



NECI Professional Development Meeting Chat

Wednesday, December 7, 2022

Kate Cell, Union of Concerned Scientists

00:22:41 Betsy Newman (WRDC & NECI): Kate Cell, Union of Concerned Scientists - https://www.ucsusa.org/about/people/kate-cell?_gl=1*1r3xm1*_ga*ODQzMjQ0MDY3LjE2NjgxMTkyMTA.*_ga_VB9DKE4V36*MTY2ODExOTIwOS4xLjEuMTY2ODEyMDE0Mi4wLjAuMA..

00:30:45 Betsy Newman (WRDC & NECI): Climate Action Against Disinformation - <https://caad.info/>

00:31:40 Sabrina Drill: India's numbers are at least a little encouraging!

00:32:47 Betsy Newman (WRDC & NECI): Thank you for joining us today. Kate is presenting for the first 20-30 minutes and then we will facilitate a Q&A session. Feel free to put your questions in the Chat or plan to "raise your hand" after the presentation and we will call on you in turn. Thank you.

00:34:18 David Kay: not clear to me how you can distinguish mis from disinformation based on what people believe, as in the chart you showed?

00:37:42 Rebecca Ward: You mentioned some of the graphics you shared were proprietary. Is there a place we can access these? I would love to look at them more, and use them if possible

00:43:34 DAnn Williams - CLF: Steven Miloy - "junk science founder"

00:51:36 Wendy Hamilton: Is there a general consensus of which of the two sides is winning the battle?

00:51:51 Guillermo Metz: do you have a link or more information about UCS's "Do Something" button?

00:51:59 Kate Cell | UCS | she/her: kcell@ucsusa.org

00:53:25 Sarah-Mae Nelson (she/her) - UC ANR: this is a helpful diagram to understand the difference between mis-, dis-, and mal-information

00:54:39 Sarah Brackney: As a rural county educator, do you have any advice on how not to get run over by controversy? How do you talk about this in a somewhat political position without becoming political?

00:54:41 Sabrina Drill: There's a difference between your uncle at thanksgiving, and dealing with a co-worker or resource manager.

00:54:50 Sara Via: two questions— First: why not focus on the "Concerned" in the 6 Americas? they are on the verge of becoming alarmed enough to do something. Second, do you have a checklist for the opposite of disinfo, that is how do people recognize good info. I try to teach people this as well as how to recognize the fake stuff. Also, I try to teach people to think and hopefully check before liking or retweeting something.

00:54:50 Sabrina Drill: How do you deal with that?

00:57:01 Sarah-Mae Nelson (she/her) - UC ANR: sorry it won't let me share the diagram... working on it

00:57:20 Sara Via: That recent paper showing that people DONT REALIZE that 70-80% of Americans want climate action— the authors called it a "false social reality"

00:57:35 Mick Smyer: In our work at Growing Greener, we focus on the "worried middle", including the 40% or so who are concerned and cautious, rather than the disengaged folks.

00:57:40 Andrea Berry: Do you think the work happening now on biodiversity is a viable way to sidestep some disinformation strategies? Or plastic pollution remediation work?

00:57:42 Sarah-Mae Nelson (she/her) - UC ANR: that's the "Climate spiral of silence" @Sara Via

00:57:53 John Cobourn: Please explain a bit about echo chambers and liking and retweeting. Can we and the big companies do something here?

00:59:20 Sarah-Mae Nelson (she/her) - UC ANR: You can find the diagram here:
<https://www.ntcenter.bg/en/classification-of-misinformation-and-disinformation/>

00:59:38 John Cobourn: I don't use social media and don't like or retweet. I need BASIC explanation about what these do.

01:00:04 Sarah-Mae Nelson (she/her) - UC ANR: Here is the report: <https://rm.coe.int/information-disorder-toward-an-interdisciplinary-framework-for-researc/168076277c>

01:01:00 Sarah-Mae Nelson (she/her) - UC ANR: Climate Spiral of Silence paper:
<https://climatecommunication.yale.edu/publications/climate-spiral-silence-america/>

01:02:39 Kate Cell | UCS | she/her: We have those resources for you Sara

01:05:14 Patricia Townsend: Check out the CRAPP test to evaluate information.
<https://craaptest.net/>

01:05:22 Sarah-Mae Nelson (she/her) - UC ANR: Here is a link to the Dynamic Discussion I did for eXtention on information disorder and science communication: <https://connect.extension.org/db/video-resource-library/record/march-dynamic-discussion-what-the-climate-change-misinformation-campaign-can-teach-us-about-science-communication>

01:06:42 Betsy Newman (WRDC & NECI): Next up I will call on Patrick Belmont. Then Sabrina.

01:06:56 DAnn Williams - CLF: Is there a list of these 230 people?

01:07:38 DAnn Williams - CLF: Where can I find it?

01:07:44 Kate Cell | UCS | she/her: Take a look at DeSmog Blog for the list

01:07:49 Kate Cell | UCS | she/her: Or a lot of the list anyway

01:08:07 DAnn Williams - CLF: Thank you

01:08:37 Sabrina Drill: @John Coburn, you might want to watch this, though it is a little older now.
https://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles?language=en

01:09:10 Betsy Newman (WRDC & NECI): Thank you all for sharing these links to additional resources and information.

01:09:23 DAnn Williams - CLF: <https://www.desmog.com/climate-disinformation-database/>

01:13:39 Victoria Frank, SEA (She/Her | Climate & Sus. Consulting): Here is the button:
<https://climatebutton.ucsusa.org/>

01:13:49 Sabrina Drill: I wanted to mention this project - perhaps someone from here would be a good future speaker - <https://www.iseechange.org/>

01:13:50 Kate Cell | UCS | she/her: ^^ thank you Victoria!

01:14:09 Sara Via: Scientists at the NE USDA Climate Hub agree that improving soil health is the best “no-regrets” strategy for increasing climate resilience in agriculture. I wrote a big report about this - <https://www.iwla.org/soils-agriculture/soilhealthreport>

01:14:15 Wendy Hamilton: Excellent!! I'm going to join UoCC

01:14:22 DAnn Williams - CLF: Thank you Kate, this was an amazing conversation.

01:14:36 Jamie Benning (she/her/hers): Thank you Kate!

01:14:53 Mick Smyer: Thanks, Kate!

01:14:56 Victoria Frank, SEA (She/Her | Climate & Sus. Consulting): Thank YOU Kate. This was great!

01:15:28 DAnn Williams - CLF: Can you share the link?

01:15:56 Scott Bischke: Late arriver, just for the Q&A. Thank you!

01:15:58 DAnn Williams - CLF: Stay safe and healthy