

These Days, It's Not About the Polar Bears

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Climate science has struggled mightily with a messaging problem.

The well-worn tactic of hitting people over the head with scary climate change facts has proved inadequate at changing behavior or policies in ways big enough to alter the course of global warming.

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Dr. Cook has designed a high school curriculum as well as a popular [online course](#) that presents students first with facts and then a myth about climate change; the students are then asked to resolve the conflict.

In Europe, Sander van der Linden, a social psychologist at the University of Cambridge, codesigned an inoculation-based [online game](#) with doctoral researcher Jon Roozenbeek.

The game was designed to help its hundreds of thousands of players become better consumers of climate-related information.

“We’re trying,” Dr. van der Linden said, “to help people help themselves and navigate this post-truth environment.”