Designing a framework for transferring climate information to non-experts (based on narrative communication and storytelling)

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INTRODUCTION

- Climate change has occurred and its effects have greatly affected the environment and human societies.
- The indifference of the target communities creates significant obstacles for the effectiveness of policies, which has made it necessary to re-examine the strategies of communicating science to public audiences.
- There are two types of communication including scientific-logical communication and narrative communication in literature, the most used of which is the transmission of scientific information in the form of scientific-logical communication.
- In recent years, researchers have paid attention to narrative communication and storytelling as an effective form of scientific communication. Research has shown that narratives are easier for non-experts to understand and audiences find them more engaging than logical-scientific communications.

This study attempts to help design a climate information transfer framework for non-expert users in areas with poor educational infrastructure.

METHODOLOGY

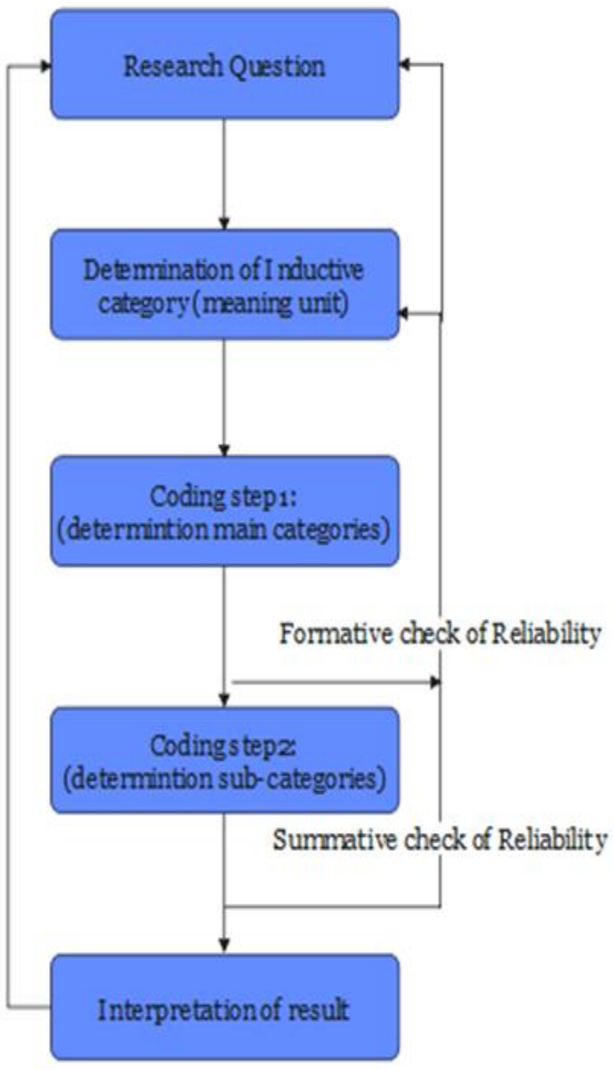

Fig1: Steps of inductive qualitative content analysis

- Inductive qualitative content analysis
- Systematic review
- 2002 from 2022
- First 165 papers
- Second 70 papers
- Finally 16 papers

RESULTS

The results of this study :

- First stage of coding identified the main meaning unit in the form of 8 main categories
- Second stage of coding, 28 sub-categories related to the main categories were identified from within the texts.(fig2)

8 main categories include: ethical consideration, legitimacy, content, context, scientific communicator, source of information, transfer Tools, target audience and science communicator

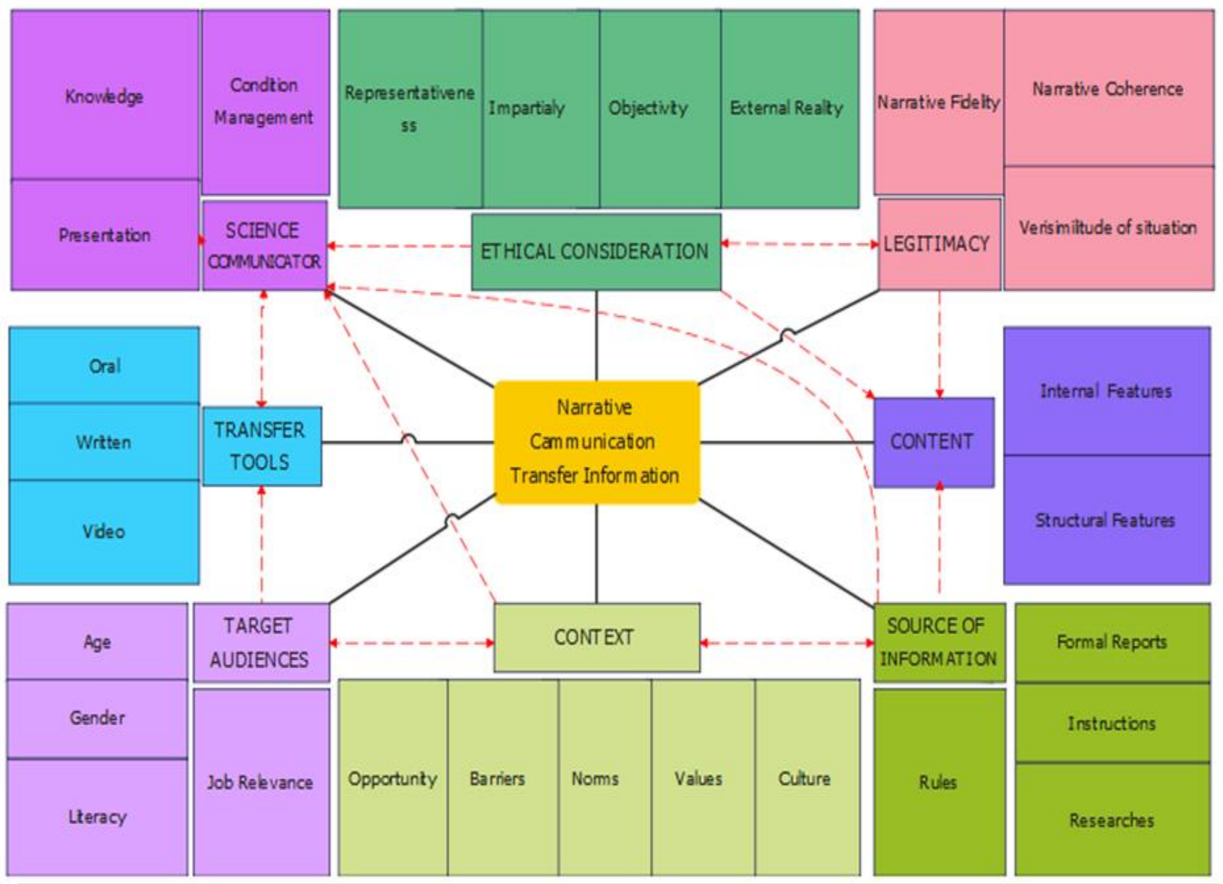

Fig2: narrative communication transfer information framework

HIGHLIGHTED

- A narrative framework, considering its essential components, can help a lot in training non-experts
- Scientific sources such as IPCC reports can be transmitted more easily and effectively in narrative formats
- The scientific communicator in the role of narrator plays an important role in using the components of this framework

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