The Weather Changes Our Opinions About Climate Change: Study

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Fast Company:

Any time the weather is extreme, people on either side of the climate change debate will use it to prove the other side is wrong. If it’s cold in summer, climate change nonbelievers will ask where the global warming is. If it’s hot in winter, climate change activists will ask people to just step outside to see the changes we have wrought on the environment. And while these are both incredibly wrong-headed arguments with no basis in modern science, it turns out they’re smart techniques: A study in the journal Psychological Science has found that people’s opinion on climate change vary with their perception of the current temperature versus what they think their temperature should be.

To read the whole story: Fast Company