

Social Media and People's Attitudes towards Climate Change

Student's Name

Institutional Affiliation

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Social media refers to a broad range of interaction and communication means that range from social platforms to blogs that present comprehensive scientific information. Individuals regard these platforms as salient power tools that raise public awareness, besides prompting people to engage in discussions regarding the practicality and effects of climate change. Channels like Instagram, Twitter, and Facebook offer the populace an opportunity to share their views on climate change. Cross-sectional studies focusing on social media implications indicate that the exchange of factual and verifiable scientific information helps in changing people's attitudes towards this hotly debated topic and it prompts them to engage in environmentally-friendly behaviors.

According to Mavrodieva and Harahap (2019), the Paris deal was seen as the greatest breakthrough in mitigating the effects of climate change, but the efforts were soon thwarted when the U.S. pulled out of the treaty in 2017. Since then, public awareness regarding the effects of climate change has been diverted to different channels. Public figures and private institutions have resorted to the use of modern technologies such as social media platforms to encourage responsible environmental behaviors. Lewandowsky and colleagues (2019) report that one tweet by Arnold Schwarzenegger encouraged people to invest in a smarter and healthy-energy future in 2018 and the post attracted more than 125,000 responses, indicating that people perceive the climate change threat as credible whenever the implications are shared by people that they know on social media.

Online platforms are currently used to sensitize people regarding the negative impacts of climate change, and this has contributed to the mobilization of volunteers devoted to tackling these negative impacts. Climate change effects are not felt equally across the globe, and this is

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why social media is used to raise awareness. In some regions, rising sea levels contribute to an increased intensity and frequency of hurricanes, with devastating effects. The sharing of information and real-time destructive images brings the reality closer to the people, subsequently helping to alter their perceptions of climate change.

In summary, the implications of social media usage on people's outlooks towards climate change have been largely positive. Individuals use social media platforms as sources of legitimate information, and this brings the reality of climate change dangers closer to them. Public figures have also resorted to social media platforms to encourage people to change their behaviors by adopting environmentally responsible living patterns.

References

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