

SITUATE YOUR  
RESEARCH  
WITHIN THE  
CONTEXT OF  
PRESENT DAY



CLIMATE  
CHANGE  
DENIAL

## SOURCES AND STAGES OF CLIMATE CHANGE DENIALISM: BUILDING EFFECTIVE SCIENCE COMMUNICATION IN A WORLD OF EXPERT DISTRUST

*Have you ever wondered why science denialism happens, or from where expert distrust stems?* From climate change to COVID-19, the failure to gain public acceptance of science greatly impacts the success of lifesaving and planet-saving policy.

This seminar will identify some of the root causes of science denialism in the context of climate change, exploring different psychological, political, and personal motivations that drive people to ignore or actively deny pressing global problems. Participants will work to situate their research in the web of climate change denial and utilize a provided communications framework to understand efficient and targeted communication tactics to increase support for their research.

**Tuesday, December 6th at 3:30pm in ATG 610**

SCHOOL OF MARINE &  
ENVIRONMENTAL AFFAIRS

UNIVERSITY of WASHINGTON



RAVEN M CAPONE BENKO