

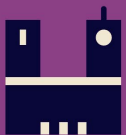
Cooling the heat on climate: Do Plain-spoken scientists result in better public understanding?

Jana Goldman

Press Here

PLAIN Oslo

25 September, 2019



Bréf til framtíðarinnar

Ok er fyrsti nafnkunni jökullinn til að missa titil sinn.
Á næstu 200 árum er talið að allir jöklar landsins fari sömu leið.
Þetta minnismerki er til vitnis um að við vitum
hvað er að gerast og hvað þarf að gera.
Aðeins þú veist hvort við gerðum eitthvað.

A letter to the future

Ok is the first Icelandic glacier to lose its status as a glacier.
In the next 200 years all our glaciers are expected to follow the same path.
This monument is to acknowledge that we know
what is happening and what needs to be done.
Only you know if we did it.

Ágúst 2019
415ppm CO₂



Floodwaters surround corn sitting under a collapsed grain bin in this aerial photograph over Thurman, Iowa, U.S., on March 23, 2019.

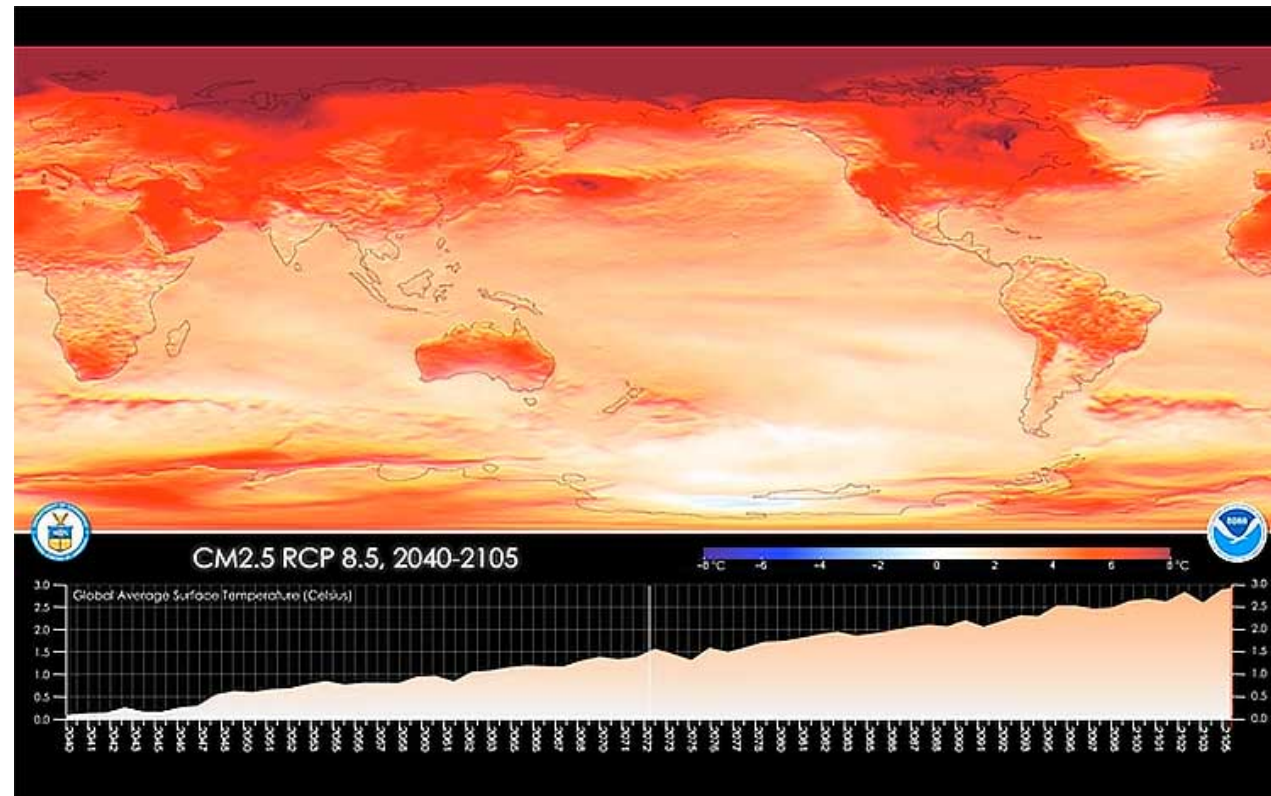
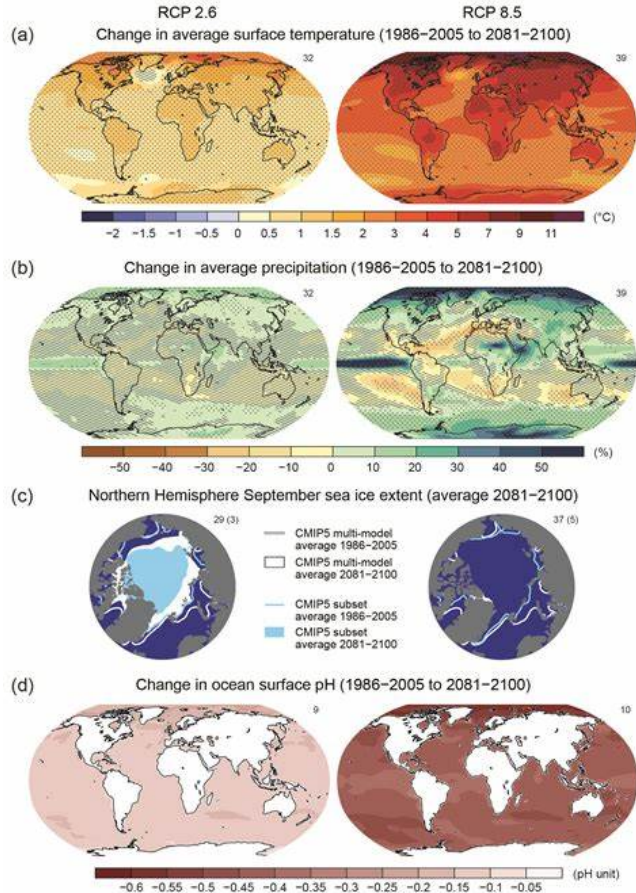
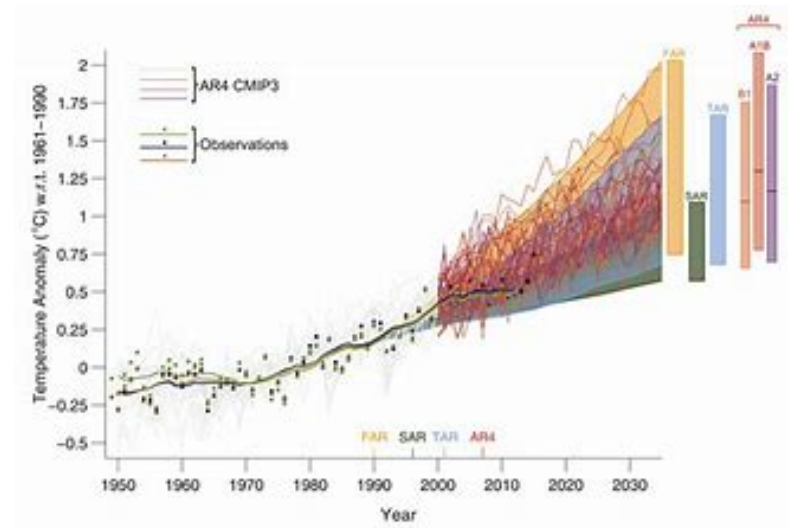
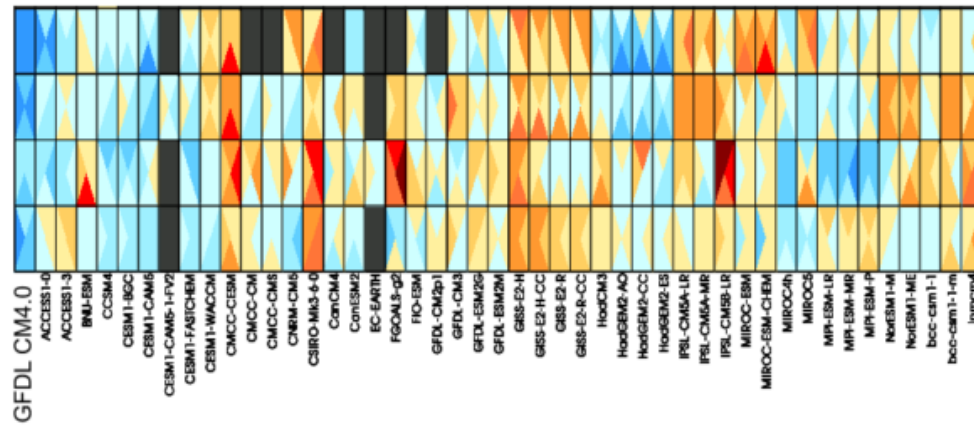
Daniel Acker—Bloomberg/Getty Images



Stranded passengers in a railway station in Kolkata, India, in May after trains were canceled because of Cyclone Fani. CreditCreditRupak De Chowdhuri/Reuters



Absorbed
Shortwave
Outgoing
Longwave
Surface
Temperature
Precipitation



“Instead, we need to tell stories that connect with people. We can and should convey complex ideas. We just need to use simple language. I'm not saying people are stupid. I'm saying we all connect better when we can easily read things. I am a scientist but my brain also shuts off when I start to read an article full of jargon. So I'm going to repeat what I've just written, which also happens to be my mantra as a science writer: Simple Language, Complex Ideas.”

Melinda Smith, Ph.D.
Neuroscientist

From Sept. 5, 2019 blog <https://www.sciencegeekmel.com/post/simple-language-complex-concepts>



"Please Sir I Want Some More"

Scientific term

Public meaning

Better choice

enhance

improve

intensify, increase

aerosol

spray can

tiny atmospheric particle

positive feedback

good response, praise

vicious cycle, self-reinforcing cycle

theory

hunch, speculation

scientific understanding

uncertainty

ignorance

range

error

mistake, wrong, incorrect

difference from exact true number

bias

distortion, political motive

offset from an observation

manipulation

illicit tampering

scientific data processing

scheme

devious plot

systematic plan

anomaly

abnormal occurrence

change from long-term average

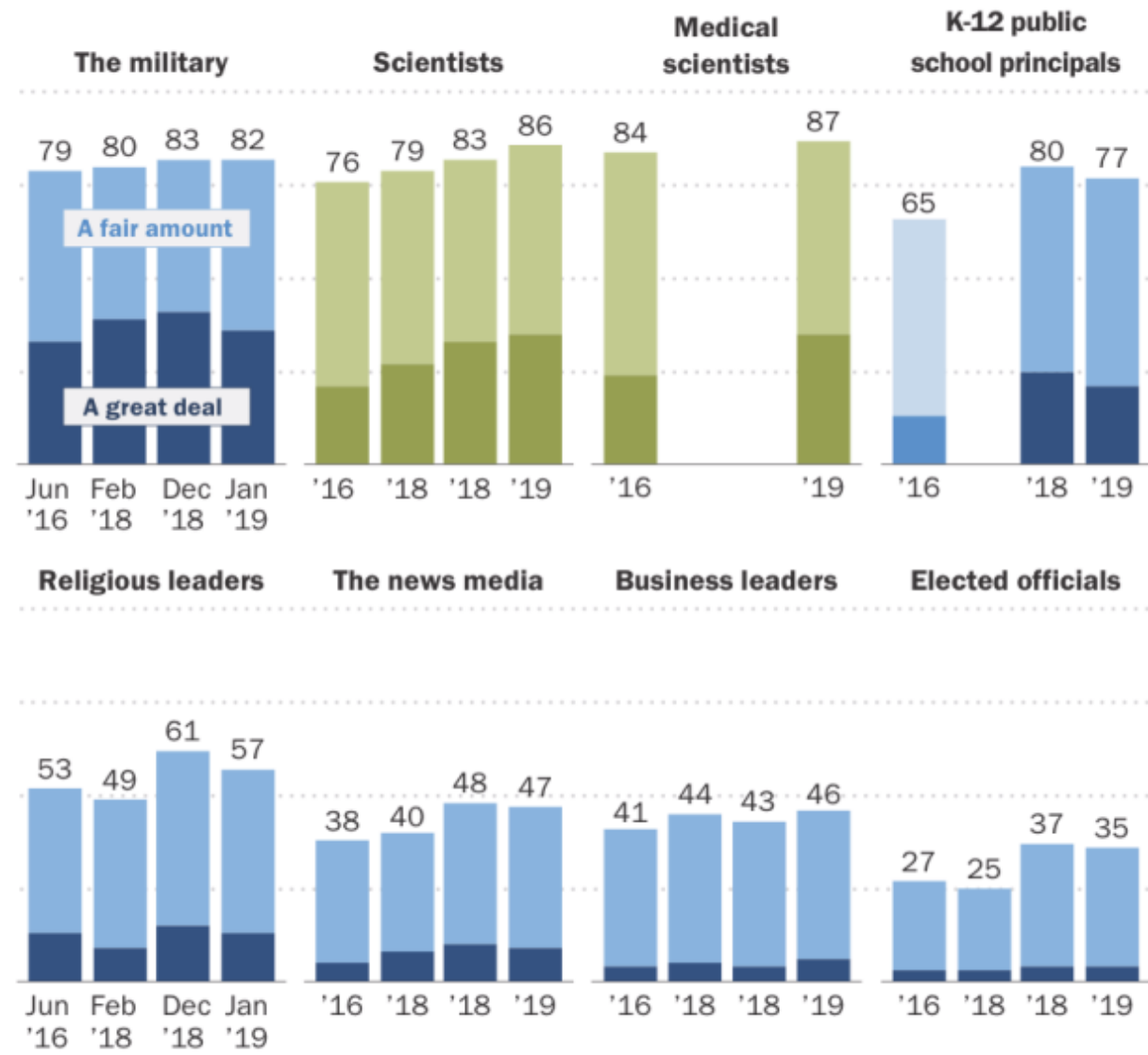
"Climate change is going to show up everywhere," says Heidi Roop, lead scientist for science communication at University of Washington. For Roop and her family, it comes down to finding the safest place. "Where are we going to be able to be least exposed to some of the harms that we will face from climate change, from those bigger impacts like sea level rise and extreme heat?" she asks.

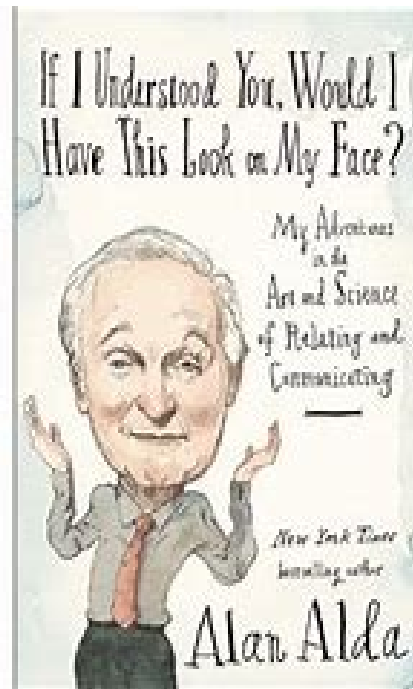
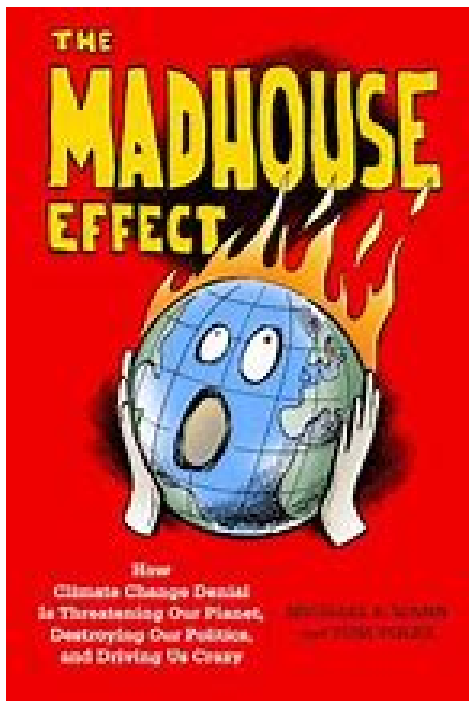
Business Insider Aug. 19, 2019 Climate change experts agree on the last place they'd invest for the future: waterfront property
<https://www.businessinsider.com/why-not-buy-waterfront-property-climate-change-experts-2019-8>



Americans' confidence that scientists act in the public interest is up since 2016

% of U.S. adults who say they have a great deal or fair amount of confidence in each of the following groups to act in the best interests of the public





“Using plain language makes sense because it minimizes any misunderstanding and confusion at the time an emergency is called,” said Betty Chu, Henry Ford’s associate chief clinical officer and chief quality officer. “That leads to increased safety for our patients, our visitors and our team members. It also creates a consistent standard for emergency alerts across all of our facilities.”

http://www.thenewsherald.com/news/plain-language-in-color-codes-out-at-henry-ford-wyandotte/article_4e4d9a8c-b308-11e9-8dce-477719d54e9f.html

Thank you!

Jana Goldman

[pressherejg\(at\)gmail.com](mailto:pressherejg@gmail.com)

www.pressherejg.com

