



Mainstream and Alternative Media Contributing Enough to Adaptation?

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Mainstream and Alternative Media Contributing Enough to Adaptation?

- Questions for the panel discussion:
 1. Is mainstream media doing enough to communicate climate change adaptation?
 2. Are social media and movements more effective channels communicating and evoking action?
 3. How do you assess what your audience already knows about climate change?
 4. How do you know what they need or want to know?
 5. How do you know that your communications about climate change are effective?
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Climate Change Study 2011 – The Philippines, Thailand and Vietnam

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Where we did it?

- Vietnam– HCM
- The Philippines – Metro Manila
- Thailand – Greater Bangkok

Climate concerns?



A grayscale photograph of an industrial landscape. In the foreground, a person and a small child are standing on a grassy hill, looking out over a vast industrial area. The middle ground is filled with large piles of material, possibly coal or ore, and various industrial structures. In the background, a large factory complex is visible, with a prominent smokestack emitting a thick plume of smoke that rises into the sky. The sky is overcast with heavy clouds.

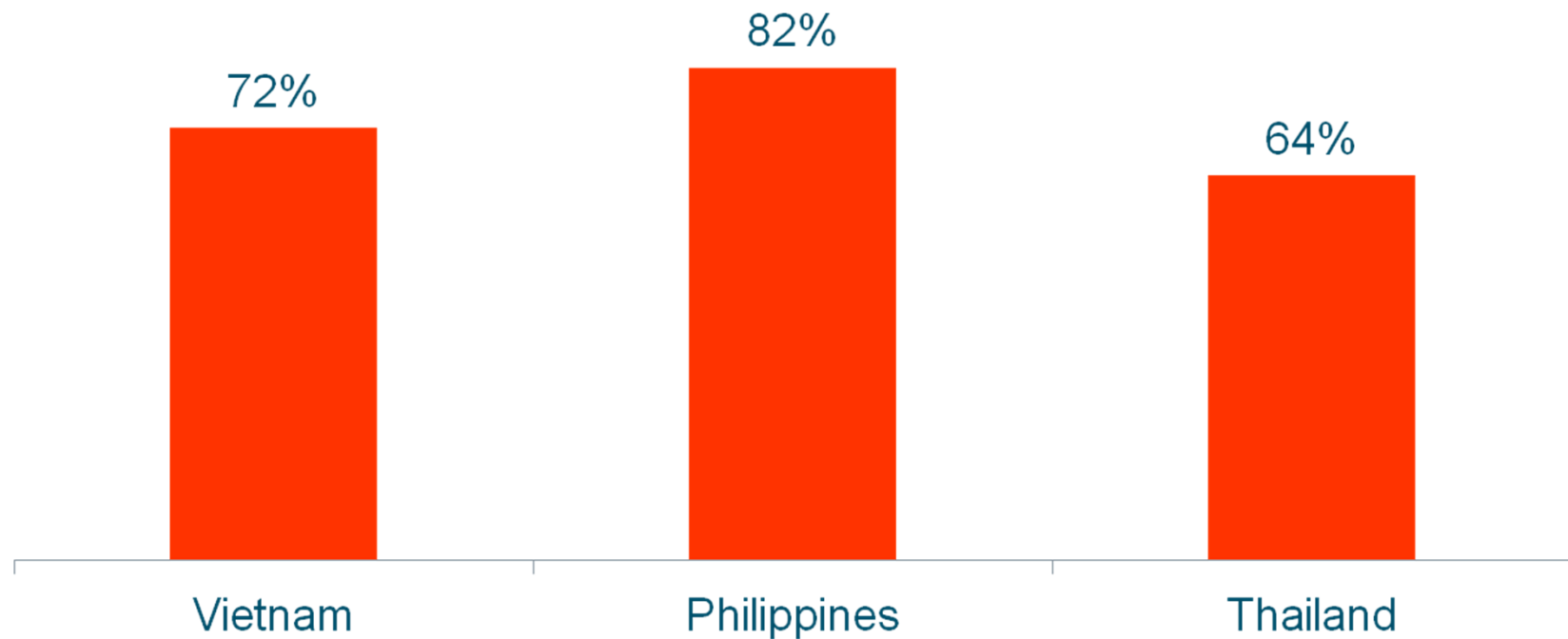
72.9% of people were
concerned about climate change

How do you feel regarding the effects of climate change? (Very concerned/Somewhat concern)
Base: All respondents

Especially in Philippines and Vietnam



Concern about climate change (Very concerned/Somewhat concern)



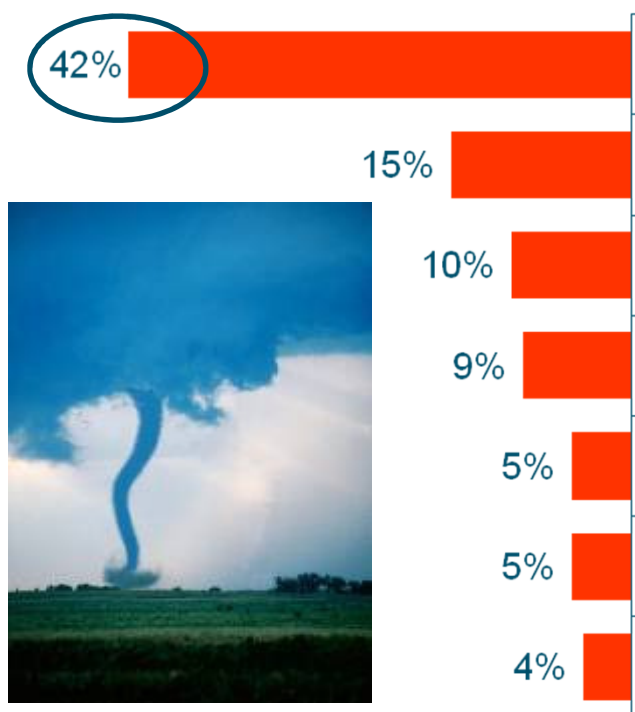
How do you feel regarding the effects of climate change? (Very concerned/Somewhat concern)
Base: All respondents

PH, TH, VN report

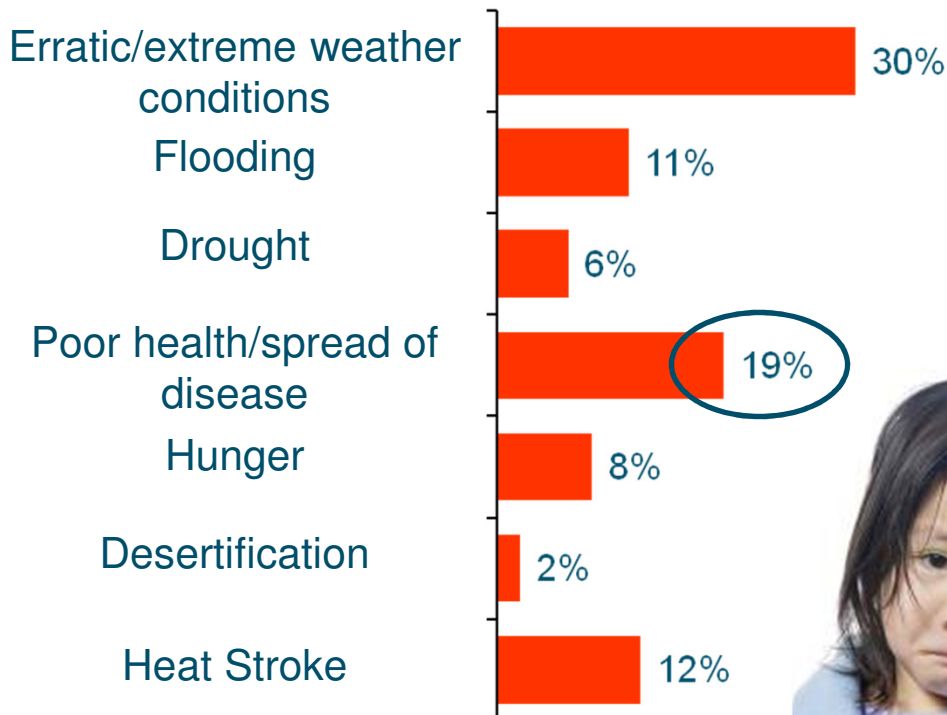
Extreme weather and spread of diseases were the main dangers of climate change

Main danger of climate change

To the world



To individual



What do you regard as the main danger of climate change to the world?
 What do you regard as the main danger of climate change to you?
 Base: All respondents who believe climate's changing

Whose
responsibility?



Who caused climate change? – Human!

Top 5 main factors causing climate change



Human causes
(waste, population increases, electricity, etc)
38%



Deforestation

21%



Pollution

13%



Industrialisation/
Globalisation

10%



Car

5%

What do you believe is the main factor causing the Earth's climate change?
Base: All respondents who believed climate's changing

Who have a responsibility to reduce climate change?



83% felt individuals
have a responsibility

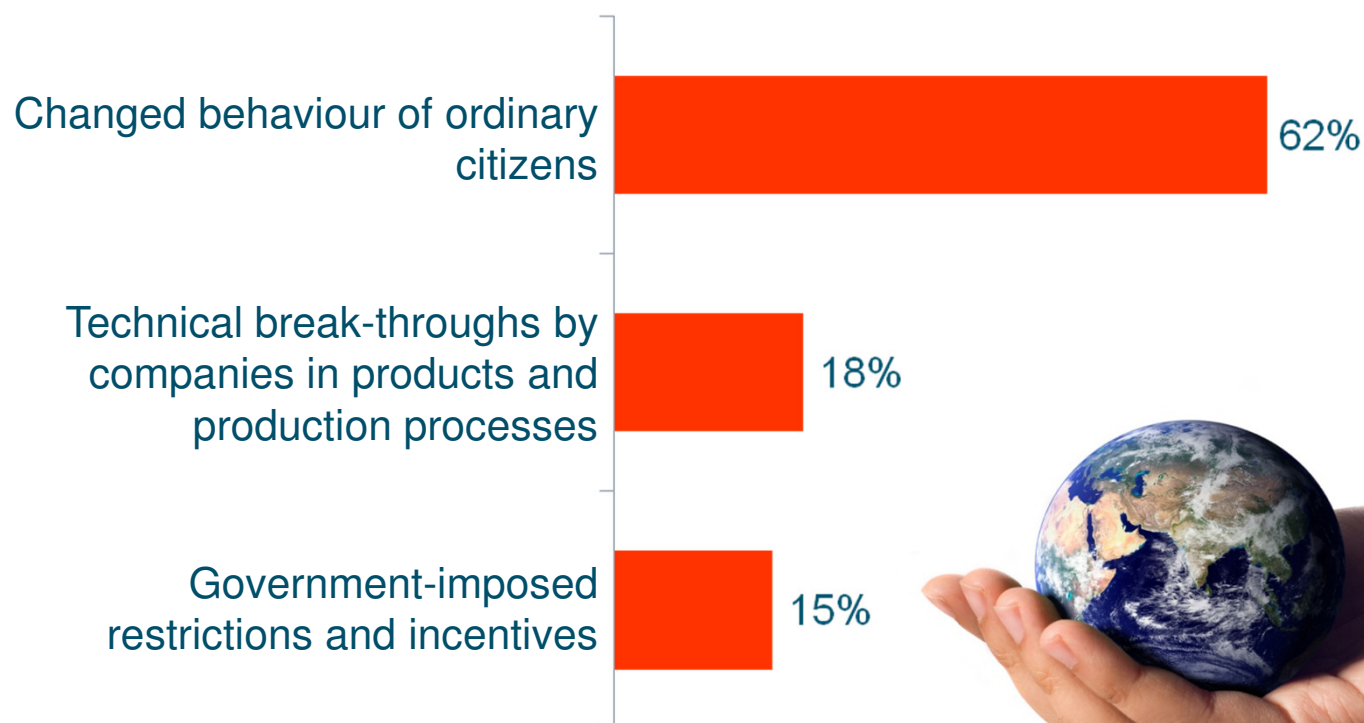
56% felt companies
have a responsibility



Do you, as an individual, have a responsibility to help reduce climate change?
Do companies have a responsibility to ensure they help reduce climate change?
Base: All respondents who believed climate's changing

Ordinary people can save our planet

To tackle climate change in your country, it will be fixed most by



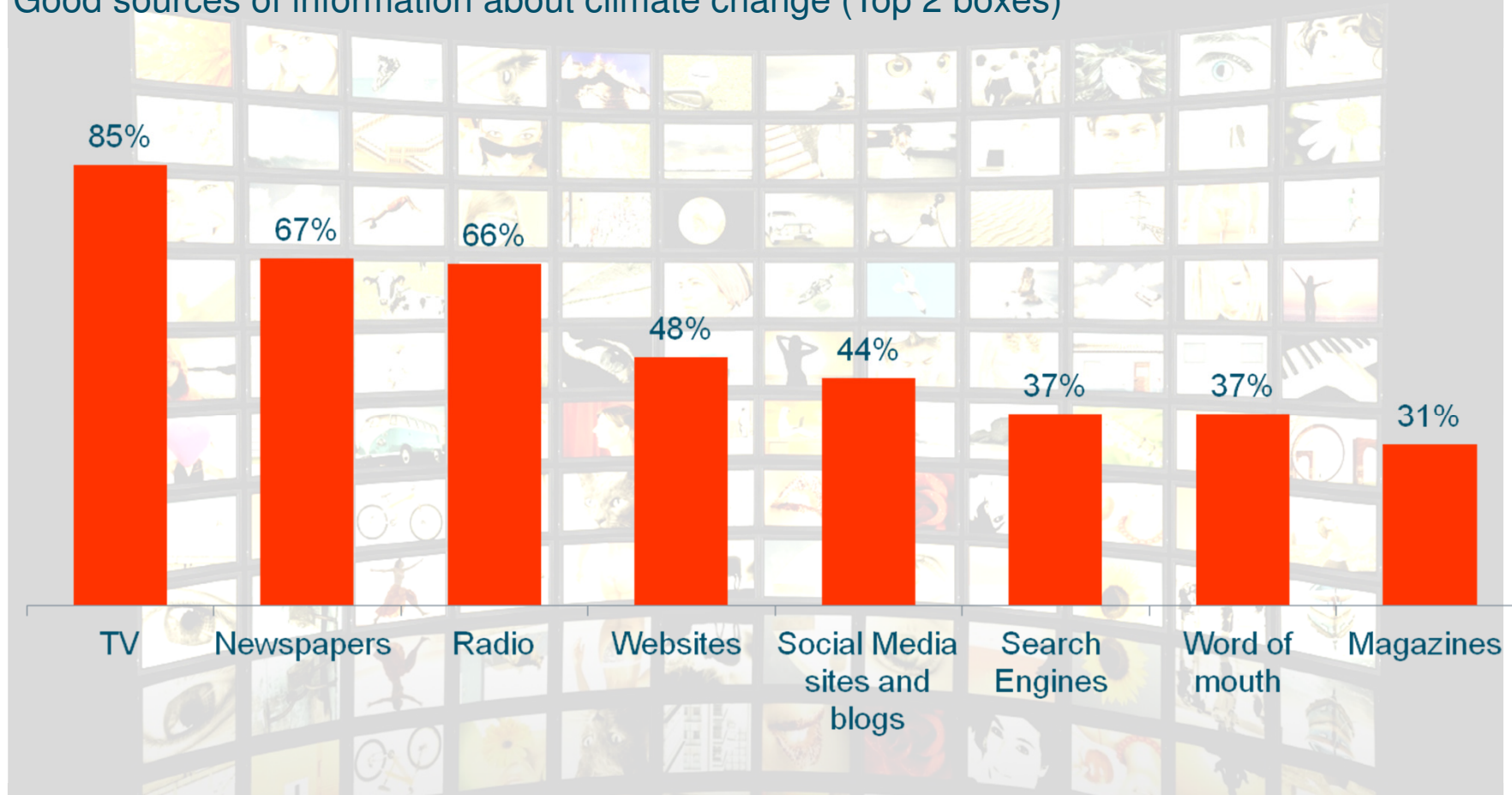
In terms of tackling climate change within your country, do you think it will be fixed most by
Base: All respondents who believe climate's changing

Media matters



Television was perceived to be a good source of information about climate change

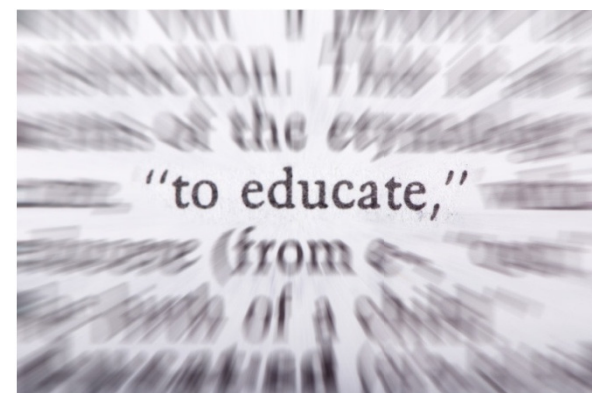
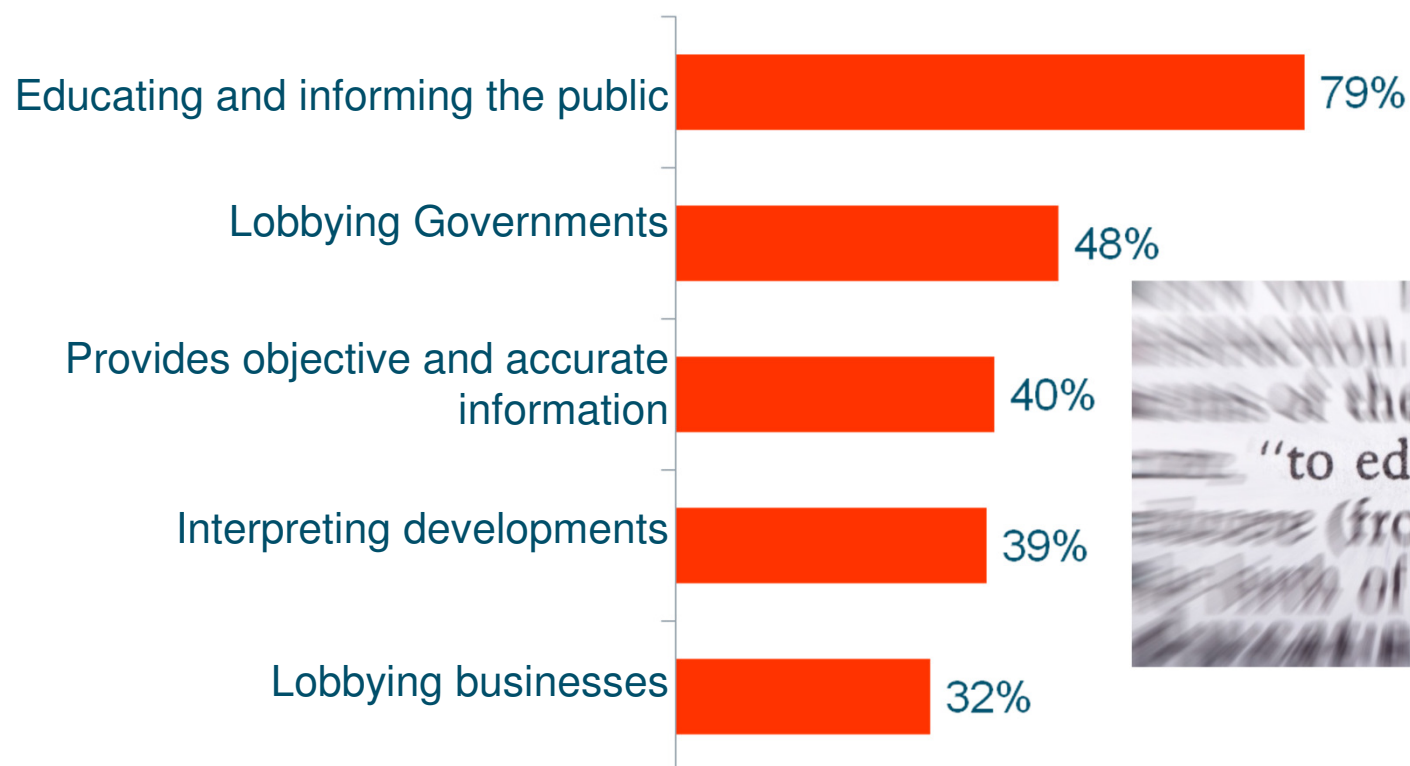
Good sources of information about climate change (Top 2 boxes)



Please rate the following sources of media information about climate change using a scale of 1-5, where 1 is excellent and 5 is very poor
Base: All respondents who believe climate's changing

Media should take the role to educate the public about climate change

Role of media in combating climate change



Which of the following actions do you feel media should take to play an effective role in combating climate change
Base: All respondents who believe climate's changing

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