

# **Can Constructive Climate Journalism Motivate Behavioural Changes?**

Morten Skovsgaard

Centre for Journalism, University of Southern Denmark



SDU

DON'T BE AFRAID - BE VERY AFRAID

# The Guardian

For 200 years



## Global climate crisis: inevitable, unprecedented and irreversible

Decastating report is 'code red' warning for humanity

From Science

Disaster strikes as climate crisis worsens, only rapid and drastic action can avert global catastrophe

Leader's warning

The scientific consensus is clear: the world is heading for a global climate crisis. The report says that the world is heading for a global climate crisis.

# CODE RED FOR HUMANITY



## CODE RED

Shocking verdict on future of humanity

Scientists urge PM to create UK climate plan

# CODE RED FOR HUMANITY

## DAILY EXPRESS

CAMPANING NEWSPAPER OF THE YEAR

FREE Brilliant puzzles pullout

David Cameron denies £7m Greensill pay packet

QUEEN'S BREAK WITH TRADITION

## PM. WAKE UP

TO ALERT ON CLIMATE CRISIS

WELCOME HOME

# FINANCIAL TIMES

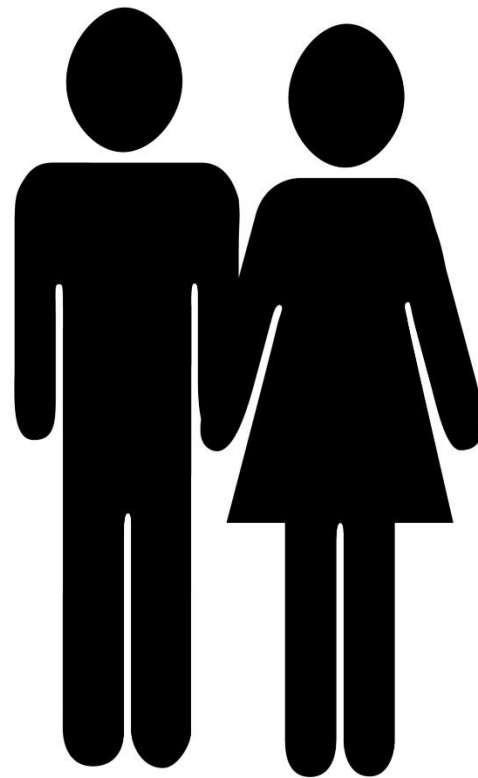
Inside Kim's regime

Silencing staff

In China's debt

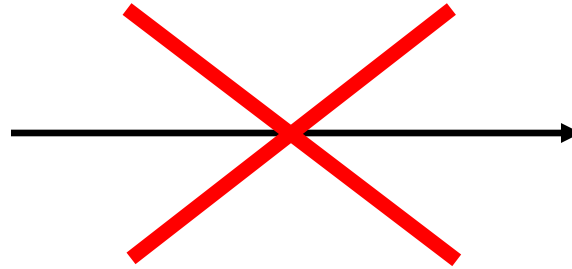
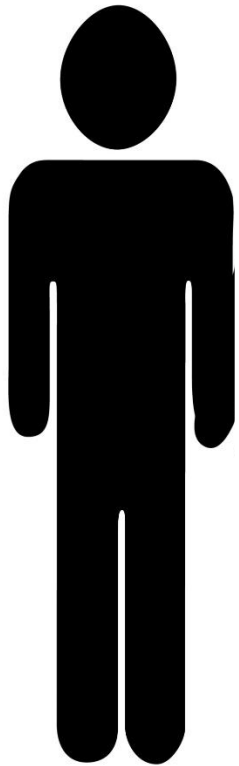
World likely to be 1.5C warmer by 2040, UN's science panel

Attitude → Behaviour

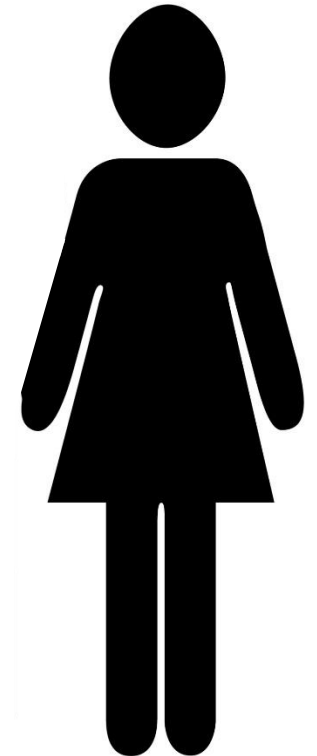


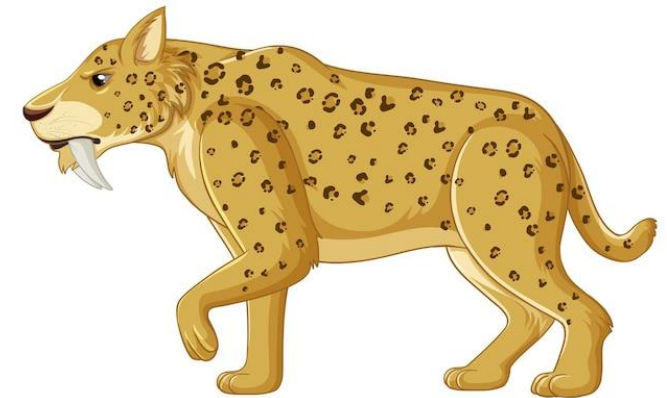


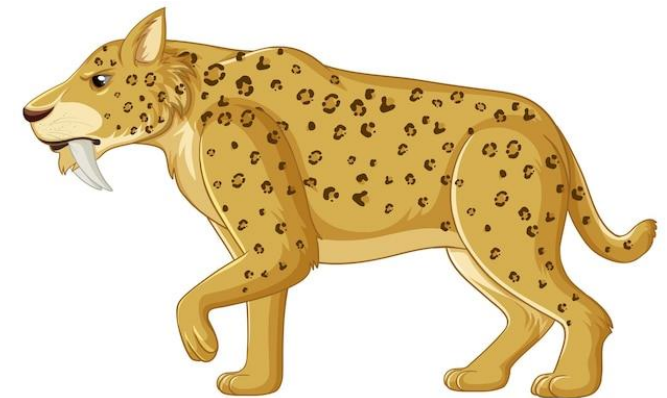
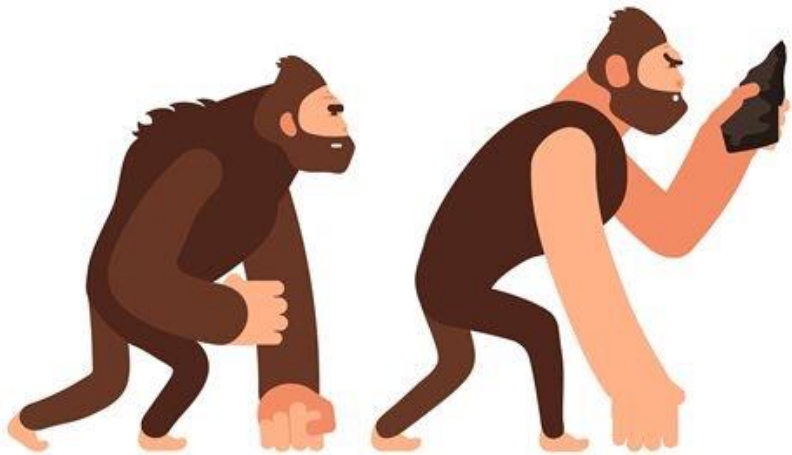
Attitude

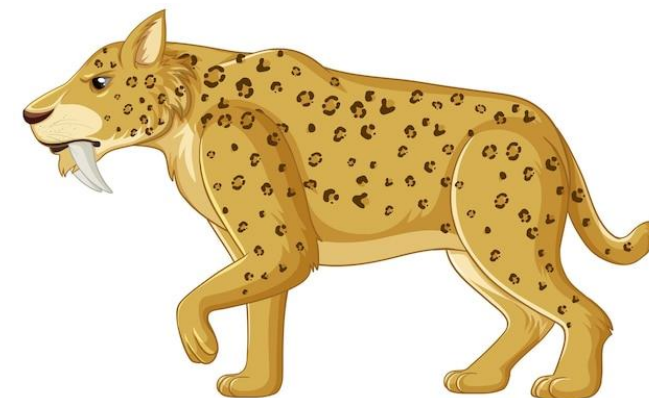
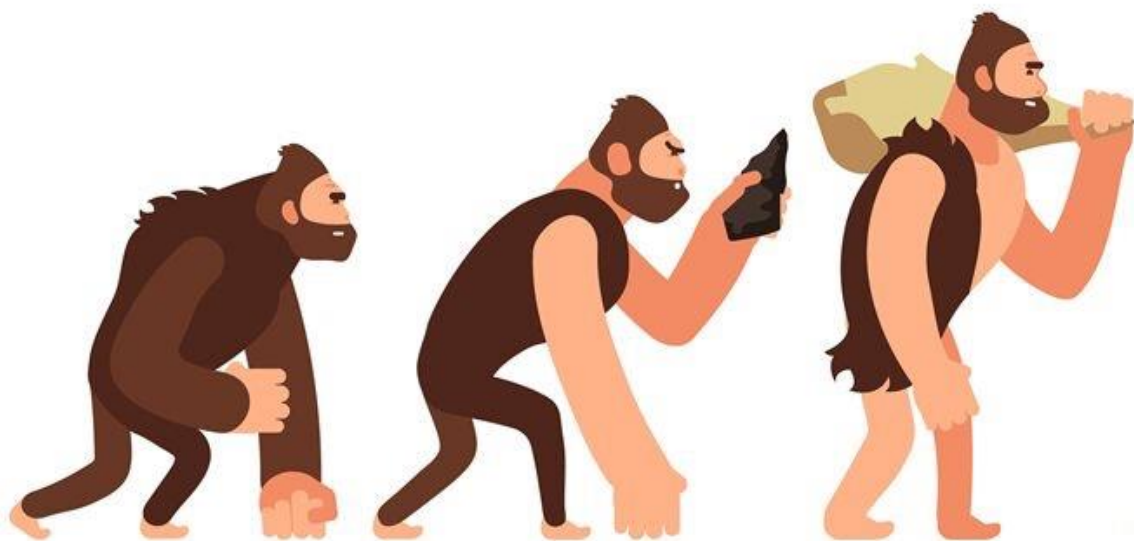


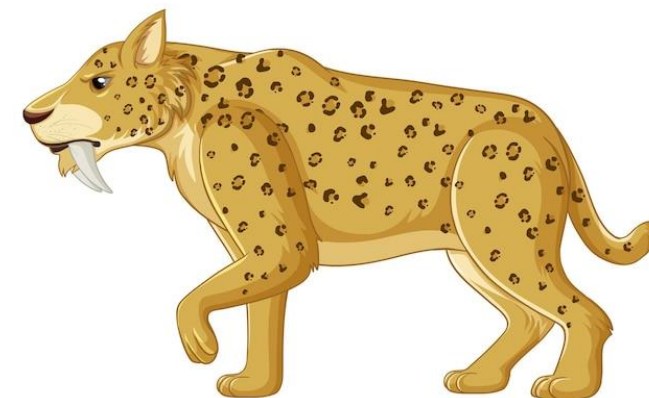
Behaviour



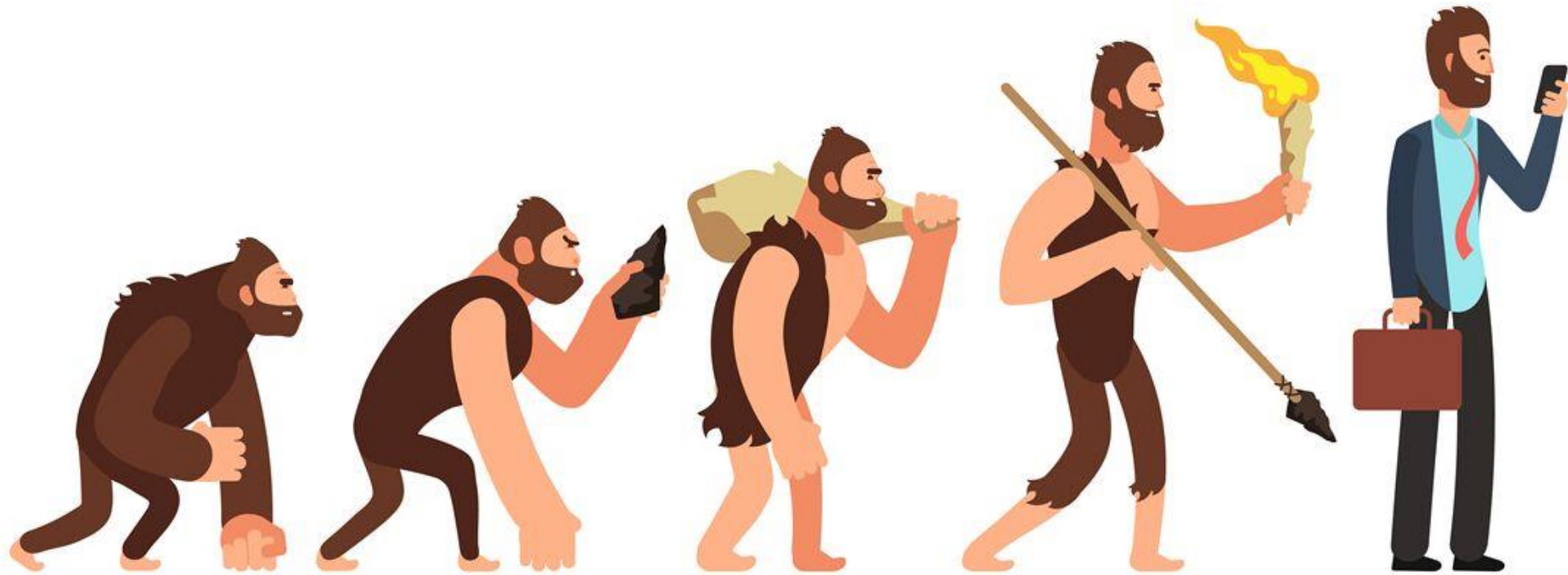










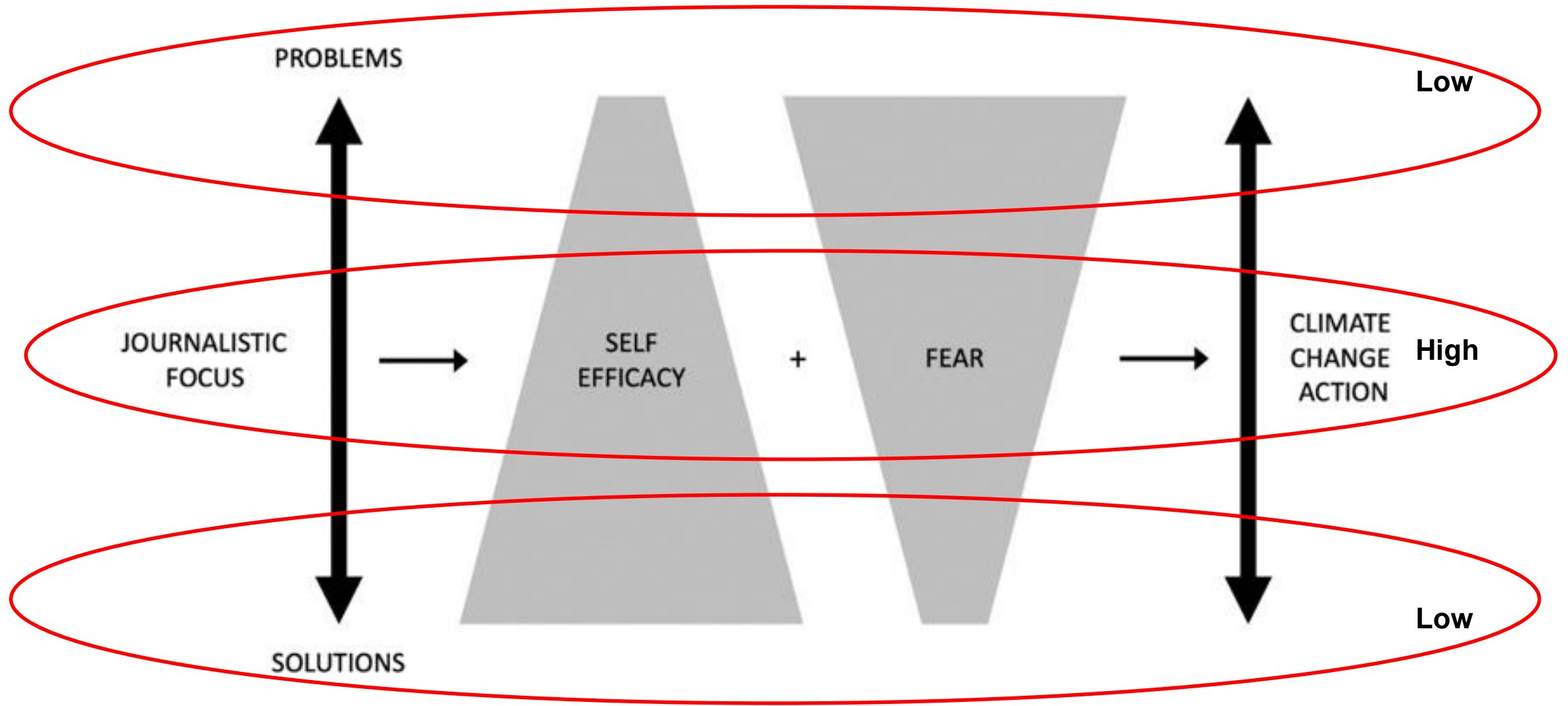






Cook, 2020

# Striking a balance in climate journalism

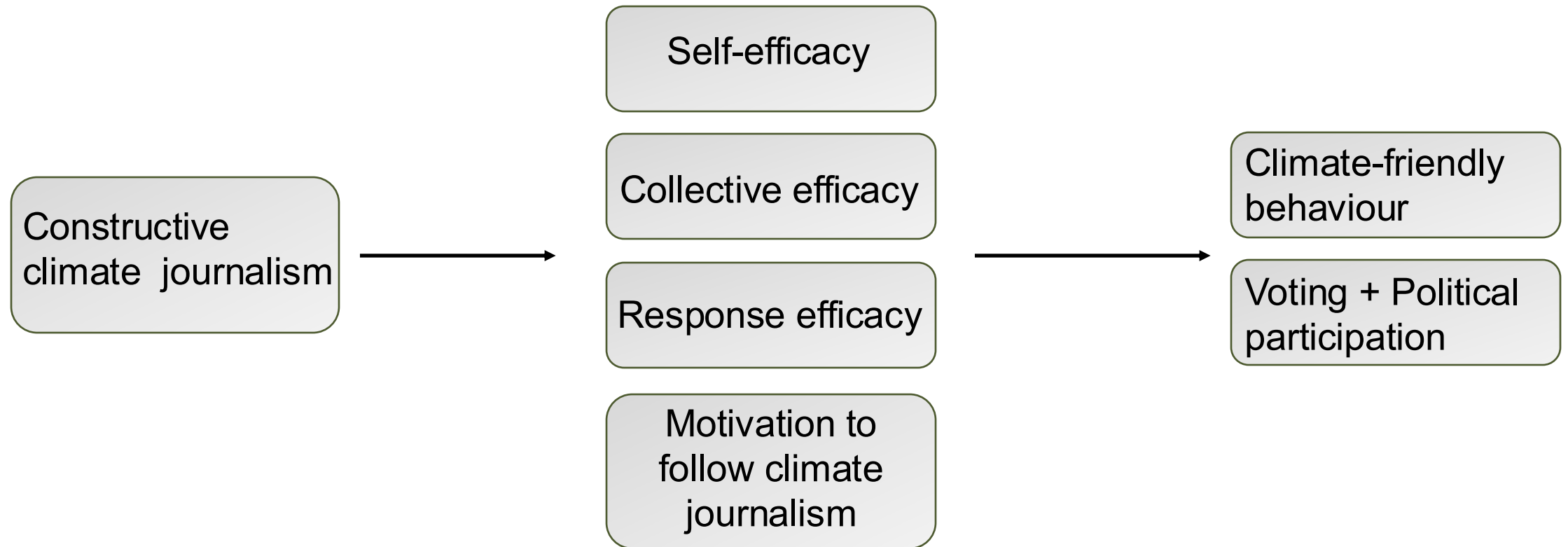


# What will our research examine?

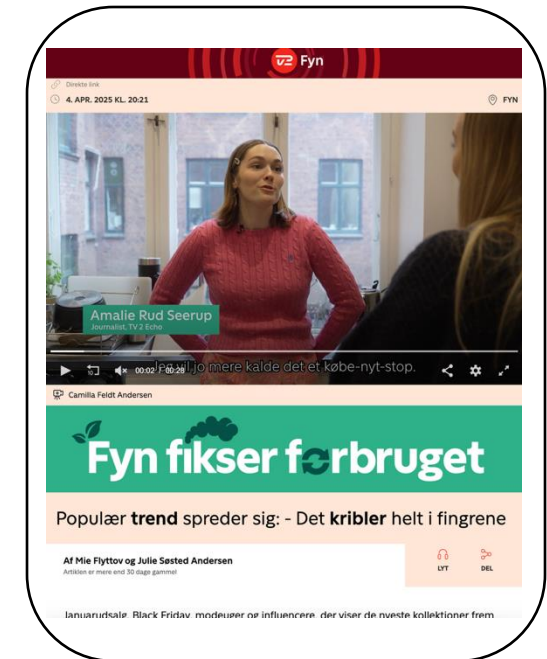
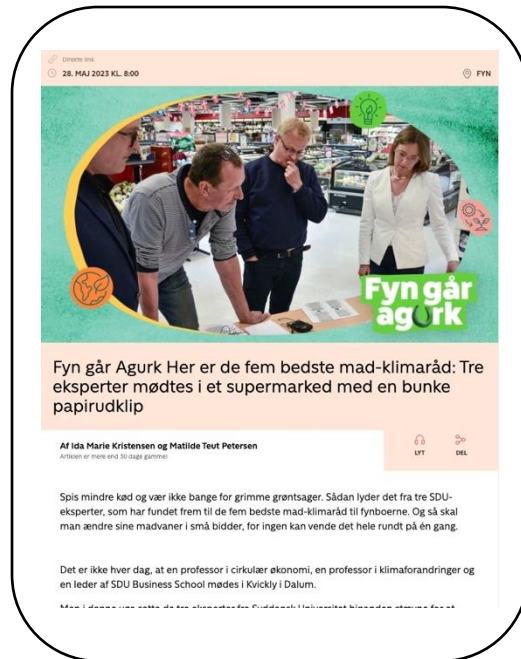


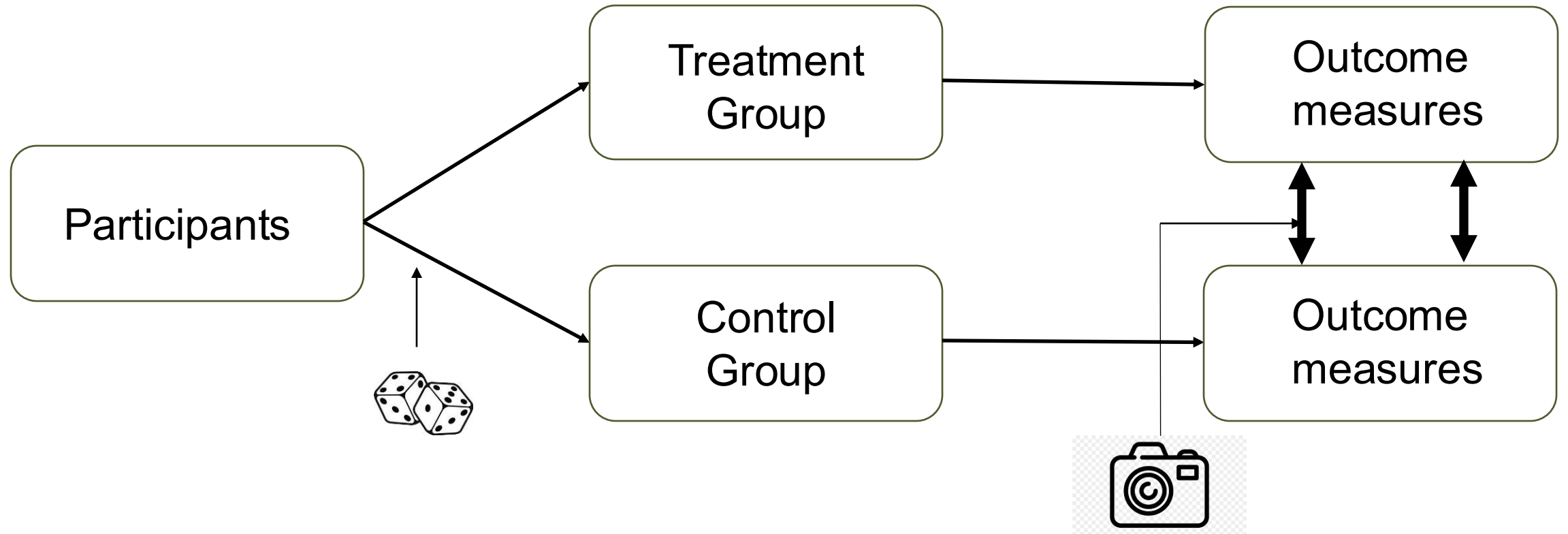


# What will our research examine?



# Funen as a live laboratory for climate journalism







Direkte link  
28. MAJ 2023 KL. 8:00 FYN



## Fyn går Agurk Her er de fem bedste mad-klimaråd: Tre eksperter mødtes i et supermarked med en bunke papirudklip

Af Ida Marie Kristensen og Matilde Teut Petersen

Artiklen er mere end 30 dage gammel



LYT



DEL

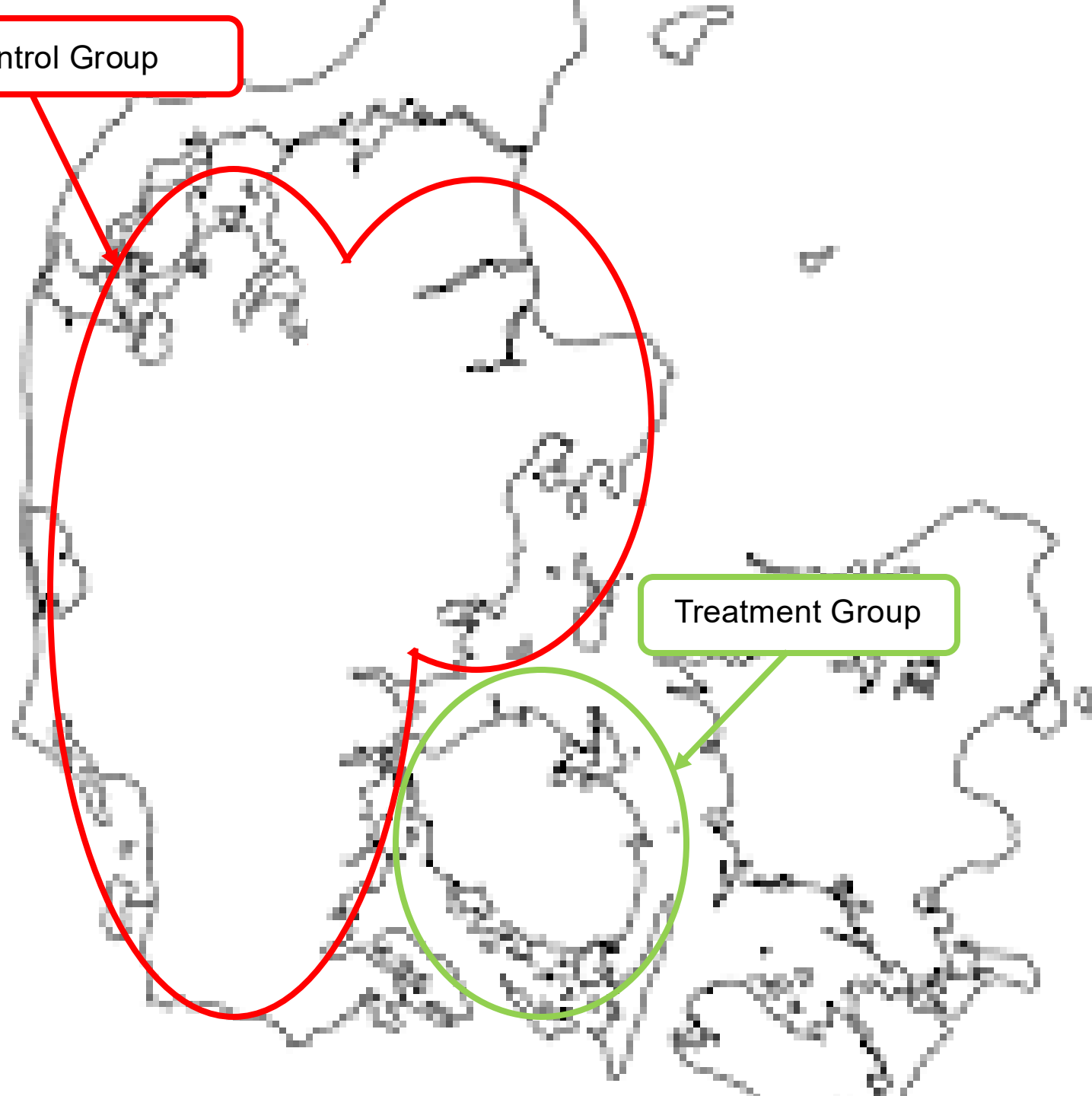
Spis mindre kød og vær ikke bange for grimme grøntsager. Sådan lyder det fra tre SDU-eksperter, som har fundet frem til de fem bedste mad-klimaråd til fynboerne. Og så skal man ændre sine madvaner i små bidder, for ingen kan vende det hele rundt på én gang.

Det er ikke hver dag, at en professor i cirkulær økonomi, en professor i klimaforandringer og en leder af SDU Business School mødes i Kvickly i Dalum.

Men i dag var det de tre eksperter fra Sønderborg Universitet, der mødtes for at

Control Group

Treatment Group





# Construc

# gn



Michael Kongstad og Glade Gro  
danskproducerede agurker og t

ERHVERV

For grim til  
krumme, gr  
skruld - nu l  
fundet en v



Store klaser med blåmuslinger hives ombord. Selv om en kutter på dieselolie ikke kan betegnes som specielt klimavenlig, er muslingernes samlede klimaaftryk forbløffende lavt - sågar lavere end grøntsagers. Foto: Mette Mørk

KLIMA

## Få overblikket: Her er din mads klimaaftryk - særligt én madvare fra havet er en superfood

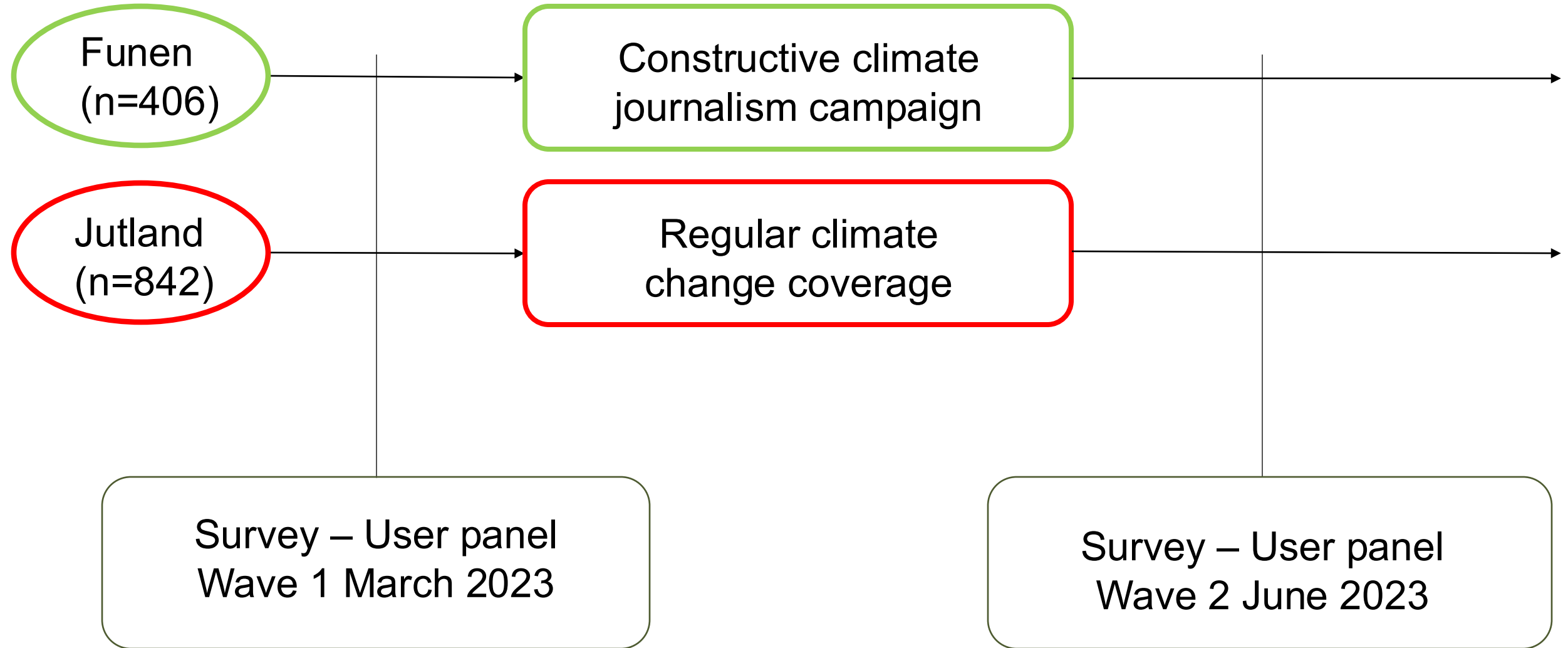
Er oksekød på tallerkenen virkelig så slemt for klimaet? Og er alternativet at spise grøntsager i bunkevis? Find svarene i denne mad-klimaguide, som fastslår, at særligt én madvare fra havet er regulær superfood.

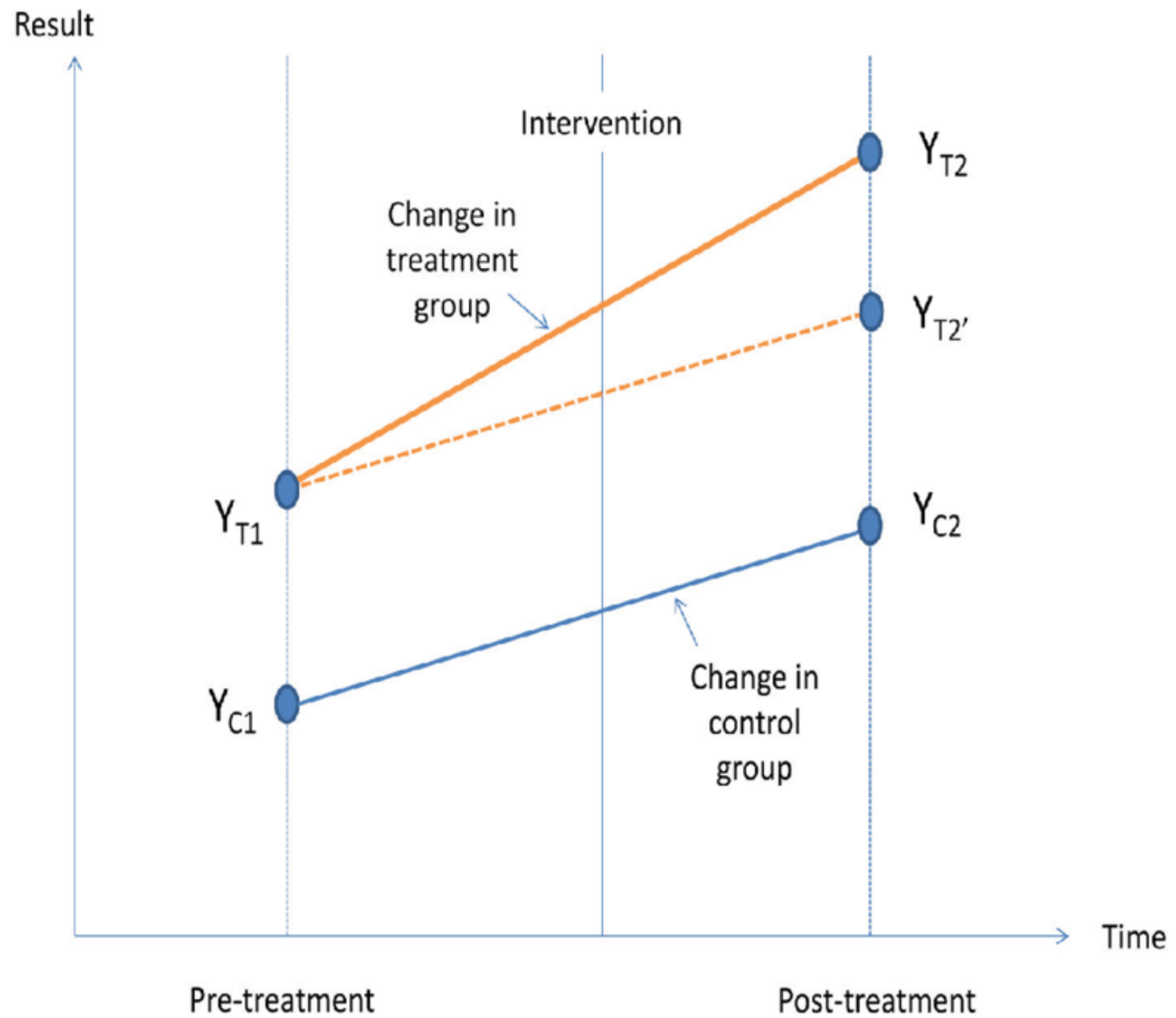


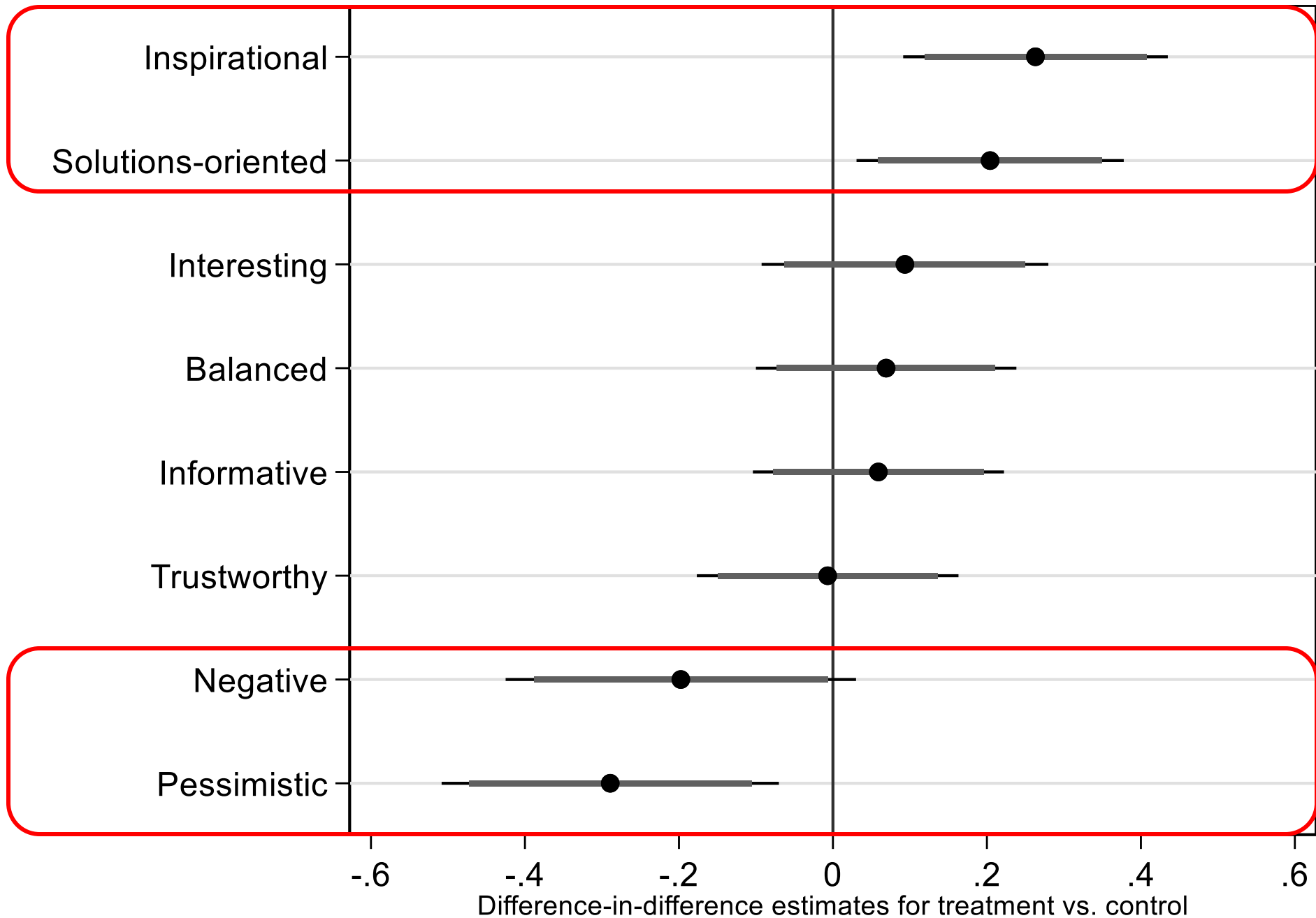
g-grønt i Netto på Nyborgvej i Odense.  
så transporten fra gartneri til butik ikke

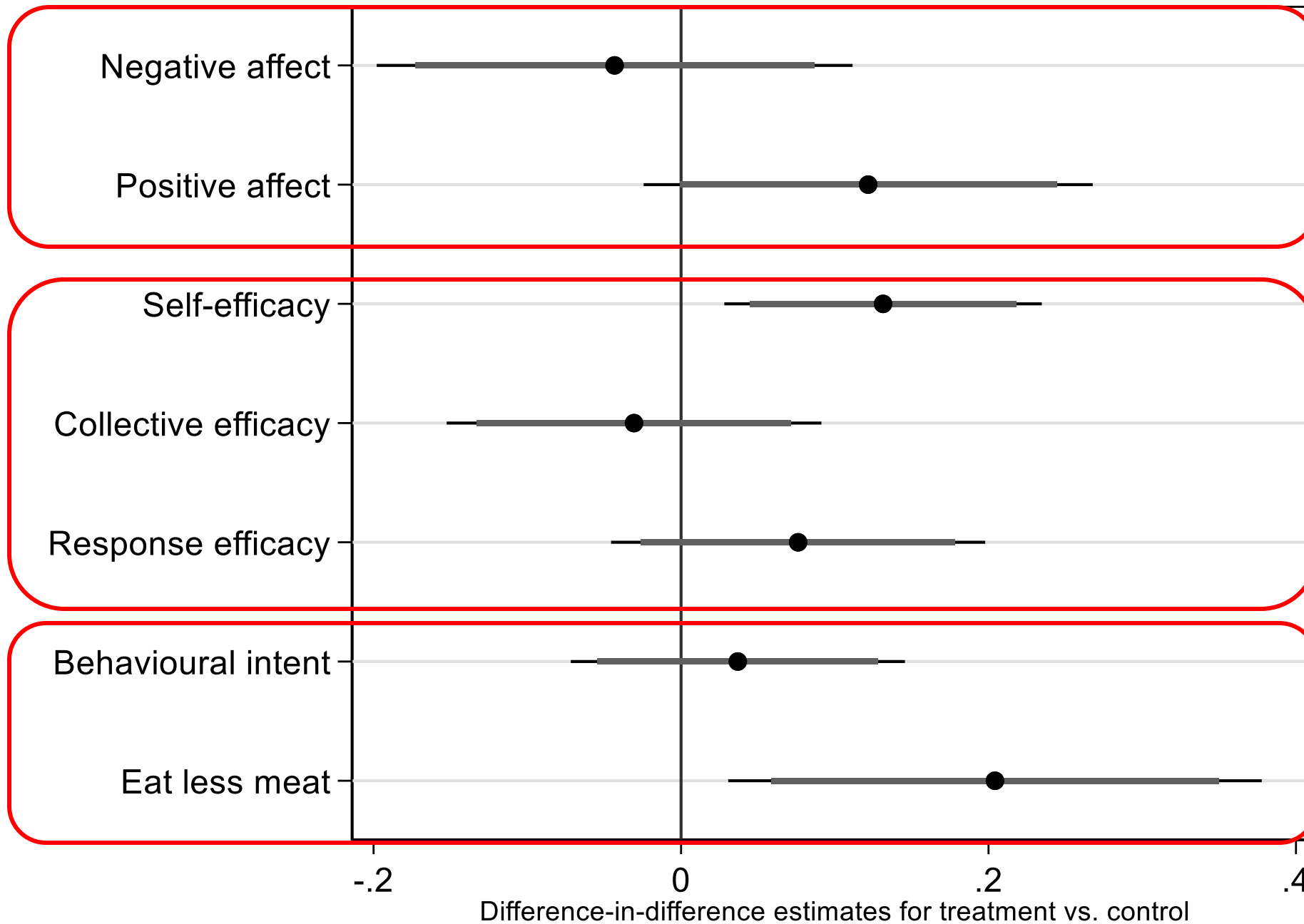
? Få hendes råd  
jt - med kød på

# Difference-in-differences design













# Thank you for your attention

Morten Skovsgaard:

[skh@sam.sdu.dk](mailto:skh@sam.sdu.dk)

<https://portal.findresearcher.sdu.dk/da/persons/skh>

VELUX FONDEN

CENTRE FOR JOURNALISM

