

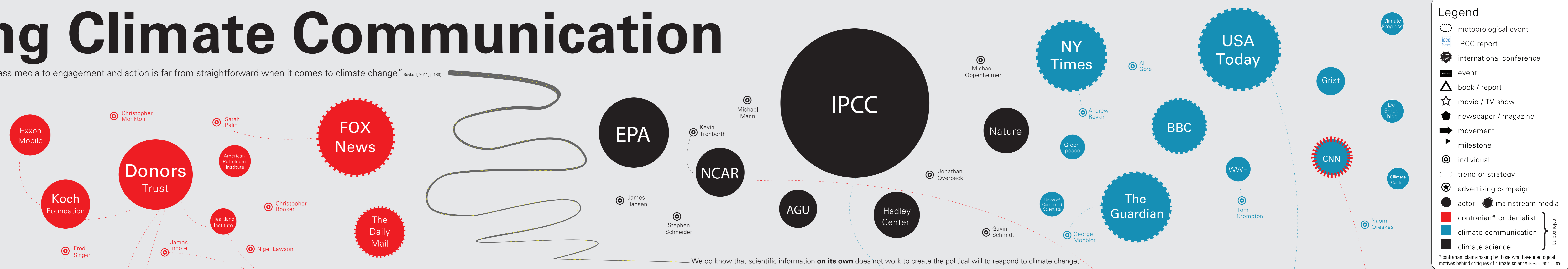
Mapping Climate Communication

"The road from information acquisition via mass media to engagement and action is far from straightforward when it comes to climate change" (Boychuk, 2011, p.180).

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This poster explores two decades of climate communication. Actors are color-coded according to their tendency to either deny or acknowledge climate change – or as involved in the production of climate science itself. The poster is the first iteration of a project mapping organizations, individuals, discourses, methods and funders that contribute to climate communication. The work visualizes research by Professor Max Boykoff (and others) using network visualizations, timelines and strategy maps. This timeline illustrates the temporal growth of climate communication as described in *Who Speaks for the Climate?* (Boychuk, 2011, Cambridge University Press). Visualizations developed here will become a series of posters presented next at the Changing Climate Change Communication conference in Amsterdam in July and then completed in final versions September 2014.

Feedback, critique and suggestions requested!



Legend

- meteorological event
- IPCC report
- international conference
- event
- book / report
- movie / TV show
- newspaper / magazine
- movement
- milestone
- individual
- trend or strategy
- advertising campaign
- actor
- mainstream media
- contrarian* or denialist
- climate communication
- climate science

*contrarian: claim-making by those who have ideological motives behind critiques of climate science (Boychuk, 2011, p.180).

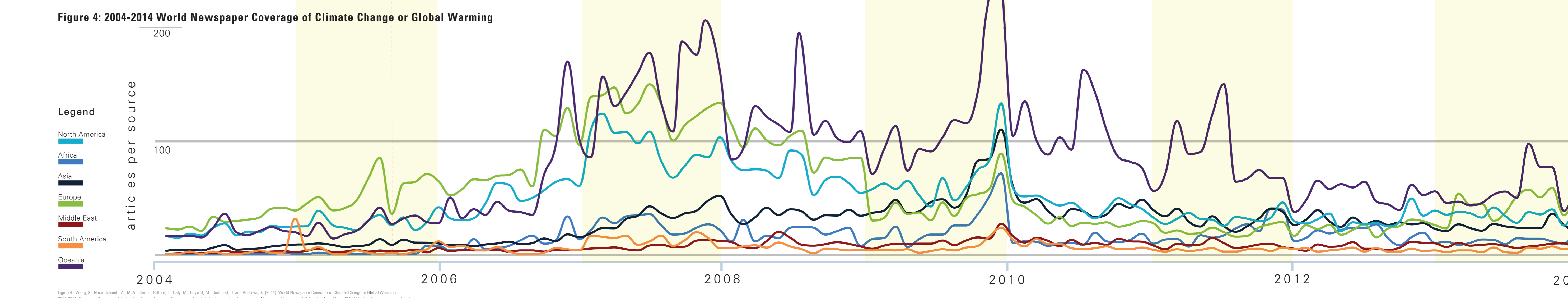
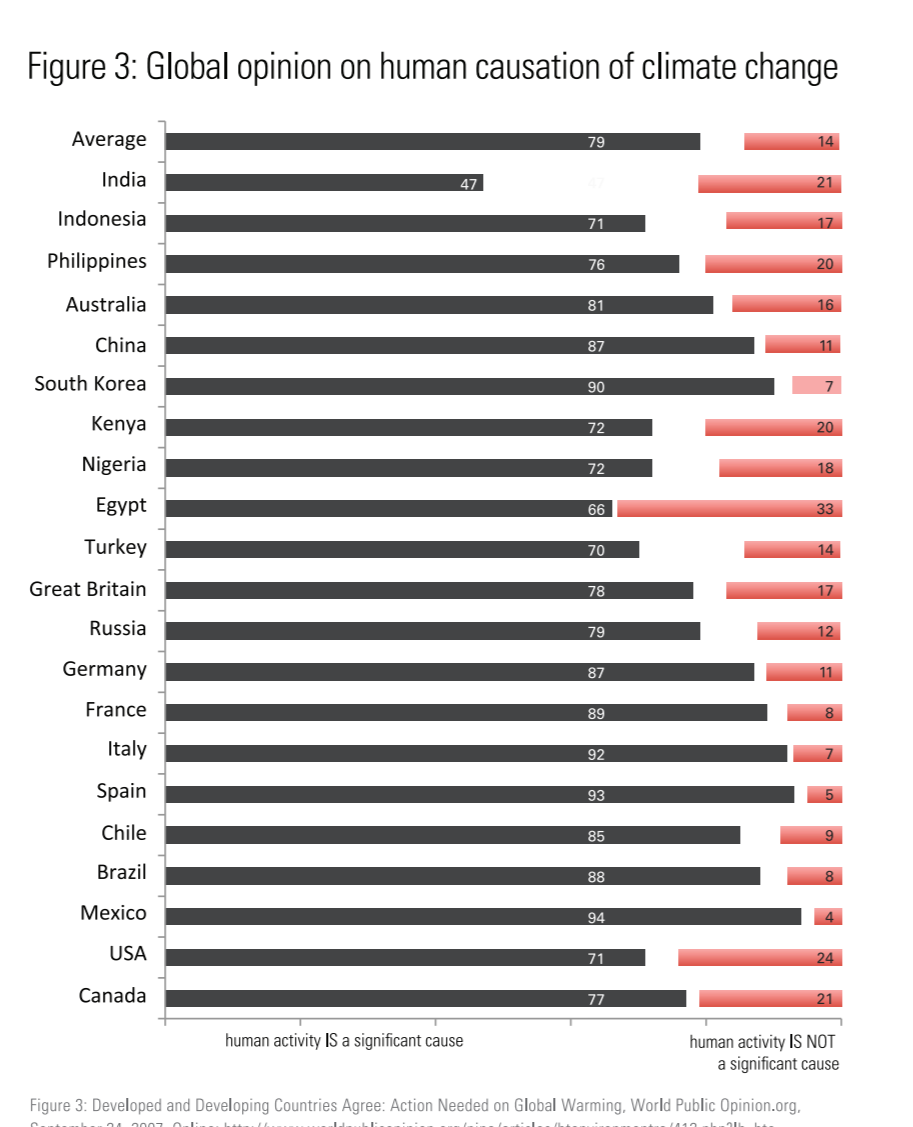
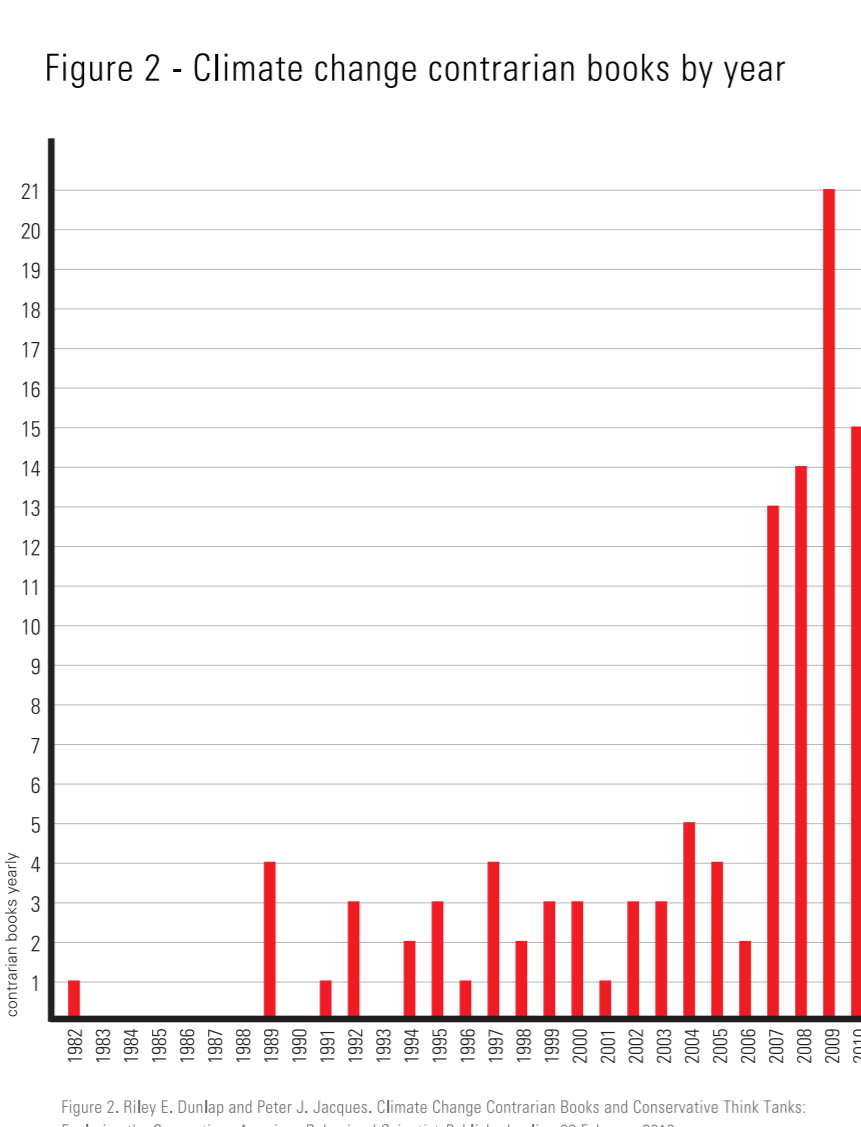
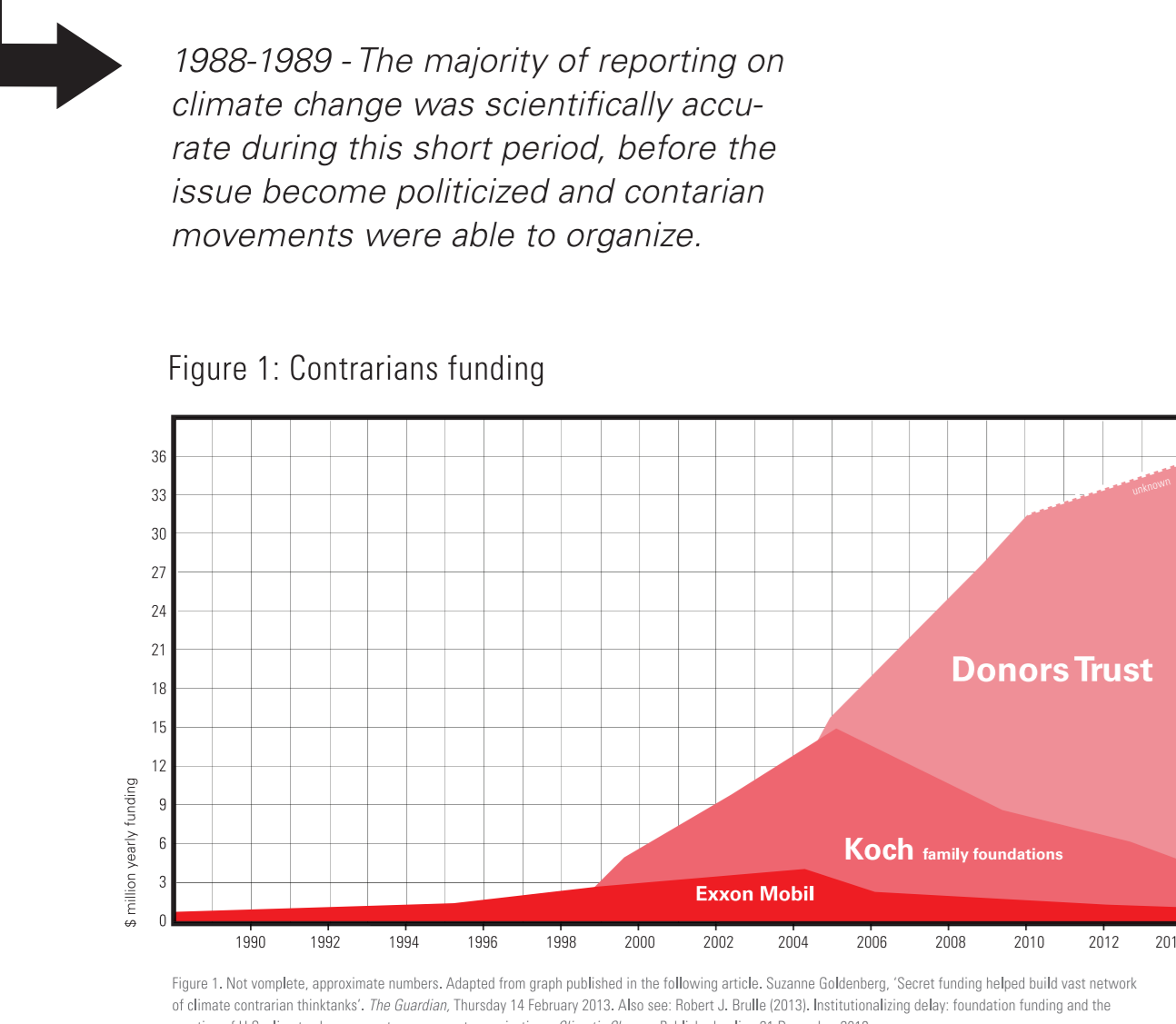
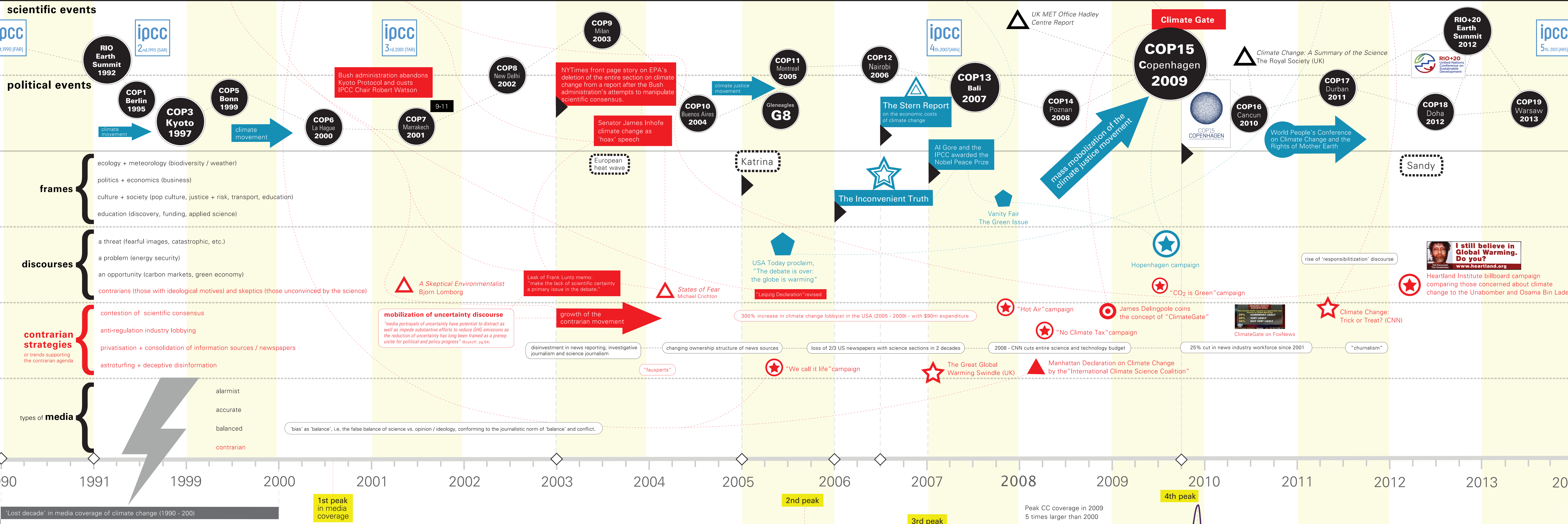


Figure 1: Not available, approximate numbers. Adapted from graph published in the *Who Speaks for the Climate?* (Boychuk, 2011, Cambridge University Press). Figure 2: Data from *Who Speaks for the Climate?* (Boychuk, 2011, Cambridge University Press). Figure 3: Data from *Who Speaks for the Climate?* (Boychuk, 2011, Cambridge University Press). Figure 4: Data from *Who Speaks for the Climate?* (Boychuk, 2011, Cambridge University Press).