



WPI

Using Media to Influence Agricultural Perceptions on Climate Change

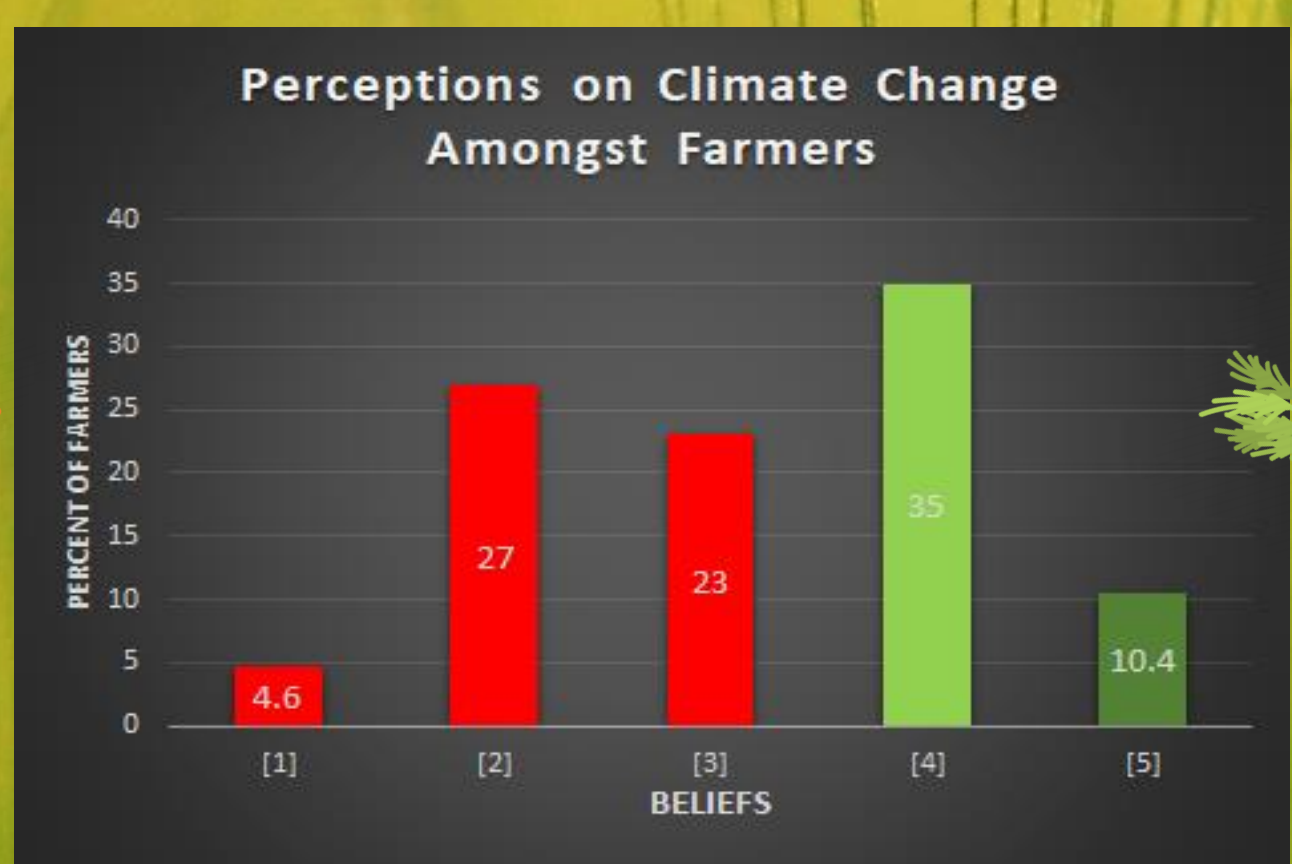
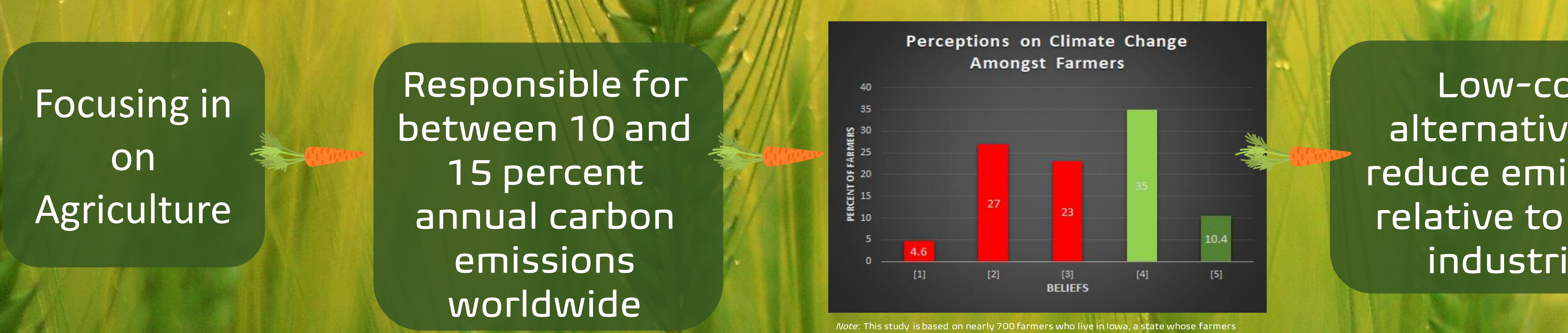
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About 2:5 Americans do not believe in human-induced climate change

Our Approach

Our Solution



Note: This study is based on nearly 700 farmers who live in Iowa, a state whose farmers produce over a quarter of state annual emissions (compared to the 7% national state average) (Arbuckle et al., 2015).

Key:

(1) "Climate change is not occurring"
 (2) "There is not sufficient information to determine if climate change is occurring"
 (3) "Climate change is occurring and it is caused by natural causes"
 (4) "Climate change is occurring and it is caused equally by both natural and human causes"
 (5) "Climate change is occurring and it is caused primarily by human causes"



References:

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(2) Arbuckle, J. G., Morton, L. W., & Hobbs, J. (2015). Understanding Farmer Perspectives on Climate Change Adaptation and Mitigation: The Roles of Trust in Sources of Climate Information. *Climate Change Beliefs, and Perceived Risk, Environment and Behavior*, 47(2), 205–234. <https://doi.org/10.1177/0013916513503832>

(3) Climate Chat. (n.d.). *Americans on Climate Change*. Climate Chat. <https://www.thedimatchat.org/americans-on-climate-change>

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