

Environmental Sustainability, Public Opinion, Social Construction and Advocacy

Jonathan Pierce

Assistant Professor
College of Arts and Sciences

Governments and scientists from around the world have accepted anthropogenic climate change. In order to develop effective policies to mitigate the process of climate change, public support and engagement are necessary. However, a minority of U.S. citizens continue to be skeptical about anthropogenic climate change. Previous research has found that support for climate change policy is greatly influenced by the beliefs and attitudes of the general public. The beliefs and attitudes of the general public about climate change are influenced by their own knowledge, emotions, ideology, demographics and personal experiences. This research seeks to explore how the general public socially constructs actors and engages in advocacy in relation to climate change and natural resource development.