Participatory Cli-Fi

Crowdsourcing Voicemails from the Future to Spark Engagement and Discern Perceptions of Climate Change

Gina Stovall, *Columbia Climate Center at the Earth Institute*

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Today's Presentation

1. Introduction to FutureCoast
2. Project Objectives
   a. Engagement
   b. Public Perception Research
3. Project Design
4. Engagement Findings
5. Research Methods
6. Research Findings
7. Impacts
8. Next Steps

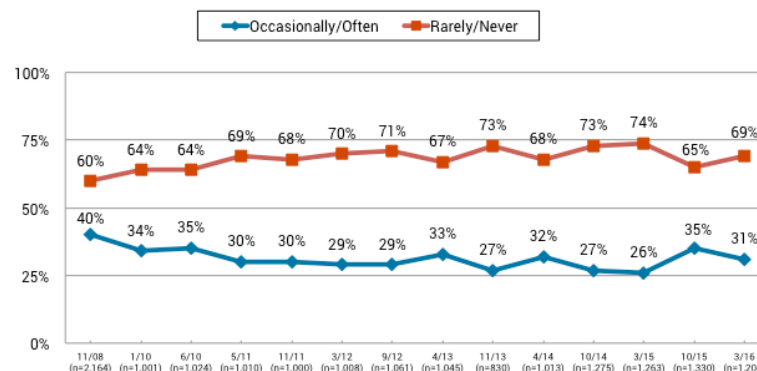FUTURECOAST

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Background & Motivations

- Engage & encourage participation/discourse
  - Address the Spiral of Climate Silence
  - Co-develop climate change narratives
  - Possible behavior change
- Research player perceptions of climate change
  - Imagined risks & solutions
  - Communicator understanding of existing knowledge

Seven in Ten Americans Rarely or Never Discuss Global Warming With Family and Friends

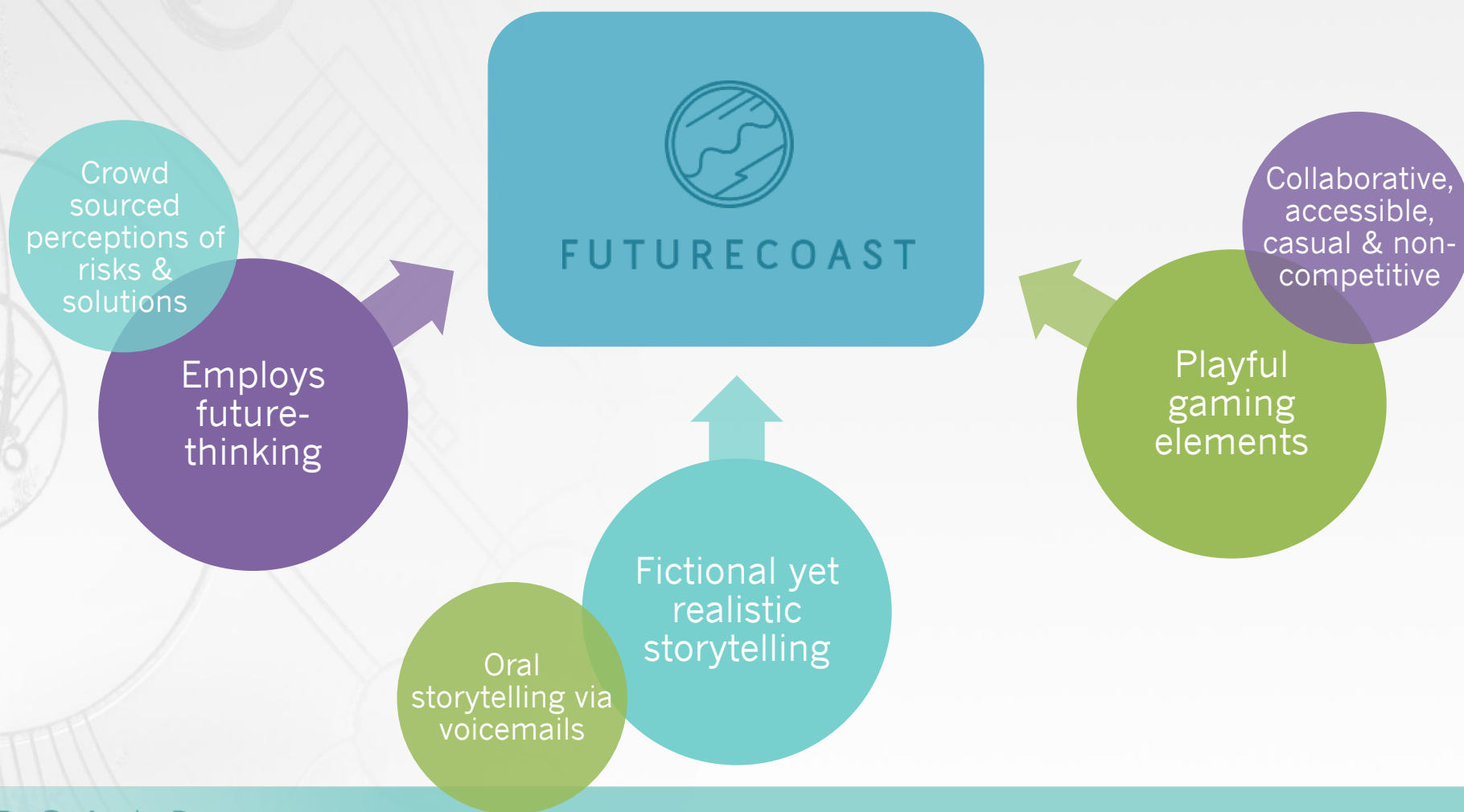How often do you discuss global warming with your family and friends?

Base: Americans 18+.

Innovative Outreach

FUTURECOAST

Crowd sourced perceptions of risks & solutions

Employs future-thinking

Collaborative, accessible, casual & non-competitive

Playful gaming elements

Fictional yet realistic storytelling

Oral storytelling via voicemails

Innovative Outreach

Engagement Findings

250+ voicemails were generated from February to May 2014

"I'm paying more attention, I know I need to/want to do more research, climate change has ratcheted several levels up my level up my ladder of issues that I find personally important and pressing."

Marta Boni
@MartaBoniLund

Intense. this almost made me cry. FutureCoast | Listen to your futures: futurecoast.org/#.UzCOuiZg2j4....

↩ Reply ⇄ Retweet ★ Favorite ••• More 🏷 HootSuite

1:03 PM - 24 Mar 2014

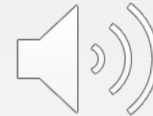| YouTube Views	Website Pageviews	Website Sessions

Public Perceptions

- Our second goal of this project was to listen to upstream foresight
- This provided us with more contextual understanding of risks and solutions seen by the public (e.g. optimism & tech) and associated emotions

Research Methods

Coding Example

- Chronofact ID 60681-13383639
  - *"Darling, we're going out to the reservoir. It's too hot here, I can't take it anymore. Bring the heat shield from work if you come down please? It's absolutely ridiculous."*

- Coding Results
  - Content
    - Technology – heat shield
    - Weather – extreme temperatures
  - Sentiment (indicated by valence & arousal in the voice)
    - Annoyed, irritated, frustrated
  - Climate Change Response
    - Adaptation – going to the reservoir to beat the heat, behavioral adaptation
    - Challenge – uncomfortably hot weather conditions

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Research Methods

Content Themes

- Weather
- Energy
- Migration
- Technology
- Health
- Conflict
- Food
- Water
- Governance/Policy

Sentiments

- Neutral/Robotic/Calm
- Sad/Defeated
- Happy/Excited
- Scared/Panicked
- Angry/Annoyed

Climate Change Response (CCR)

- Opportunity
- Challenge*
- Mitigation
- Adaptation*

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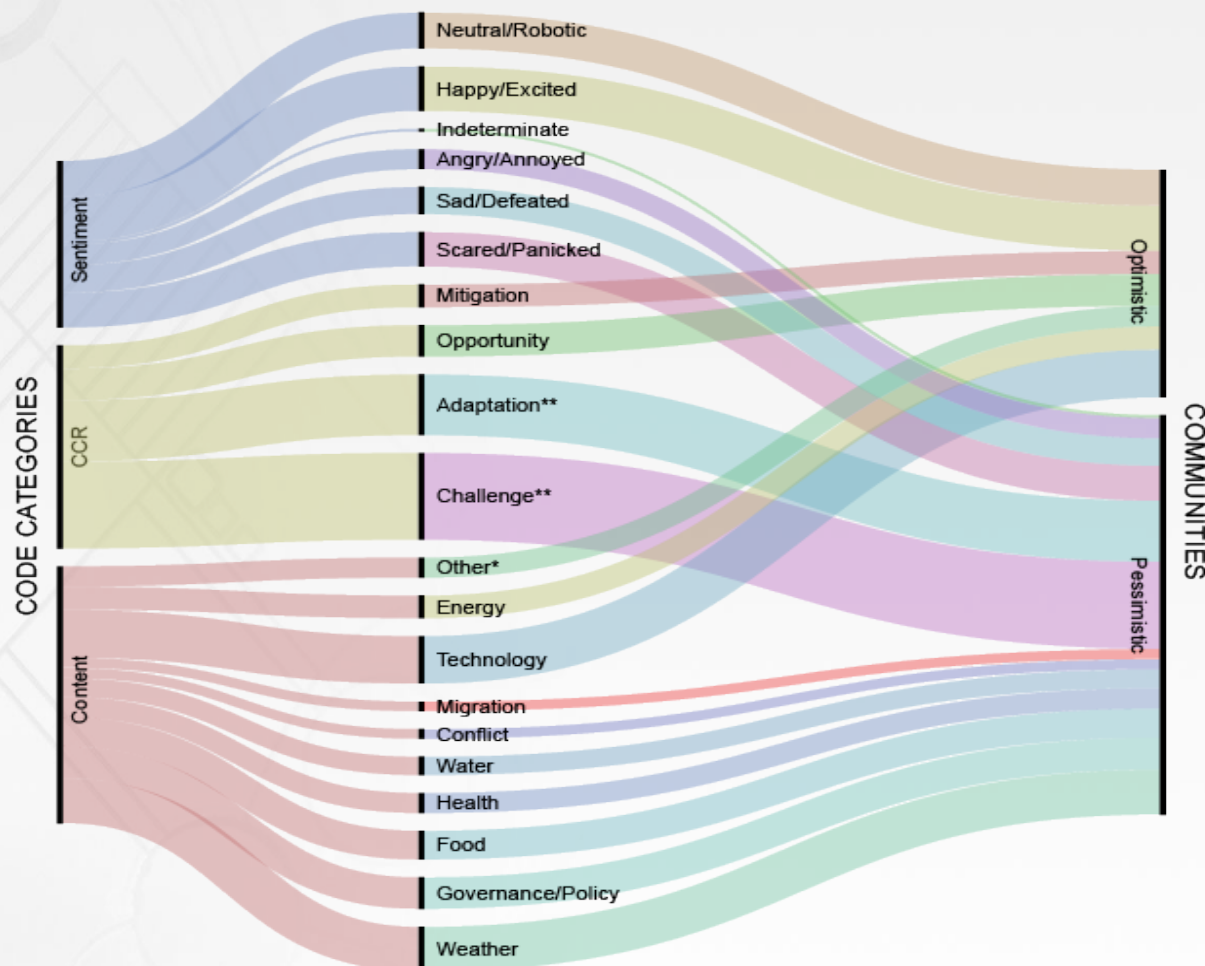
Research Findings

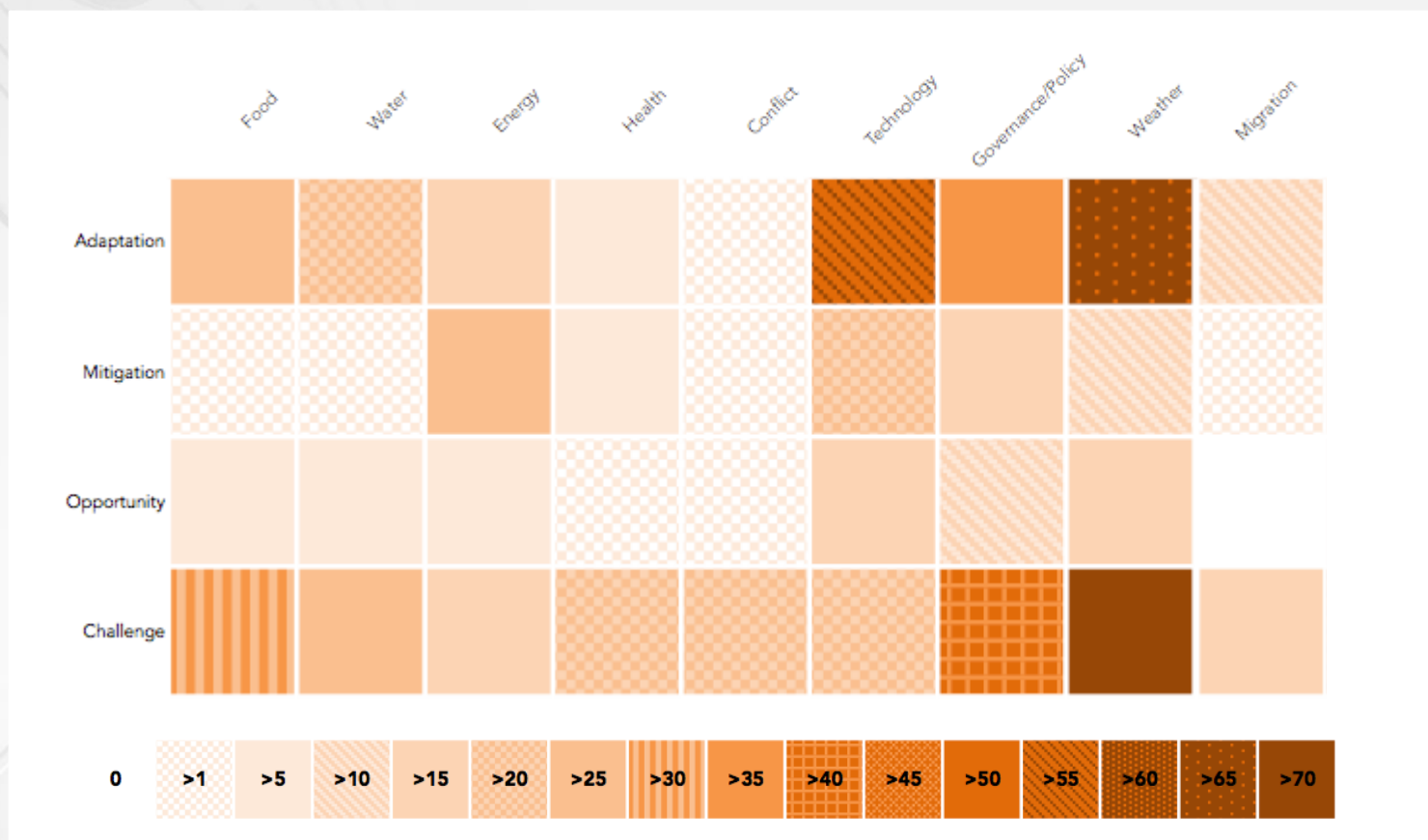Thickness of bands indicates prevalence within each category type

Terminus of bands indicates the community grouping of each code

Research Findings

Engagement & Public Perception Impacts

- New, innovative method for engagement
- An encouraging, non-competitive, upstream collaborative engagement on a scientific topic
- Start a discourse and break the spiral of silence with a potential to inspire behavioral change
- Better understand public perceptions and target & develop education resources around topics that are commonly misunderstood
- Understand how issues are framed and interconnected in the public psyche (public sentiment)
- Improve communication based on specific impacts

FutureCoast into the Future

Post-Live Period

- 20 additional events since June 2015
- Presenting at outreach technique and findings at AGU
- Submitting 2 papers to academic journals

Other Contributions

- Continue to exist online & engage/inform
- Inform how educators approach interventions

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Thank You!
Questions?

Special thanks to...

Feel free to contact me at GinaStovall@gmail.com