Twitter Thread by Prof. Katharine Hayhoe



Prof. Katharine Hayhoe
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Why this effect? Not because @GretaThunberg ate less meat or encouraged her family not to fly: if that's all she'd done, we'd never know her name. No, it's because she did one simple but incredibly powerful thing we can all emulate: she raised her voice to advocate for change.

> "The @GretaThunberg Effect" is now an empirically demonstrated, peer-reviewed phenomenon:
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> "We find that those who are more familiar with Greta Thunberg have higher intentions of taking collective actions to reduce global warming."
>
> Open access: https://t.co/TFRyvBaNn1 pic.twitter.com/apqZdFgqfW
>
> — Geoffrey Supran (@GeoffreySupran) January 26, 2021

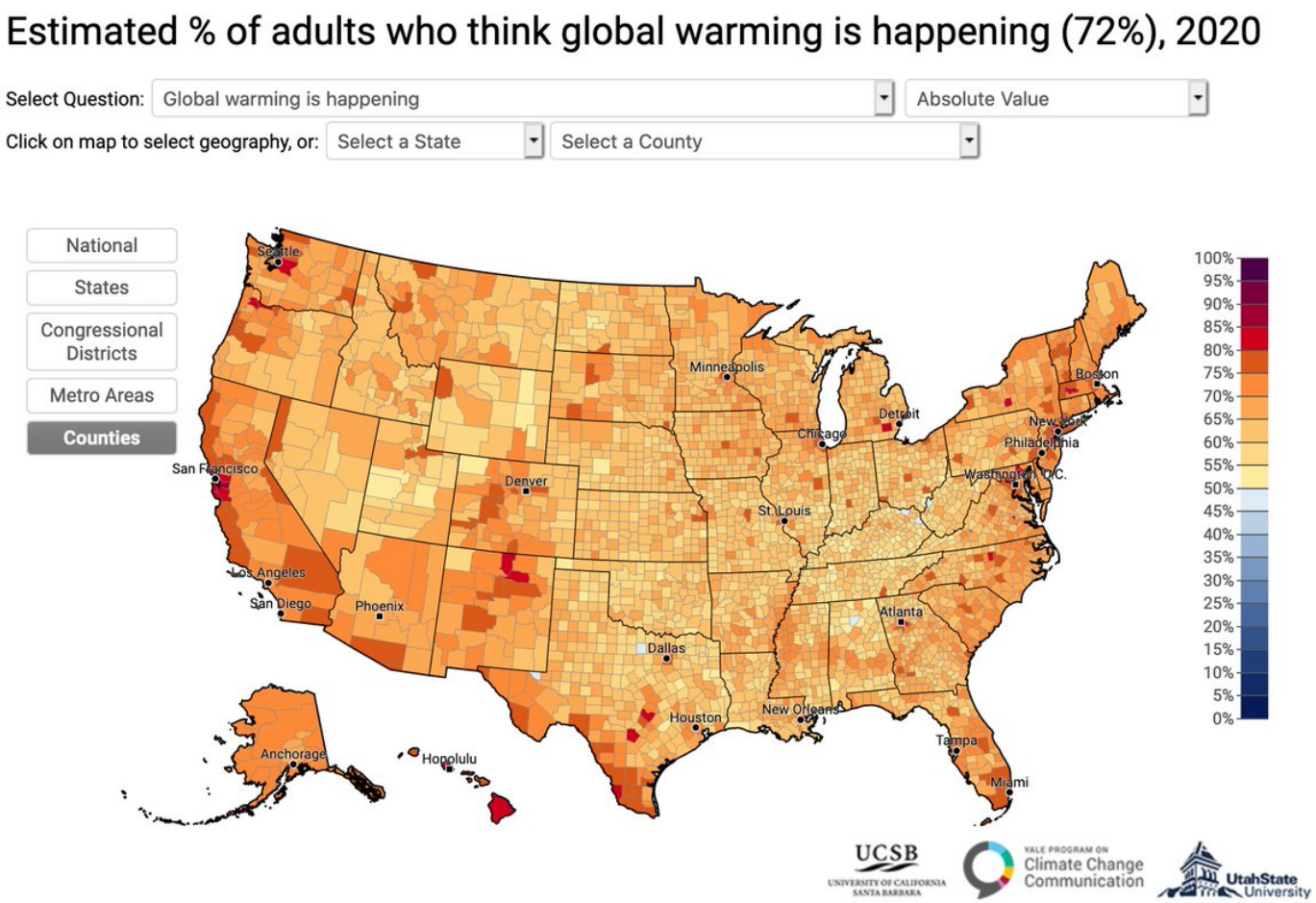
Every year, I add 2 new low-carbon habits to my life. But every DAY, I do the most impt thing anyone can to do change the system we live in: I TALK about climate change. Not the science details, but why it matters and how, working together, we can fix it. https://t.co/6v7DAA8BlB

Individual's power to alter the world is splashed across human history; and social science is starting to understand how we do this. A tsunami of change begins by changing social norms & accumulating a groundswell of (at first) nearly invisible support. https://t.co/89Qrbik1bP

And who's the best person to talk about climate change? It turns out we scientists are the second most trusted messengers. The number one most effective person is YOU: to friends, family and people you know. https://t.co/4WAfsx1kQW

I'm so convinced of this that I've spent the last year reading dozens of books on everything from philosophy to neuroscience & 100s of articles from psychology to social change & putting it all into this book that I'm VERY excited about. Out in Sept 2021! https://t.co/j8gqYXO1Xm

PS. For the data on why talking about it is so important, check out these three maps from @YaleClimateComm. If we don't talk about it, why would anyone care? And if no one cares, how will we act?



PPS. for more on the importance of walking the walk and (of course) talking about what we and others are doing , which is the #1 mechanism by which we alter social norms, see ... https://t.co/wtgXsVQlgs

> She raised her voice AND acted in line with the principles she advocates for. Living the change and speaking about it boosts climate communication. #ClimateCommuniActionhttps://t.co/V5askLNlKi
>
> — Manuel Grebenjak (@ManuelGrebe) January 26, 2021

PPPS. For valuable insight on the tension between individual actions and the system-wide change that's truly needed to fix climate change, please read these two excellent essays by @MaryHeglar and @MichaelEMann:
1/ https://t.co/e1MDOIiXZe
2/ https://t.co/YXr5Uq3WWN

And just to be clear, I'm not advocating spending much time talking to dismissives. This thread explains why. I'm talking about talking to the 90% of us whose perspectives and opinions can be moved! https://t.co/3TZQQQpFYX

> Contrary to what many think, I don't spend my time talking to dismissives and my only helpful tip is this: don't bother, unless (a) you enjoy arguing and never getting anywhere or (b) there are other people listening who need to know there are solid answers to their objections. pic.twitter.com/KxJMdHf3NX
>
> — Prof. Katharine Hayhoe (@KHayhoe) March 4, 2020