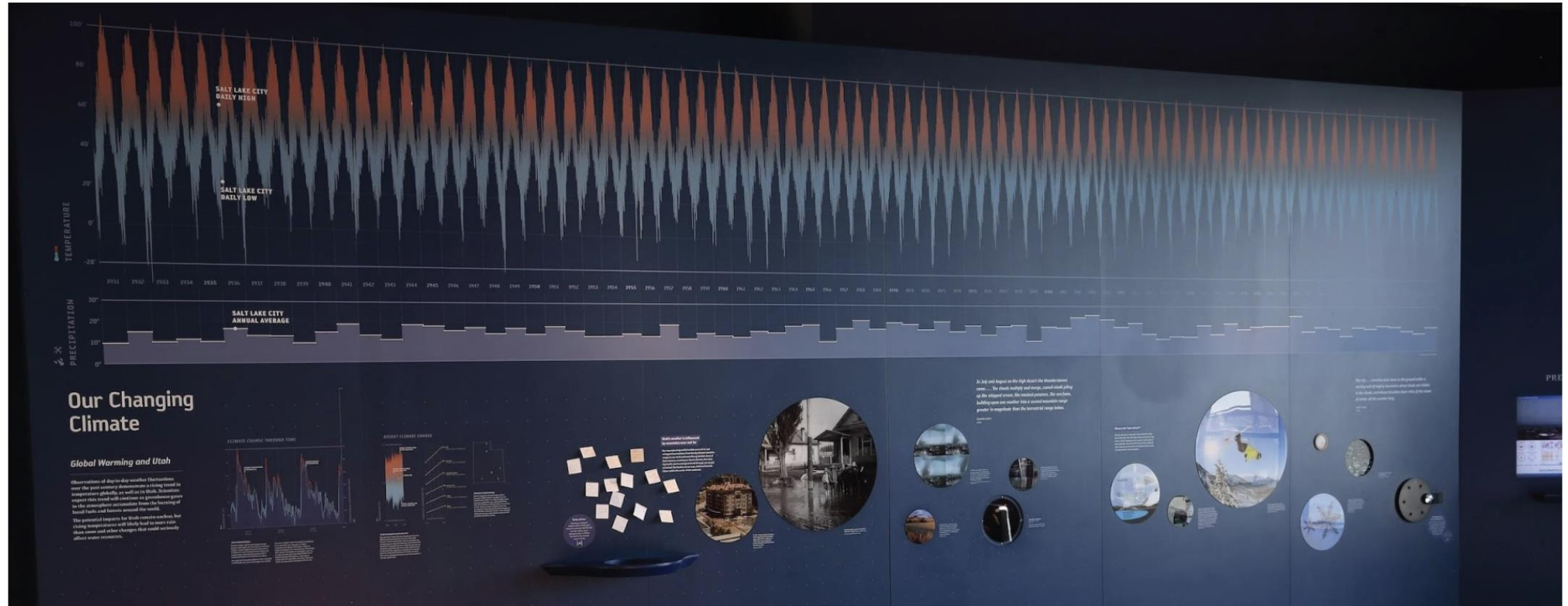






NHMU's 2011 Climate Change Exhibit



Talking with Visitors

What topics are you most interested in learning about in an exhibit?

Visitors indicating interest N=71	15 Topic Choices: The top five and bottom three
43	Visions of what life would be like in a sustainable, low carbon future.
39	The impacts of climate change on human health.
28	How Earth's climate system works.
28	What people like me can do to reduce climate change.
27	How actions that reduce climate change can improve air quality.
14	The causes of climate change.
14	What is being done globally to reduce climate change.
10	The impacts of climate change globally.



Unproductive Frames Common in the Past

- Fear
- Argument
- Guilt and Sacrifice
- Distance
- More Data

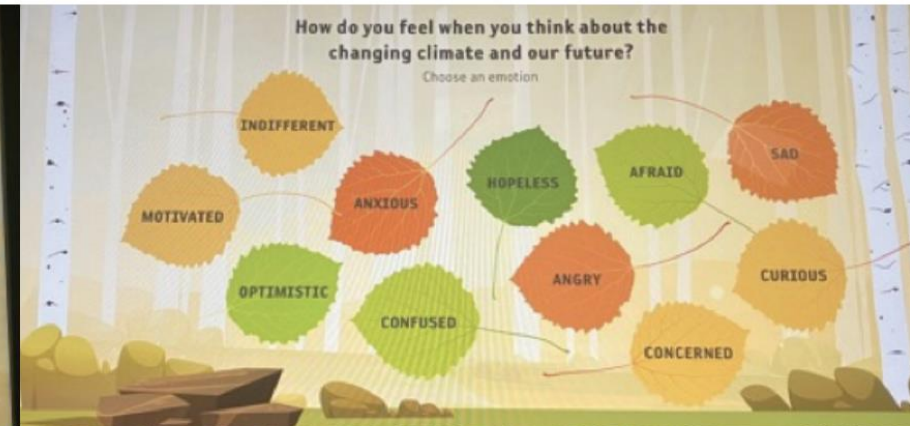
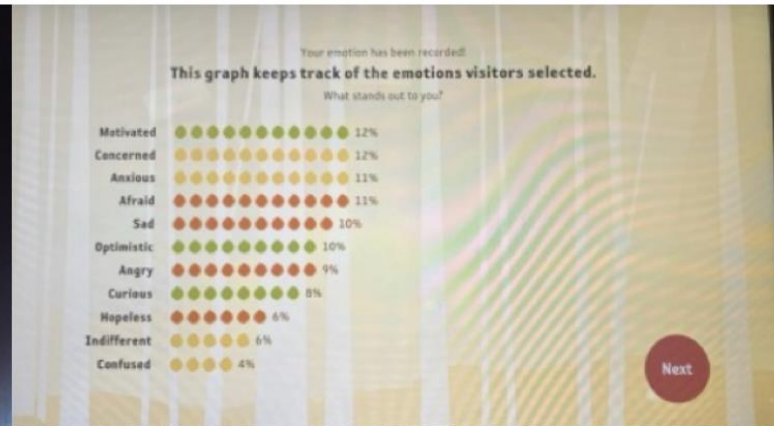


Frames We're Testing in *A Climate of Hope*

- Rational Hope
- Community
- Better Future
- Here and Now
- Stories of Utah people and places

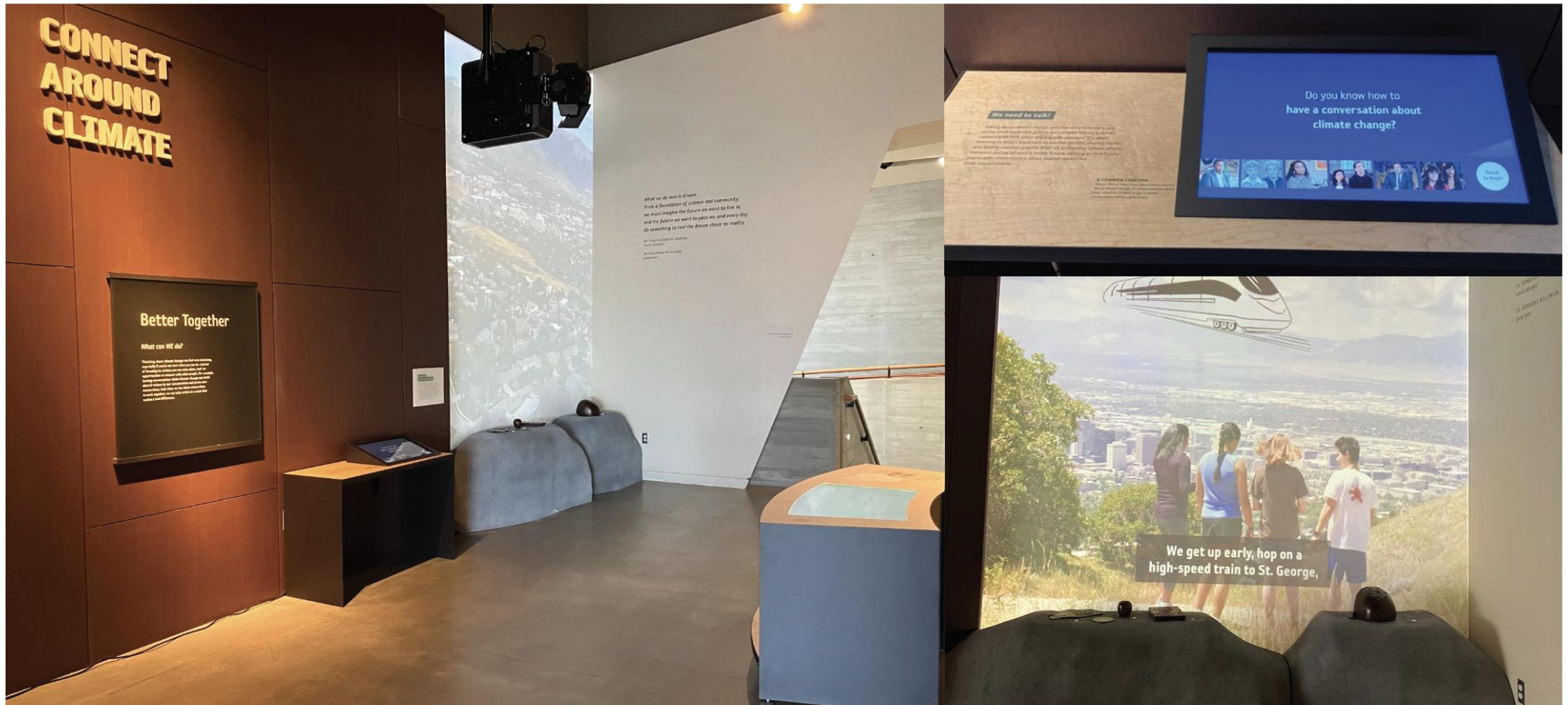
Many rounds of prototyping











Research on uptake of frames by visitors

Analyzed visitor conversations for “side doors” and “closed doors.”

Data collection:

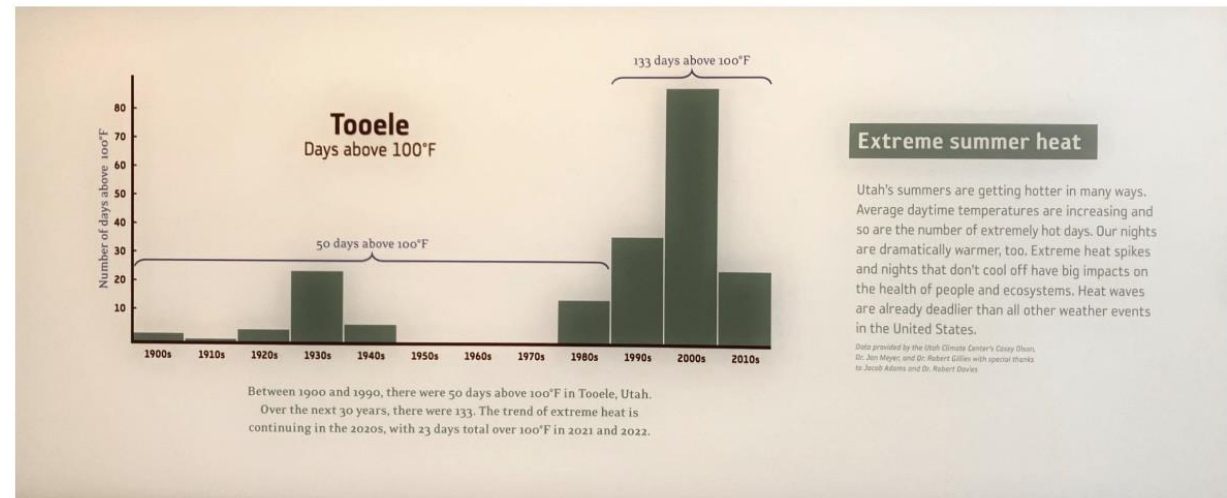
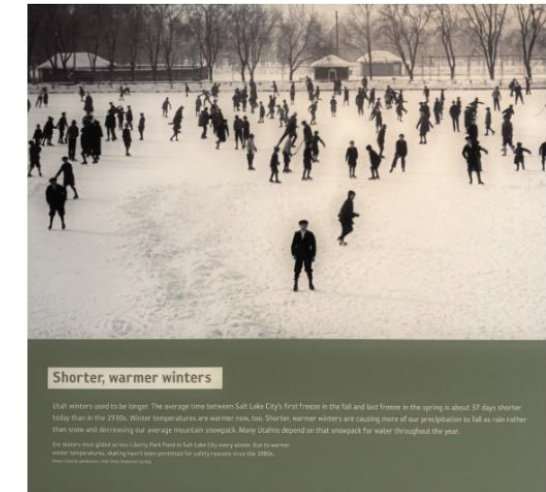
- 30 groups (76 people)
- Pre-survey to measure demographics & SASSY
- POV video & audio
- ~30 minutes in the exhibit



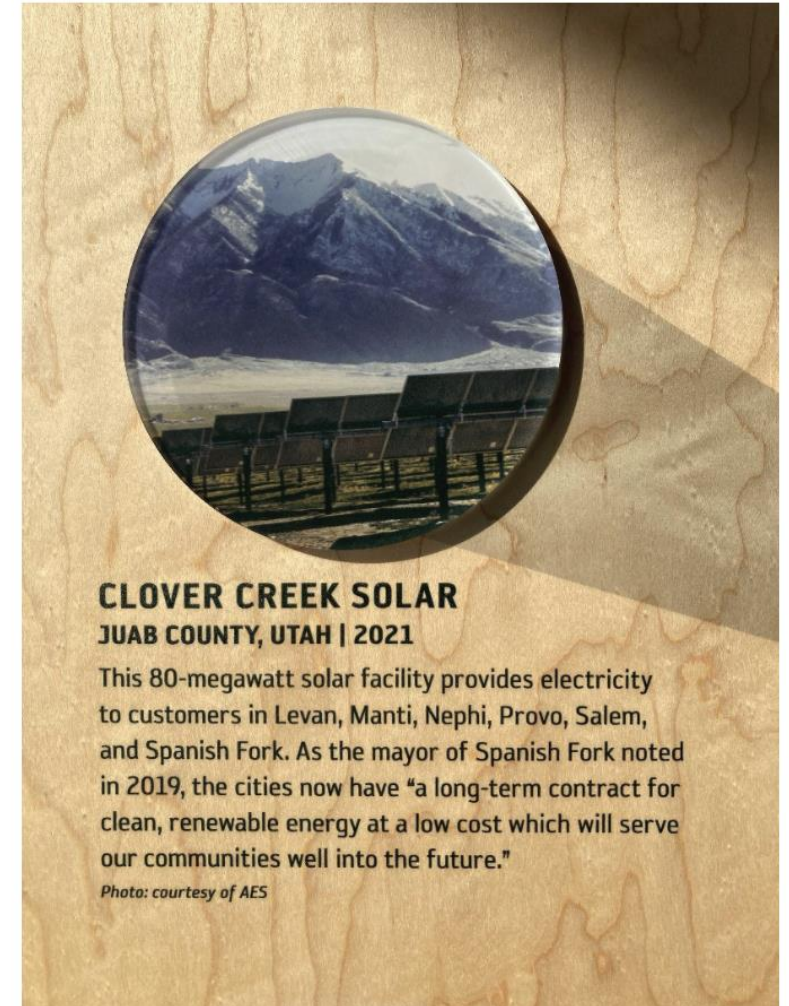
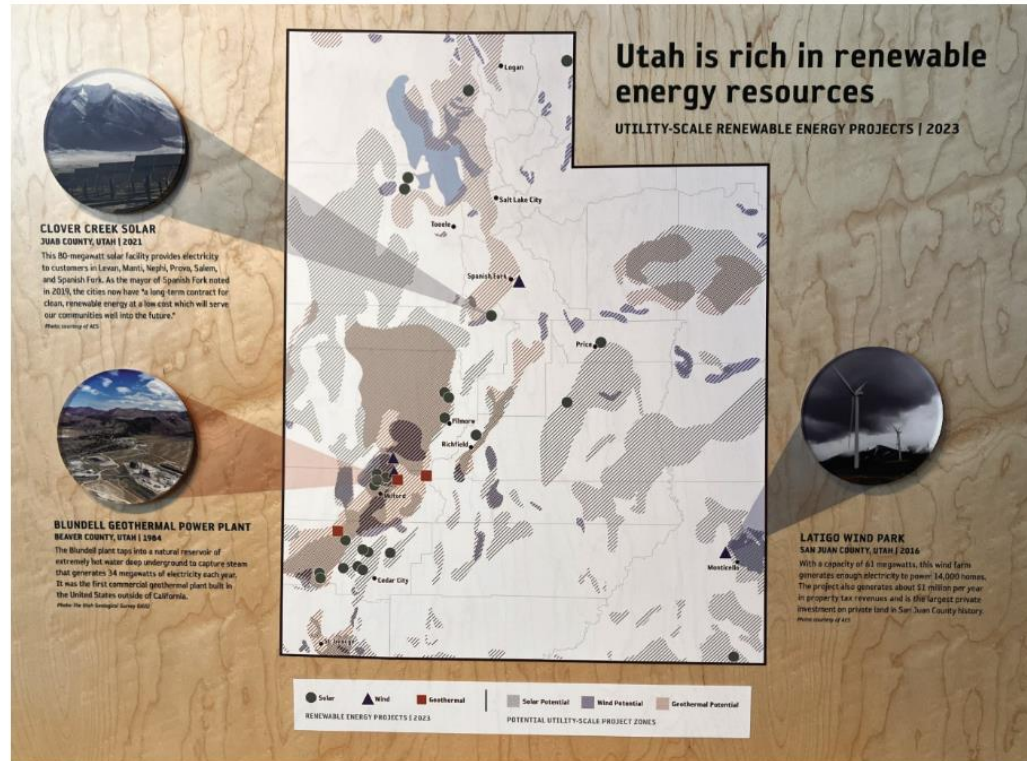
Preliminary Research Results: Here and Now

Visitors had many side door moments
at exhibit elements that are:

- local
- concrete
- specific
- relatable



Preliminary Research Results: Better Future + Here and Now



Preliminary Research Results: Better Future + New Concepts

Visitors tended to reject the Better Future frame if it was paired with new concepts. They often fell back on more familiar but less productive frames, like powerlessness and blaming.

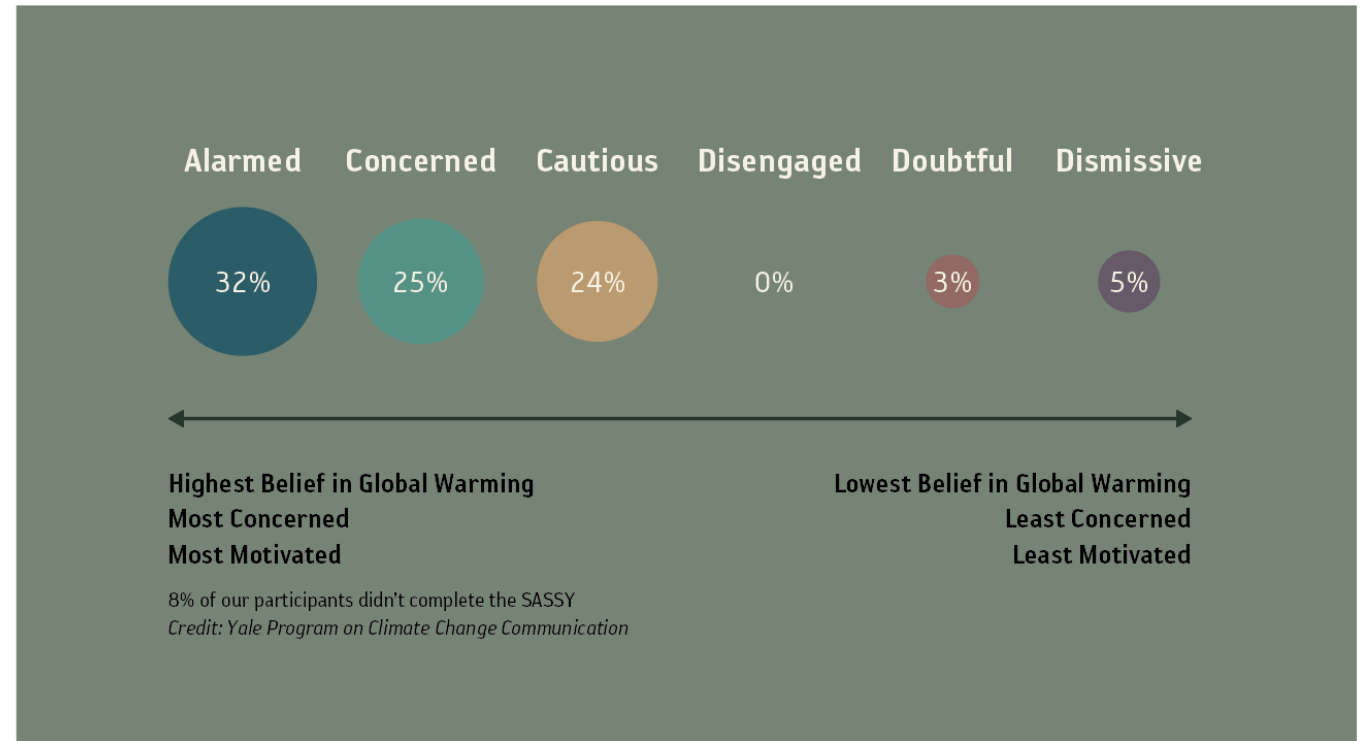
"I don't have the money to buy an electric vehicle and I don't pay for my own utilities."

Jason, 23



Preliminary Research Results: Connecting Across the Six Americas

Visitors from across the Six Americas spectrum experienced engagement and had productive conversations in A Climate of Hope.



Thank You!

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Explore A Climate of Hope online

