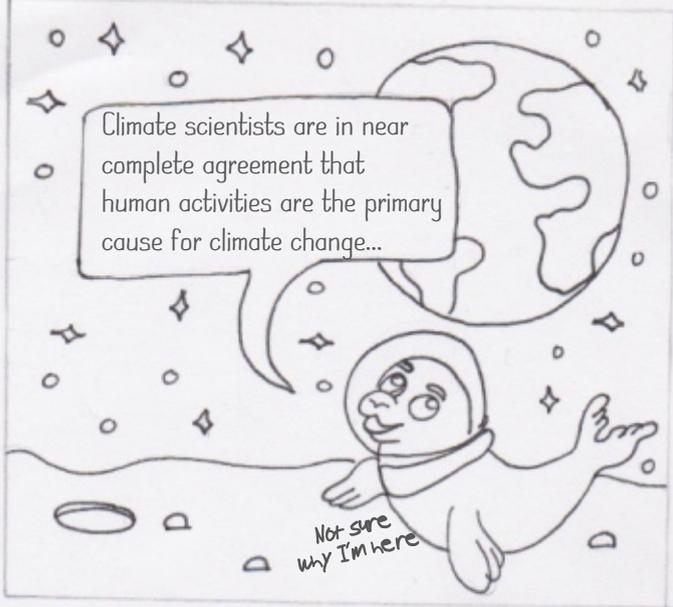
**Project created for the class:**

Visual Thinking and Composition, Spring 2020

Tilburg University, Department of Communication and Cognition

**Instructor:**

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"97% of climate scientists have concluded that human-caused global warming is happening"

(van der Linden et al., 2018, p.2).



"Experiencing" instead of only describing is an important psychological quality of consensus (Harris, Sildmäe, Speekenbrink, and Hahn, 2018).

Scientific consensus is often described, like on the board, and this could be considered an information-deficit.

Metaphors and analogies can help with "experiencing" (Lakoff & Johnson, 1980, p.5)

.. by using imagery and narration

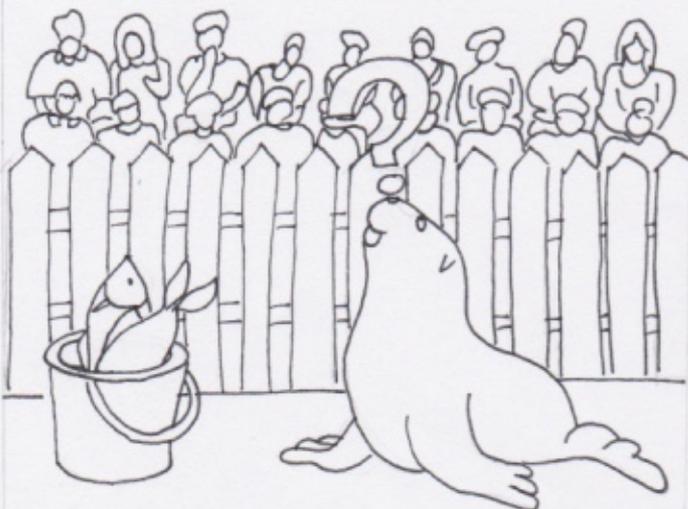
(Leiserowitch & Smith, 2017; O'Neill, Boykoff, Niemeyer, & Day, 2013; O'Neill & Nicholson-Cole, 2009).

Studies have found that vividly presented information are more persuasive.



So how should we use basic analogies and imagery to communicate the descriptive scientific consensus on climate change?

Containing the same descriptive information, which would be more effective? A video or a text transcript?



507 people participated

who are diverse in age, education and political ideology

48% ♂

52% ♀

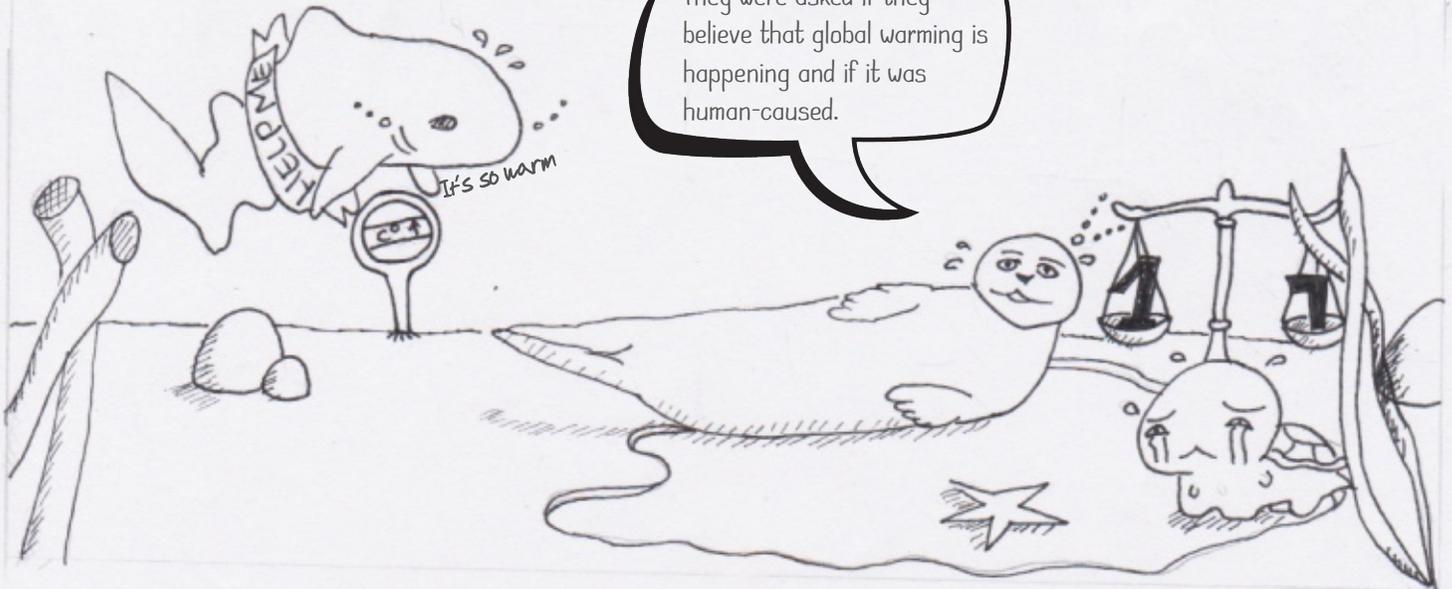


To hide the true intention, participants read a cover story. It told them they would get 1 out of 20 topics...

...but they always got global warming



They were asked if they believe that global warming is happening and if it was human-caused.

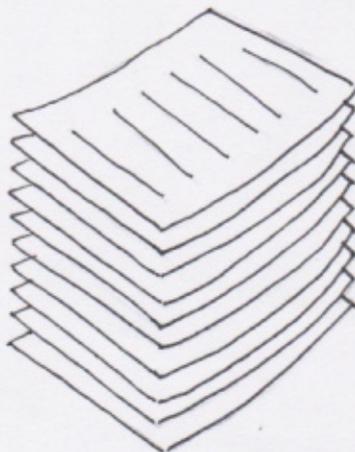


THEY WERE RANDOMLY ASSIGNED TO ONE OF THREE CONDITIONS

VIDEO



TEXT TRANSCRIPT



CONTROL  
word-sorting task

Category

climate change

politics

health

education

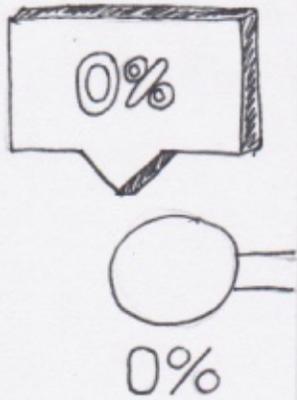
animal welfare

pollution

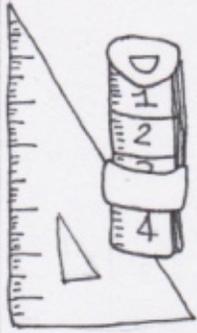
taxes

president

Participants were asked their initial belief in scientific consensus



... their worry



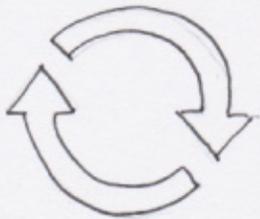
... and if this issue should be a priority for Congress.

When you're 97% certain, you're certain!



If 97% of dentists told you a tooth couldn't be saved, you'd pull that tooth.

After exposure, the questions were repeated



### Results

Those who saw the video or read the transcript believed more in scientific consensus than those who did not.

The video was also more effective than the text transcript and political ideology did moderate the belief.



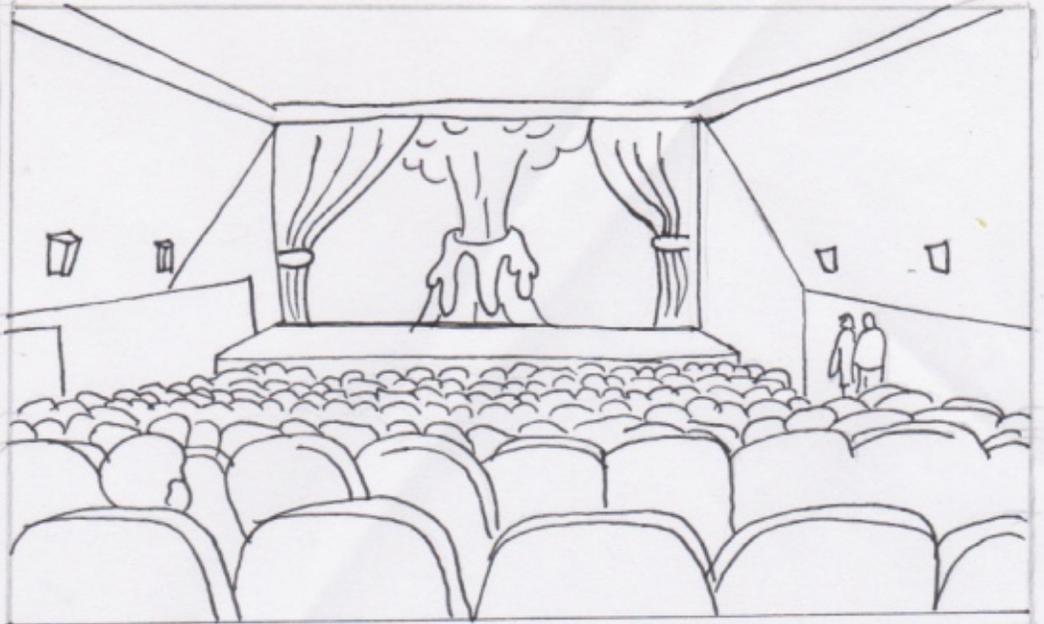
### The changes in perceived scientific agreement:

- linked with increases in key global warming beliefs and worry about global warming
- predicted greater (not significant) belief that global warming is happening, increased belief that global warming is human-caused and increase in worry.

While nonsignificant, the increases in belief that global warming is happening was linked with the belief that the topic should be a higher priority for the president and Congress.



So, using narrative and imagery to "experience" scientific consensus is effective.



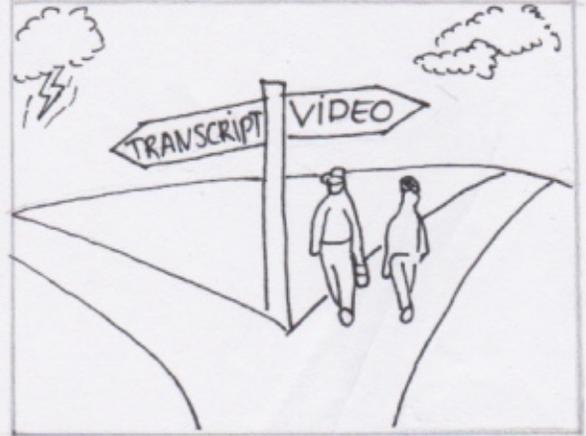
And a video seems to be more effective than the text transcript alone

**Metaphors** and **analogies** help explain something unfamiliar into something familiar...

...and can enhance the effect of consensus messages.

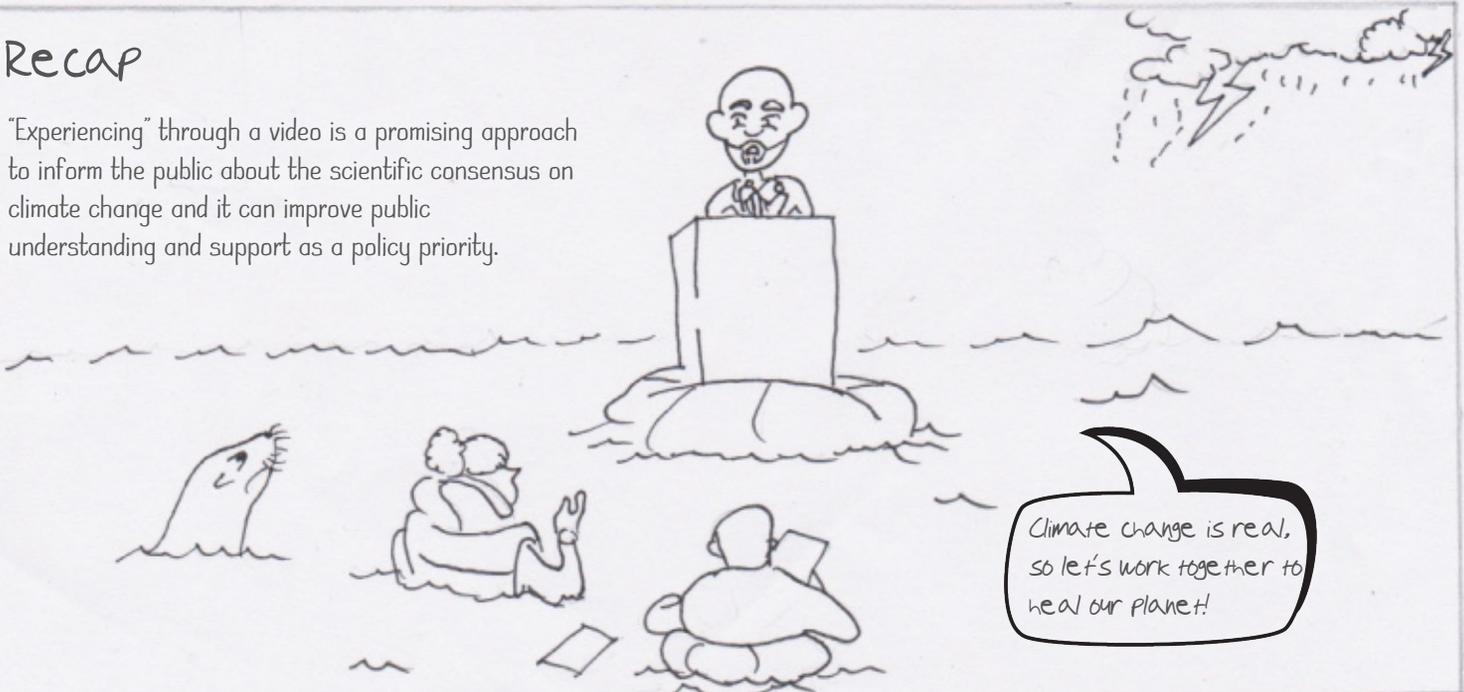


But, the reason 'why' videos were more effective than the transcript and what aspects of the video were most effective is not known.



## Recap

"Experiencing" through a video is a promising approach to inform the public about the scientific consensus on climate change and it can improve public understanding and support as a policy priority.



Climate change is real, so let's work together to heal our planet!