SOCY 2222: Sociology of Climate Change
Group Public Education Project Assignment

Increasing public awareness of the causes, consequences and possible policy approaches to climate change is critical to effective mitigation and adaptation. This assignment asks you to develop a 15 to 20-minute public education program to raise public awareness around climate issues. The program may take any form you choose including video, podcast, slide deck, performance, interactive presentation, etc.

In a group of 3 to 4 students, create and present a 15 to 20-minute public education module designed to increase climate change awareness. Your presentation should provide key information about the causes, risks, and recommended responses to climate change aimed at a public audience of your choice. Draw on our class materials and discussions in constructing your module. The 15 to 20-minute modules will be presented in class in the final week of our course.

In preparing your public education project you should consider the following:

A. Who is your audience (i.e. college students, younger students, community organizations, faith-based groups, climate deniers, educators, front line communities, etc.)? Why?
1-page description due 3/28

B. What are your key 5 takeaways for this presentation? What is most critical for your audience to understand about climate change and why?
1-page description due 4/4

C. What can you assume that your audience already knows about climate change (if anything)?

D. What points of resistance, skepticism or anxiety can you anticipate from your audience?

E. How might you communicate your key takeaways in a manner that decreases denial/resistance and increases a sense of agency?

F. What do you want your audience to do with the education you provide them?

Throughout the semester, we will workshop the public education assignment together in class, and you will have some class time to work collaboratively on this as well. Some coordination outside of class will also be needed.

I am glad to review and provide feedback on an early version of your presentations.

Presentations will be made in class on May 7ᵗʰ and 9ᵗʰ and will include Q&A and peer review.