

Concerned #2

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Introduction

- Interviewees all fell into the "Concerned #2" category
- Wide range of interview locations, time-lengths, and discussion topics
 - 13 minute interview and a 1 hour interview, though same set of questions
 - interviewed in offices, public spaces, etc.

Refined Keywords and Themes:

- **Keywords:** corporate (x19), alarming (x8), grandchildren/future generations/time/too late (x11), science (x30+), education (x14), data (x5), media (x50+)
- **Themes:** extreme/severe weather words, importance of scientific competency or education, future generations and family members, future impacts, “us vs. them” separation from nature, economics/money, change as a solution, fear of change as a barrier, climate science is indubitable,

Refined Wordle of Keywords

science
media
corporate
education
future.
data
alarming

Matrix 1: Information Sources

| Information Sources | <i>Trusted</i> | <i>Not Trusted</i> |
|----------------------------|--|---|
| <i>Least mentioned</i> | press releases, newspapers, magazines, BBC, Al Gore, John Stewart, | "opposing views," ABC, NBC, CBS, Fox News |
| <i>Most mentioned</i> | scientific data documentation (2), NPR, internet, talk radio | Mass media, Fox News (2) |

Matrix 2: Government Action

| Government Action | <i>Trusted</i> | <i>Not Trusted</i> |
|--------------------------|---|---|
| <i>Least mentioned</i> | advertisements, changes to “social climate” | emissions related, carbon trading for corporations, Kyoto |
| <i>Most mentioned</i> | pollution control, recycling, community government (2), mandates on corporate behavior, regulations on manufactured vehicle emissions and efficiency, end of carbon trading | politicians in general, federal government, monetary investment |

Matrix 3: Climate Change: Participant's Understanding

| Climate Change: Participant's Understanding | <i>Shallow Understanding</i> | <i>Deep Understanding</i> | <i>Background Beliefs (Opinion)</i> | <i>Peripheral Beliefs (Reasons Why)</i> |
|--|----------------------------------|-------------------------------|---|--|
| <i>media</i> | | X | Not objective. | Bias or inaccurate info. |
| <i>time</i> | | X | What about those that come after us? | Future generations will deal with our mistakes, while bureaucracy gets in the way. |
| <i>corporate</i> | X | | The "bad" guys. | Corporate waste and emissions far outweigh cumulative impact of individuals. |
| <i>alarming</i> | | X | A good thing, but their aren't enough people drawing attention to the problem. | Want to and may not be able to because of other concerns (i.e., economic pressures/no jobs) or not have the education level to understand how to change. |
| <i>data</i> | X | | The data is indubitable. | Science is fact.scien |
| <i>science</i> | | X | Stressed the importance of science in determining the role of climate change. | People do not have enough scientific knowledge. |
| <i>education</i> | | X | Stressed the importance of education on interrelationships between science, climate, media, and policy. | People will not otherwise seek-out information detailing the interconnections of science, climate, media, and policy. |

Surprising Outcomes

- Difficulty in drawing parallels between quantitative and qualitative data, maybe it is best to analyze them independently of one another?
 - Maybe the hallmark of good qualitative data is when it is supported by quantitative? and/or vice versa?
- Different conclusions from interviews than from survey:
 - “I would have thought they would be...”
 - There seems to be agreement that we interviewers expected our individual participants to be ‘alarmed’ Americans, we were surprised that they did not.
- When the interview became a conversation, things got a whole lot easier.
- Mitigation strategies
 - Top-down strategies, like carbon trading (cap and trade), not trusted (“a sham”)
 - Corporations are self-serving

Conclusions

- “Canned” or “auto” responses may skew some data.
- Maybe the hallmark of good qualitative data is when it is supported by quantitative? and/or vice-versa?
- Maybe the difference between “Concerned” and “Alarmed” is self-perception?
 - “Concerned” individuals may view their stewardship as doing “enough.”

Potential Future Work

- We could revise the questions to omit the keywords we have identified. Thus providing a truer representation of the participants opinion/vocabulary.
- A more random survey would obviously provide more representative results of the Olympia population.
- Future work might entail investigating the methods used by other groups conducting the 'Six Americas' survey and then applying those methods to a new survey of Olympia, comparing the Olympia study to other cities.
- It might also be interesting to investigate how to use this data to create more research questions on how to address educating the general public about climate change/make them more able to understand the scientific data.