ENERGY DEMOCRACY: A CASE FOR EMPIRICAL DATA

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A NEW MEDIA ENVIRONMENT

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A NEW MEDIA ENVIRONMENT

Mother Jones

daily KOS
political analysis and other daily rants on the state of the nation

THE CHRISTIAN SCIENCE MONITOR

ANDREW SULLIVAN
THE DISH

THE WEEK

FOX NEWS Channel

MSNBC

MADISON.COM

CNN

H

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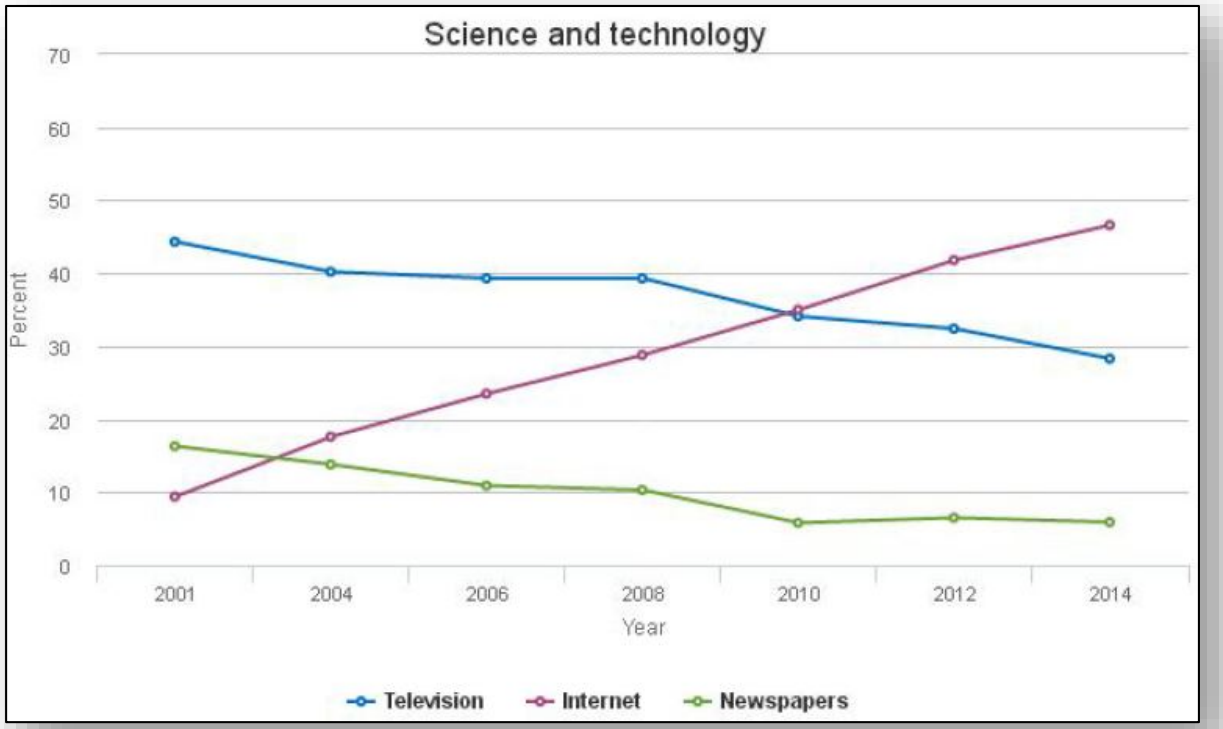
TRENDS IN SCIENCE NEWS

National Science Board. (2016). Science and Engineering Indicators 2016. Arlington, VA: National Science Foundation.



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TRENDS IN SCIENCE NEWS

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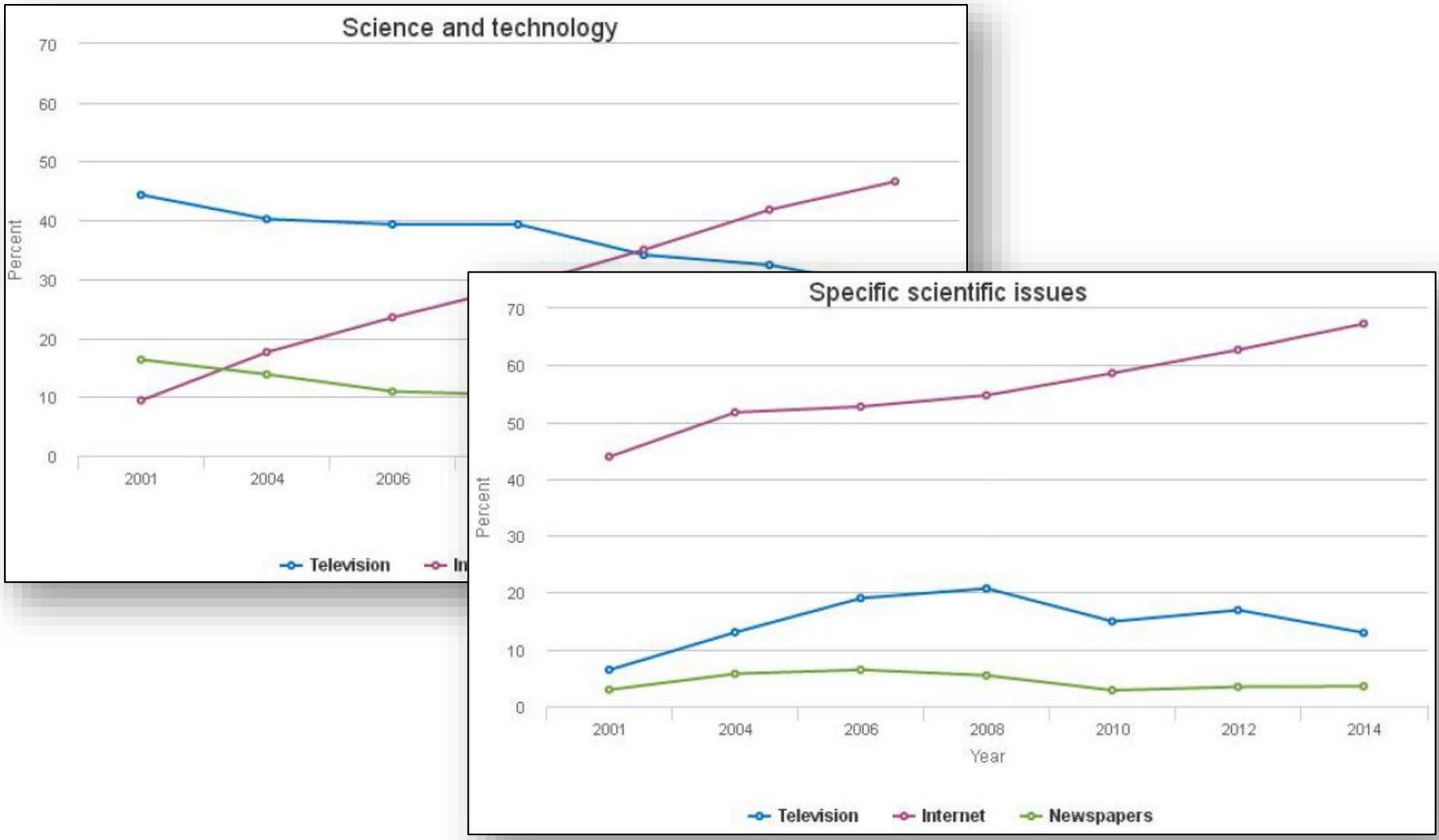

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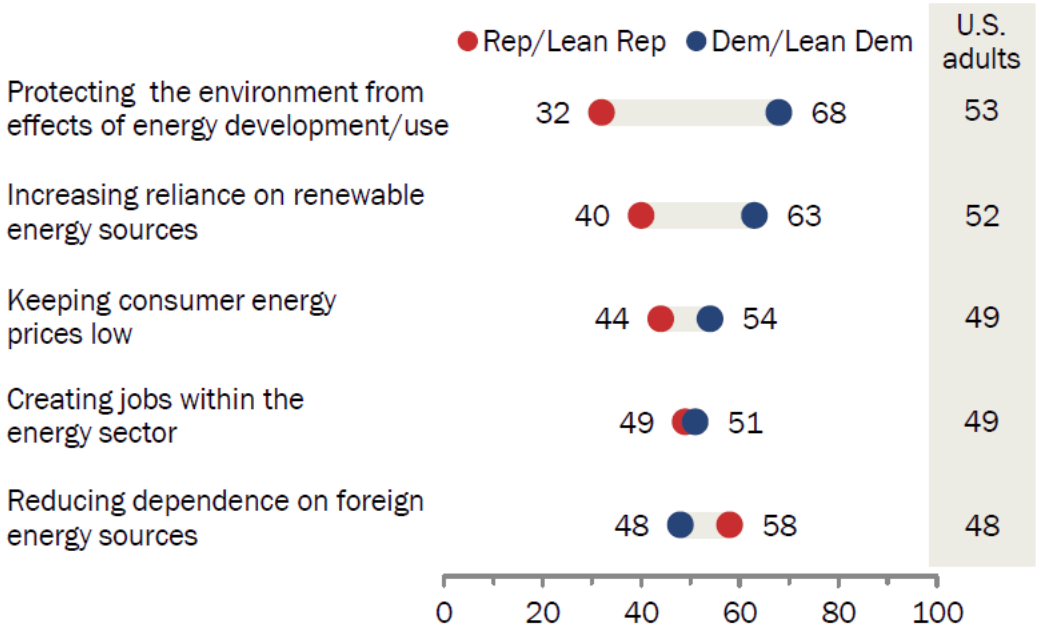
OPINION GAPS & ENERGY

Pew Research Center. (2017). *Public Divides Over Environmental Regulation and Energy Policy*.

Partisans agree on the importance of energy sector jobs, divided on prioritizing environmental effects of energy sources

% of U.S. adults who rate each of the following as ***a top priority*** *for America's energy policies*



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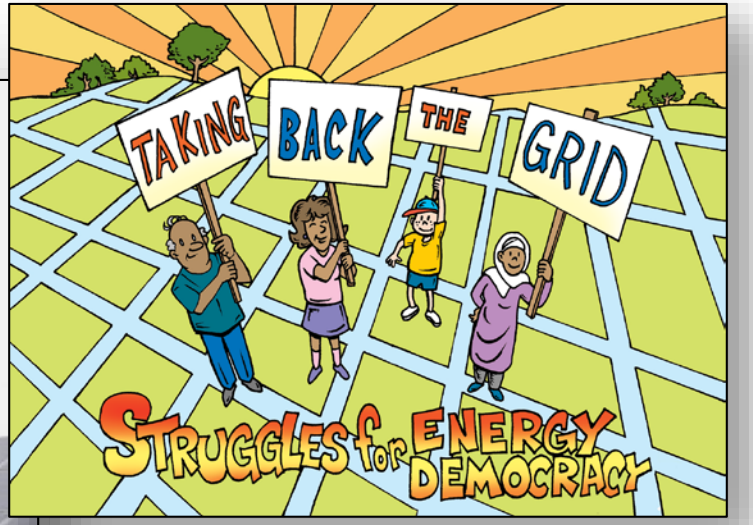
ENERGY DEMOCRACY

- Democratic, community-driven prosumers
- Decentralized
- Renewable, sustainable, local energy
- Social justice



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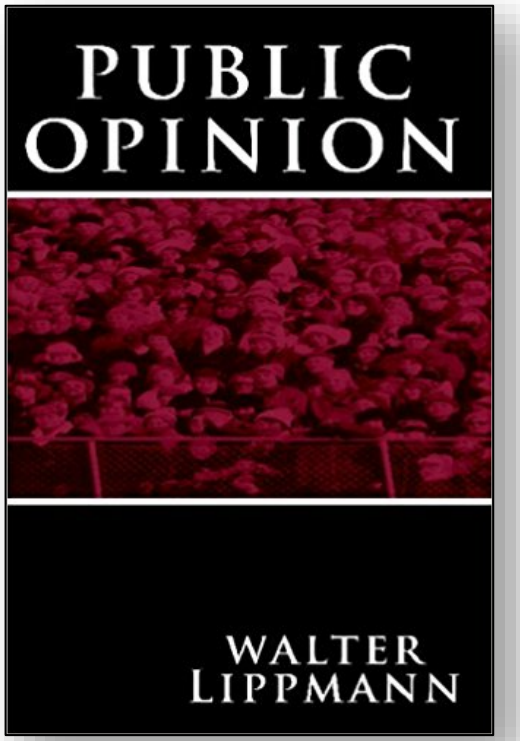
WHY CARE WHAT PUBLICS THINK?

- Democratic, community-driven prosumers



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PUBLIC OPINION & SCIENCE

National Science Board. (2016). *Science and Engineering Indicators*. Arlington, VA: National Science Foundation Retrieved from http://www.nsf.gov/statistics/seind12/start.htm.

- PUS and scientific literacy
  - deficit model
- Limited knowledge and frameworks
  - 53% can define randomized experiments
  - 26% understand a scientific study
- Distractions…

The lure of rationality: Why does the deficit model persist in science communication?

Simis, M. J., Madden, H., Cacciatore, M. A., & Yeo, S. K. (2016). The lure of rationality: Why does the deficit model persist in science communication? *Public Understanding of Science*, *25*(4), 400–414.

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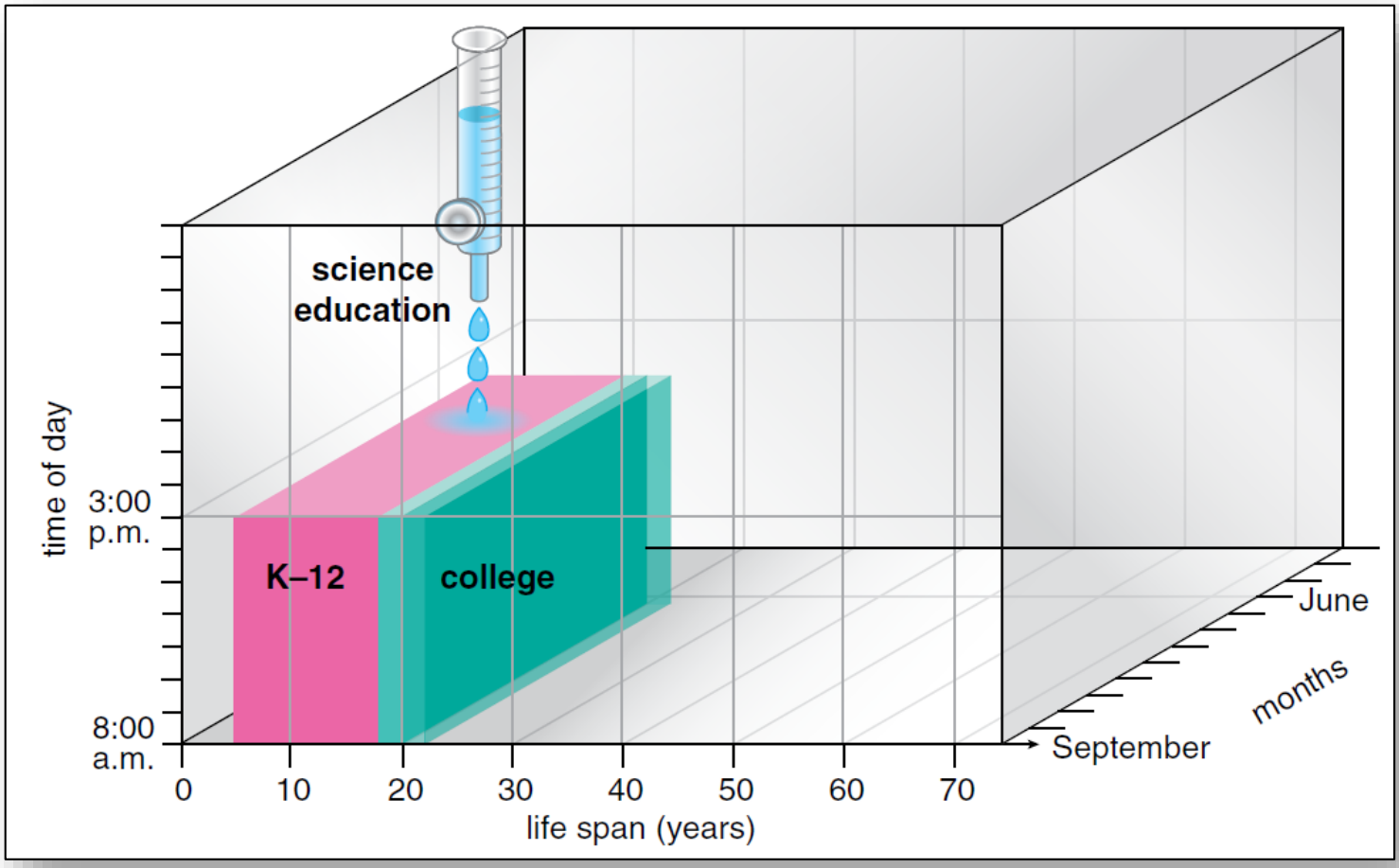
MOST PUBLICS LEARN SCIENCE OUTSIDE THE CLASSROOM

Falk, J. H., & Dierking, L. D. (2010). The 95 percent solution: School is not where most Americans learn their science. *American Scientist, 98*(6), 486-493.



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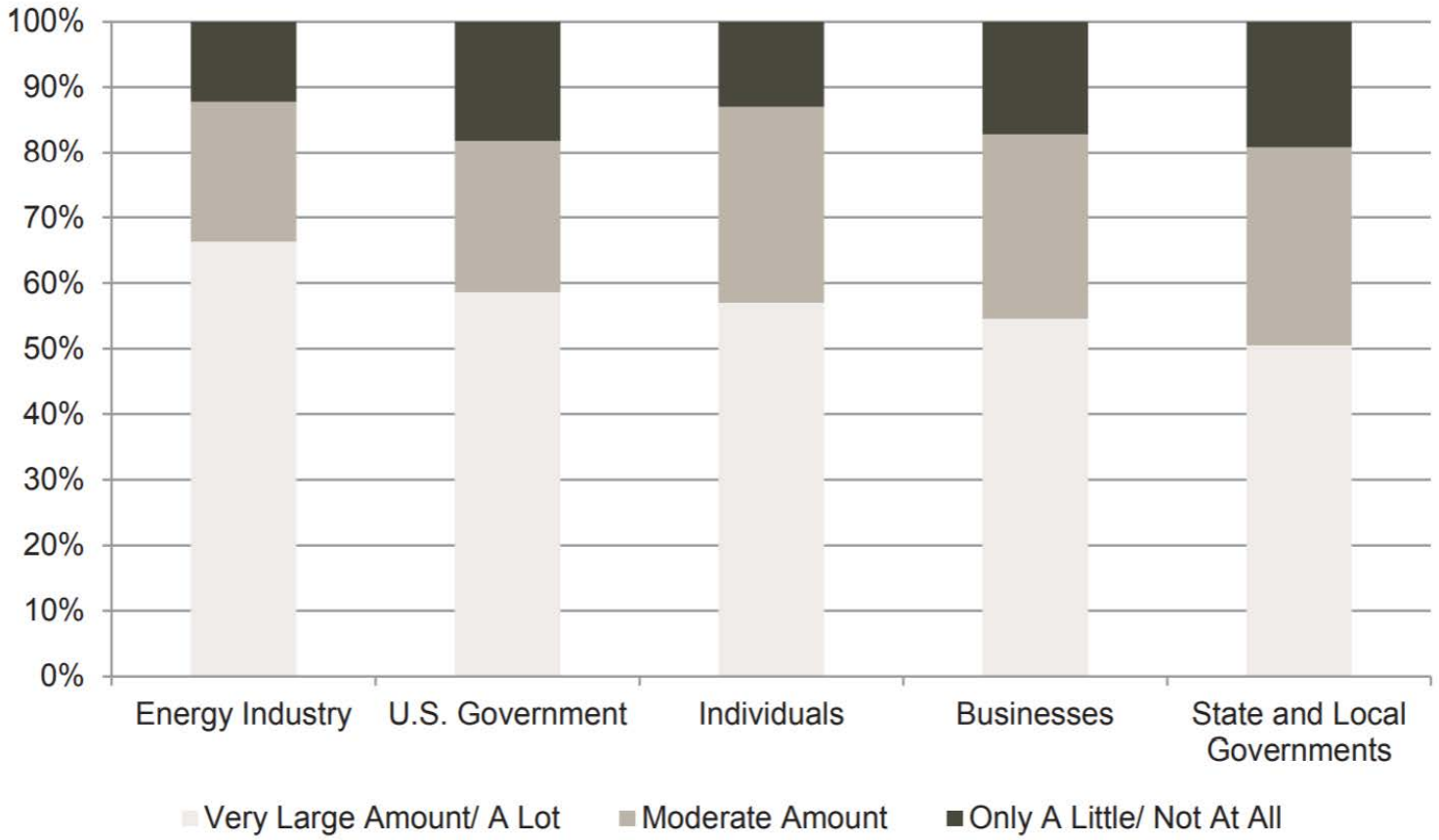
PUBLIC OPINION DATA

The Associated Press-NORC Center for Public Affairs Research. (2012). *Energy Issues: How the Public Understands and Acts*. Chicago: University of Chicago.

How much of the responsibility do you think each of the following groups share for increasing energy savings in the US?



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Partisan amplification of risk: American perceptions of nuclear energy risk in the wake of the Fukushima Daiichi disaster

Sara K. Yeo [a,*,1], Michael A. Cacciatore [b,*,1], Dominique Brossard [a], Dietram A. Scheufele [a], Kristin Runge [a], Leona Y. Su [a], Jiyoun Kim [a], Michael Xenos [c], Elizabeth A. Corley [d]

Energy Policy 67 (2014) 727-736

Assessing socio-technical mindsets: Public deliberations on carbon capture and storage in the context of energy sources and climate change

Edna F. Einsiedel [a,*], Amanda D. Boyd [b], Jennifer Medlock [b], Peta Ashworth [c]

Energy Policy 53 (2013) 149-158

"Fracking" controversy and communication: Using national survey data to understand public perceptions of hydraulic fracturing

Hilary Boudet [a,*], Christopher Clarke [b], Dylan Bugden [a], Edward Maibach [b], Connie Roser-Renouf [b], Anthony Leiserowitz [c]

Energy Policy 65 (2014) 57–67

How do U.S. state residents form opinions about 'fracking' in social contexts? A multilevel analysis

Emily L. Howell[a,*], Nan Li[b], Heather Akin[c], Dietram A. Scheufele[d,e], Michael A. Xenos[d,f], Dominique Brossard[c,d,e]

Energy Policy 106 (2017) 345-355

Risk Perception of Nuclear Energy After Fukushima: Stability and Change in Public Opinion in Switzerland

Silje Kristiansen[1], Heinz Bonfadelli[1] and Marko Kovic[2]

International Journal of Public Opinion Research (2016) edw021

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THE CHALLENGES OF PUBLIC OPINION RESEARCH

- Representative sampling
  - large *N*
  - probability sampling
- Limited resources
- Low response rates
  - mobile and online technologies

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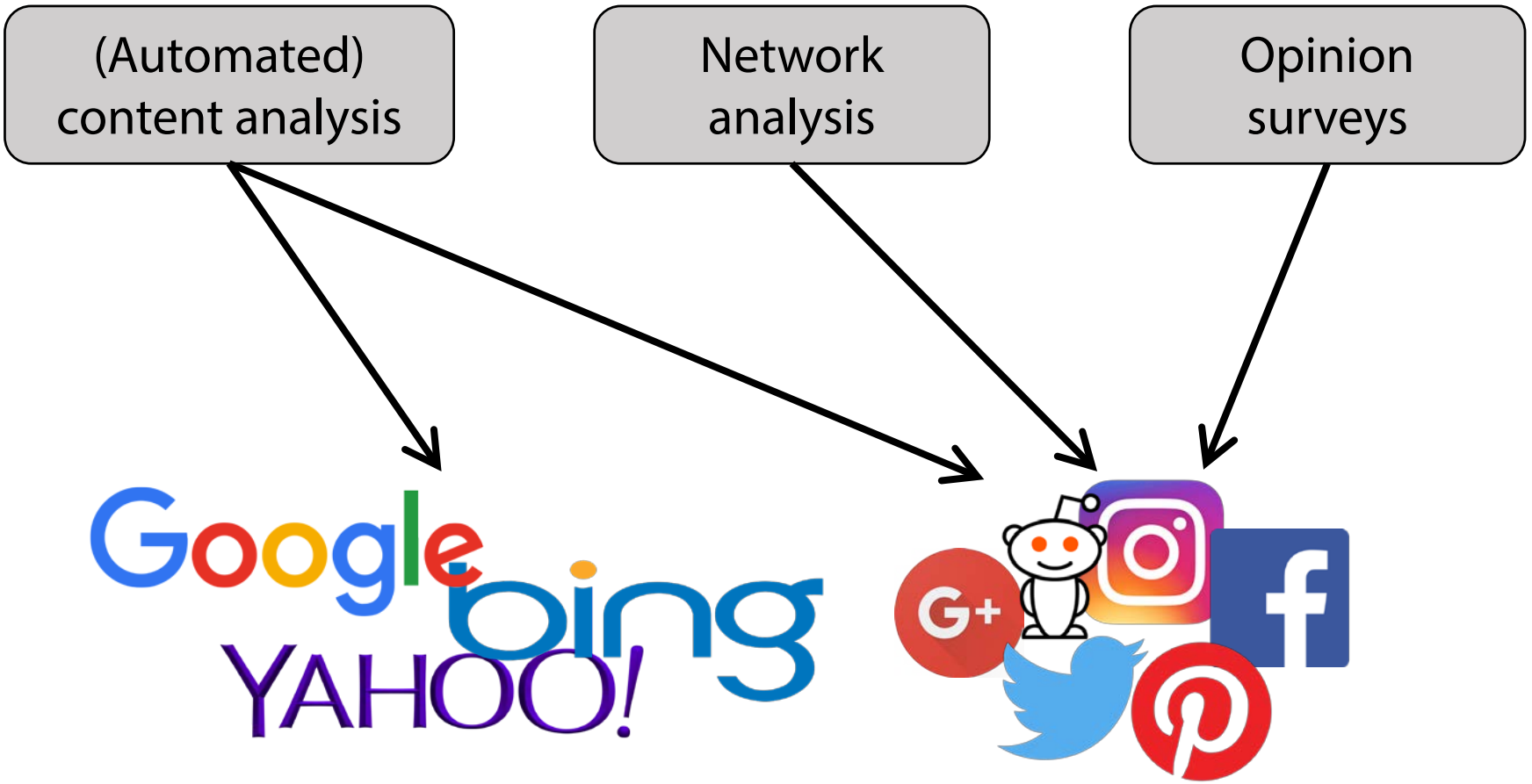
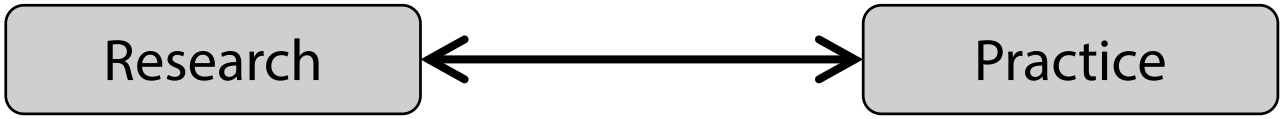
OTHER DATA RESOURCES



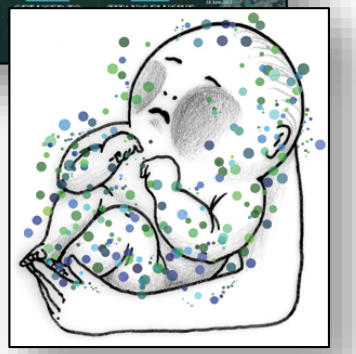
THE INTERSECTION OF RESEARCH & PRACTICE



- involving collaborations
- theoretical and practical contributions

- Communication and engagement
  - between stakeholders
  - evaluations

AN EXAMPLE: MICROBIOMES & DISGUST



1. Survey data
   - perception of risks? benefits?
   - support for regulation?
2. Content analysis
   - what is covered in online media?
3. Experiment
   - disgust, attention to news, & information processing

AMERICAN SOCIETY FOR MICROBIOLOGY

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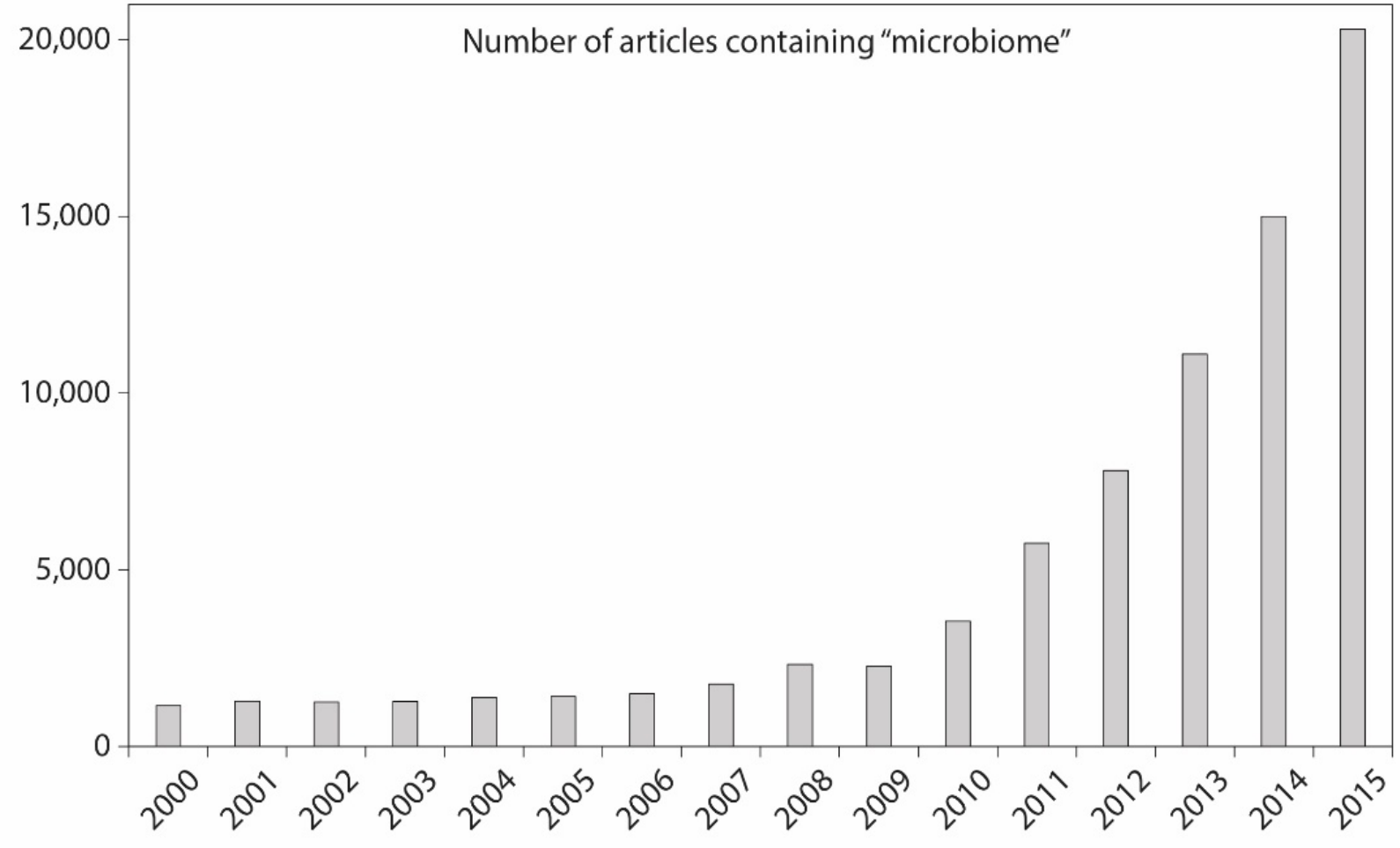
SECONDARY DATA: GOOGLE SCHOLAR RESULTS



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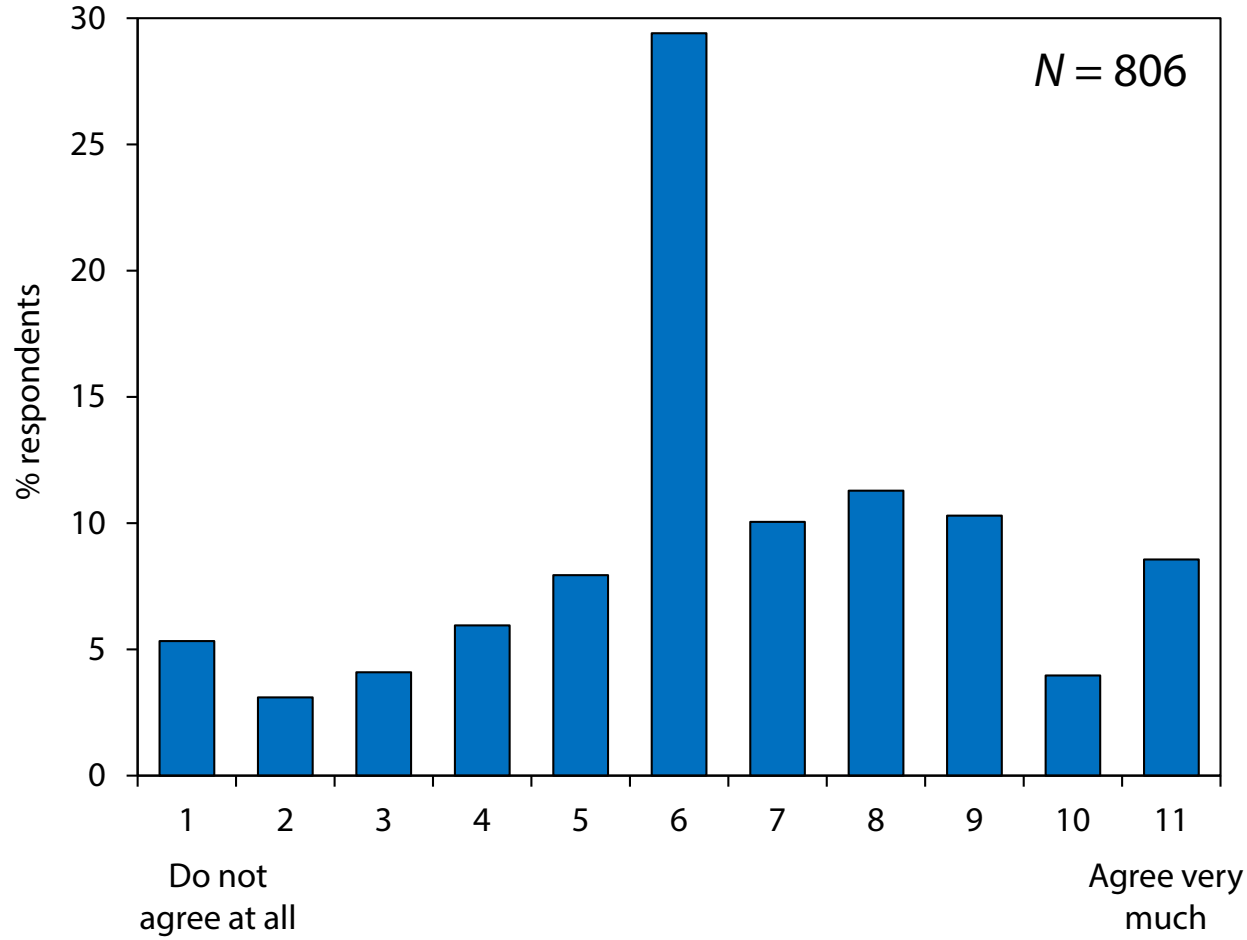
1. SURVEY DATA: OPINIONS ON REGULATION

"Academic research on the microbiome should be regulated."



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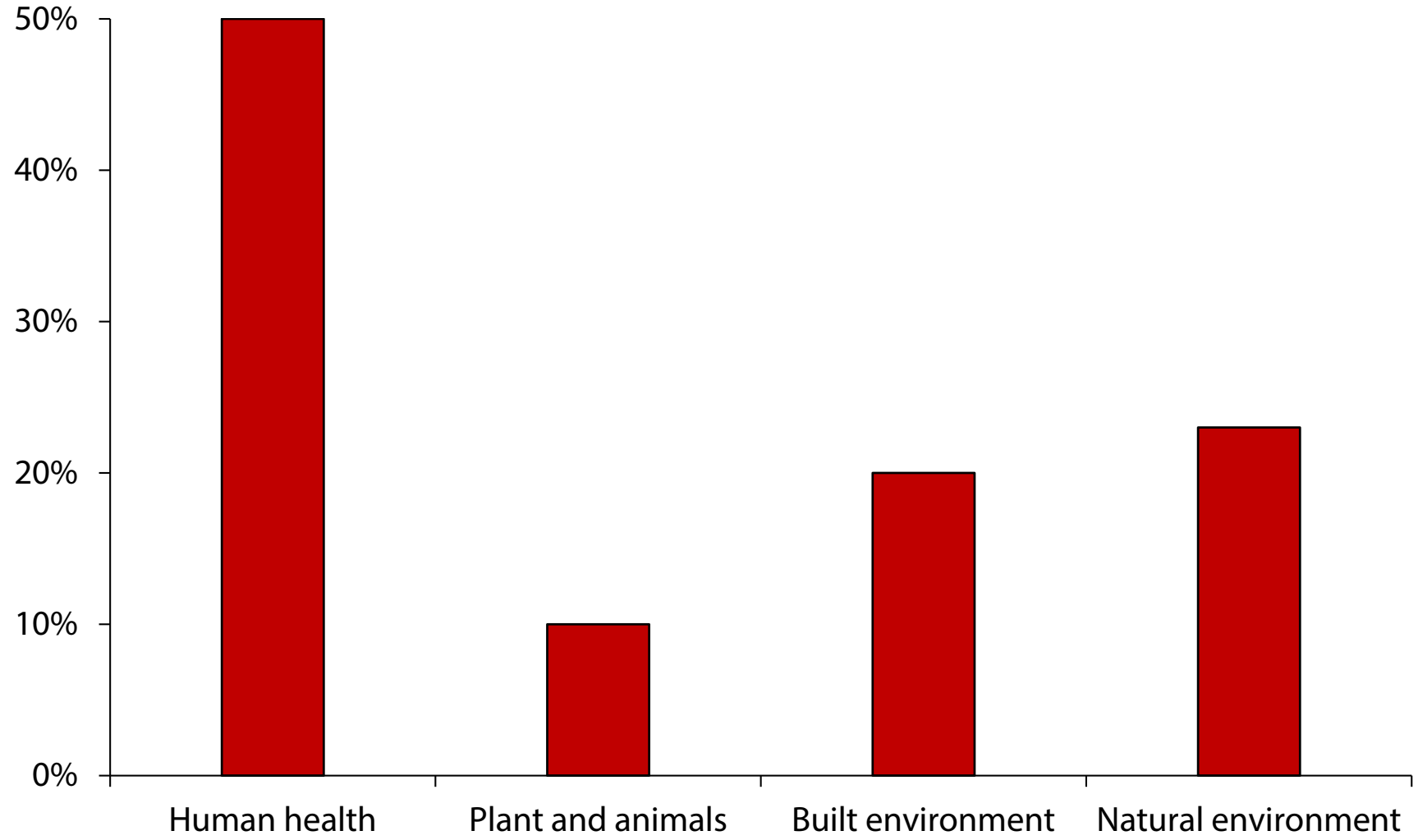
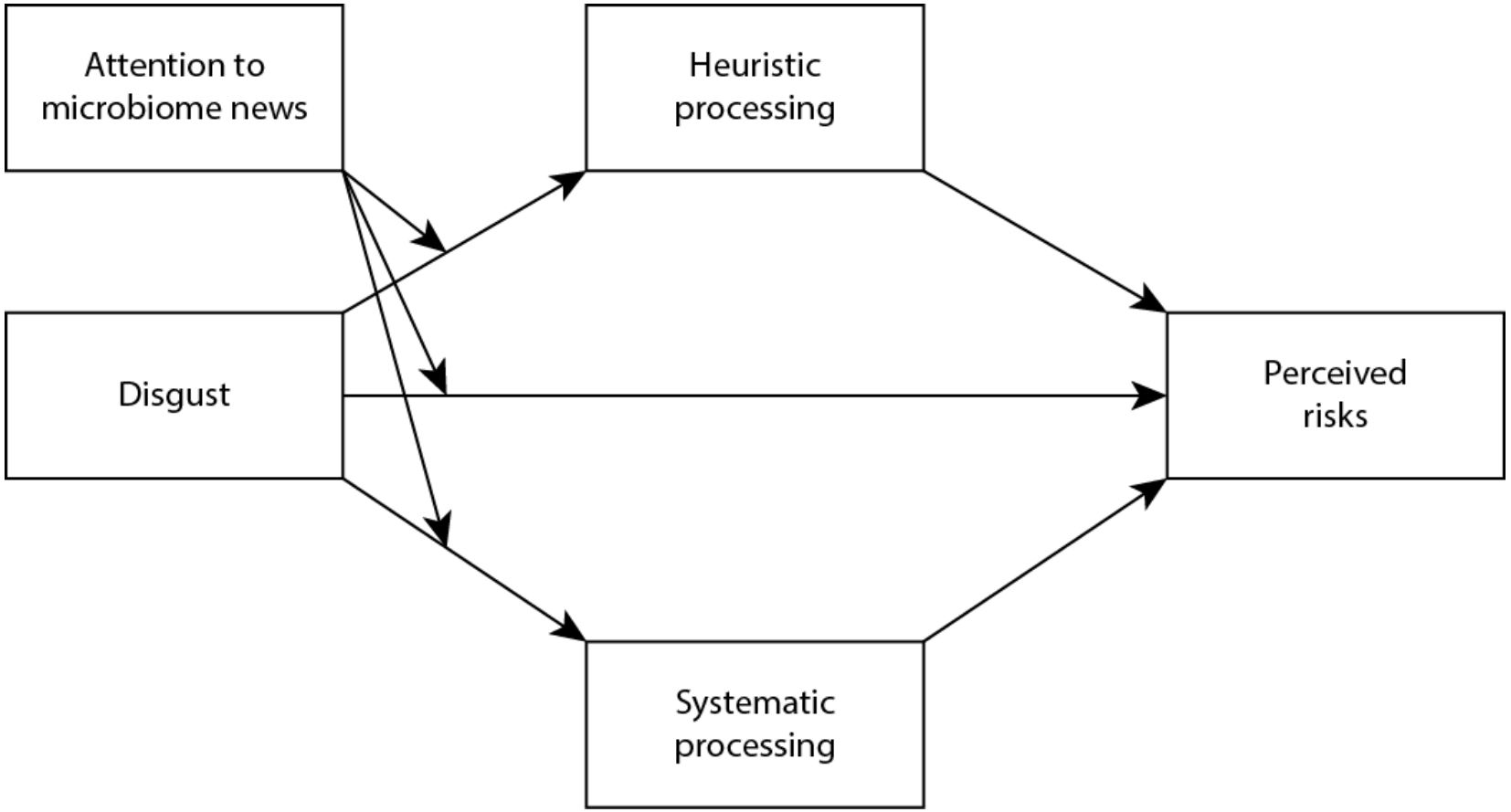
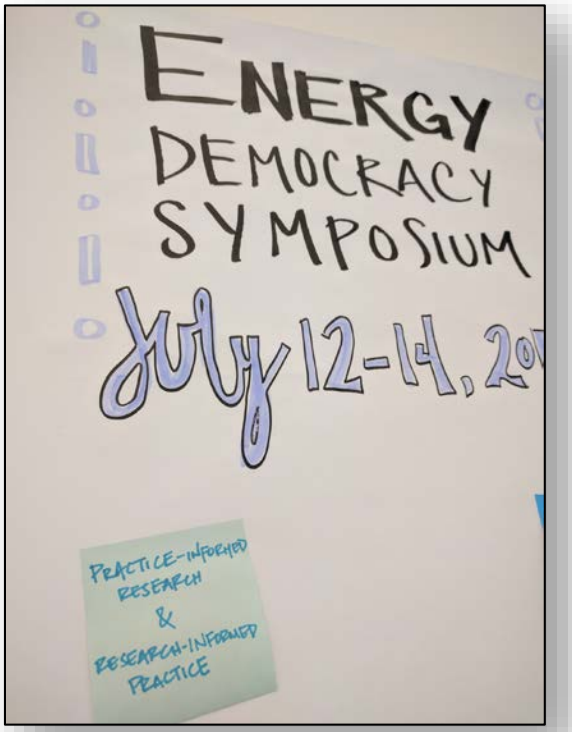
2. CONTENT ANALYSIS: TOPICS IN MICROBIOME ARTICLES



3. EXPERIMENTS: DISGUST, NEWS ATTENTION, INFO PROC



ENERGY DEMOCRACY: BUILDING A RESEARCH AGENDA



How is information about issues related to energy democracy communicated?

- content analysis
- network analysis

How does communication influence audience perceptions?

- secondary data
- survey data
- experiments

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