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Media Use and the Experience of Climate Change

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Abstract: When it comes to environmental knowledge, the media are an important “tidbit provider.” Many aspects of environmental change, like rising sea level, evade direct perception. People depend on other information sources to understand these changes. Indeed, research shows the perceived experience of climate change is unrelated to the actual experience of weather anomalies. Climate change is known through careful and precise scientific study, and the media and interpersonal channels filter and sometimes distort the results of that work. In this talk, Dr. Rosenthal highlights some recent research on the link between communication and the perceived experience of climate change. And he reflects on communication approaches that can enhance the effects of media messages.

Bio: Sonny Rosenthal (PhD, The University of Texas at Austin) is an assistant professor in the Wee Kim Wee School of Communication and Information at Nanyang Technological University, Singapore. His research appears in over 40 journal articles and book chapters, mostly focusing on science and environmental communication. He serves on the editorial boards of the academic journals, *Science Communication* and *Environmental Communication*, and is on the board of advisors of EB Impact, a non-profit focused on sustainable development