

GLOBAL WARMING IS UNEQUIVOCAL: From Arrhenius to Keeling... facts are not enough to influence public sentiment

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Can scientists influence societal changes for the benefit of Earth and its people? Science and technology continue to reshape the world we live in, and appreciating how these changes, both intended and unintended, come about is a necessity for all citizens in a democratic society. However, knowing facts and understanding scientific thinking and conclusions are not sufficient to bring action needed for comprehensive, fundamental, and systemic changes in individual and societal behavior. Understanding the differences between scientific explorations and approaches to influence attitudes and behavior of non-scientific audiences is the topic of this paper.