Global Change and Sustainability Center
Spring Seminar Series

“The Two Most Important Words in the World: How to Truly Reach People on Climate Change”

Eli Kintisch
Author, Journalist, and Contributing Correspondent at Science Magazine

Tuesday, February 11, 2014
4:00 to 5:00 p.m.
295 FASB (Sutton Bldg.)

environment.utah.edu
Abstract

What's the best way to reach people about climate change? The answer may surprise you. Using a broad review of major outreach efforts on global warming to date, lessons from psychology and cutting-edge mobile technology, Eli Kintisch explores what we're doing wrong when we communicate about our warming world, and how to be more effective.

Bio

Eli Kintisch is a writer, producer and creative climate journalist. A contributing correspondent at Science magazine, Kintisch has reported on the climate crisis for 7 years. The art exhibition he organized on climate change, “To Extremes,” appeared at MIT in 2012. In 2010 he published his first book, Hack the Planet: Science's Best Hope -- or Worst Nightmare-to Avert Climate Catastrophe. Kintisch is Journalist in Residence at the Rhode Island School of Design, where he has taught and led interdisciplinary digital design projects. @elikint on twitter.