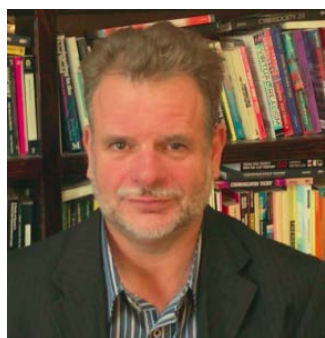


Guest address

Dr. David C Holmes, Director, Monash Climate Change Communication Research Hub
Communications and Media, School of Media, Film and Journalism, Monash University, Australia.

Five Australias: Overcoming Pluralistic Ignorance in Climate Change Communication

In the past decade, most surveys of Australian attitudes to climate change have returned a largely dichotomous picture, suggesting that Australians are divided by voting intention, cultural politics or literacy of climate change. However, a smaller number of academic studies of climate change in the Australian mind, suggest that perceptions, beliefs and knowledge of climate change are segmented into 'five Australia's' (Hine et al 2013, Hine et al 2016, Morrison et al 2013). Climate policy and communication strategies that are based on this research are forced to concede that unified campaigns to engage Australians to respond to climate change require at least five different strategies and messages. However, across the five groupings of Alarmed, Concerned, Uncertain, Doubtful and Dismissive, there is also a substantial perception gap between what Australians believe about climate change and what they perceive others believe. Climate change psychologists, Janet Swim and Nathaniel Geiger, call this gap, 'pluralistic ignorance'. (Geiger and Swim 2016) This paper will explore where this perception gap comes from, why it is important to close it in order to address anthropogenic global warming, and the work of the Monash Climate Change Communication Research Hub in narrowing such a gap in Australia.



David Holmes is Director of the Monash Climate Change Communication Research Hub and is lead author of the forthcoming book: Holmes D, Torok S and Garas B (2019) Media Storm: Climate Change Communication in Australia, London, Anthem Press.

Contact details: david.holmes@monash.edu

Monash Climate Change Communication Research Hub

Email: Arts-MFJ-MCCCRH@monash.edu

Profile: <http://artsonline.monash.edu.au/climate-change-communication/people/>