

# WPI

# Using Media to Influence Agricultural Perceptions on Climate Change

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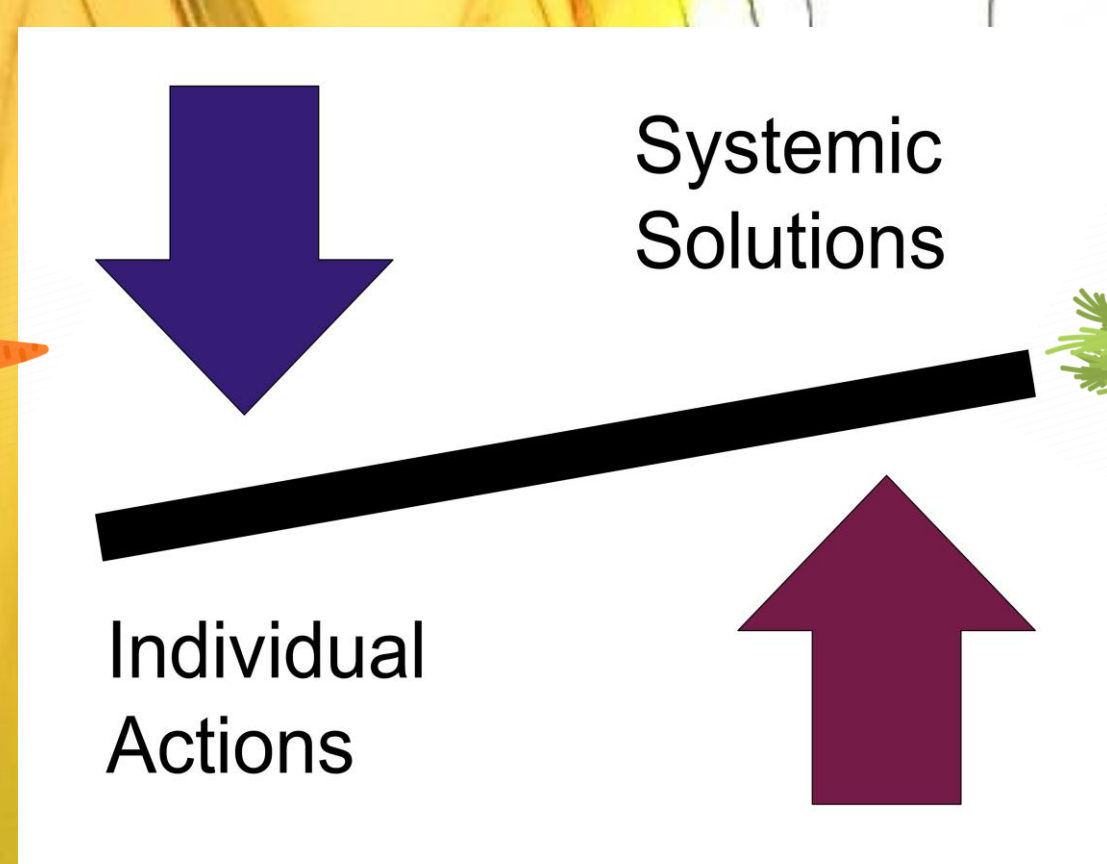
About 2:5 Americans do not believe in human-induced climate change



## Our Approach

## Our Solution

Prioritizing the individual



Like national perceptions, perceptions also vary amongst farmers



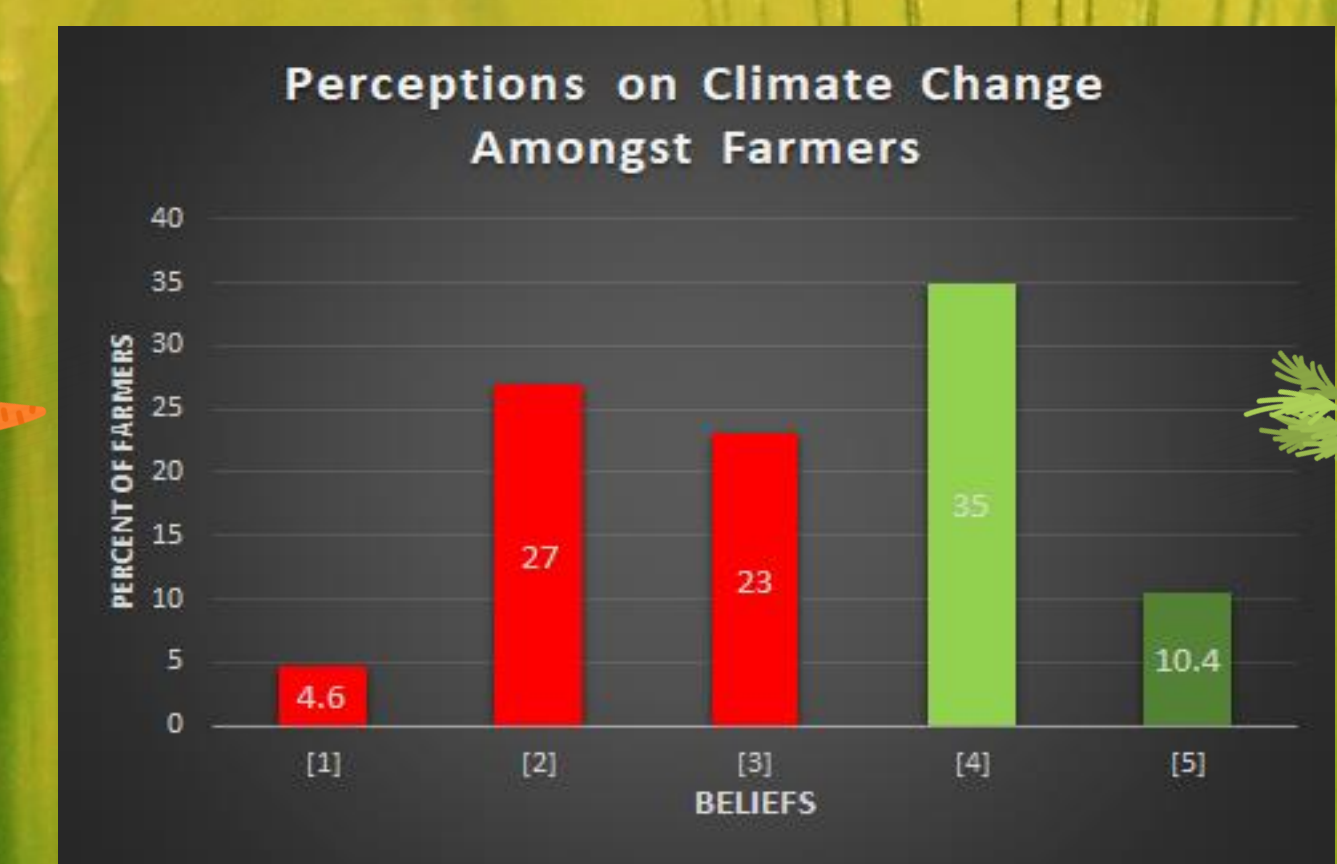
Suggestions:  
1.) Weather App  
2.) Farmers' Almanac  
3.) Newspaper

Considerations:  
Time  
Creativity

Decision:  
Pamphlet

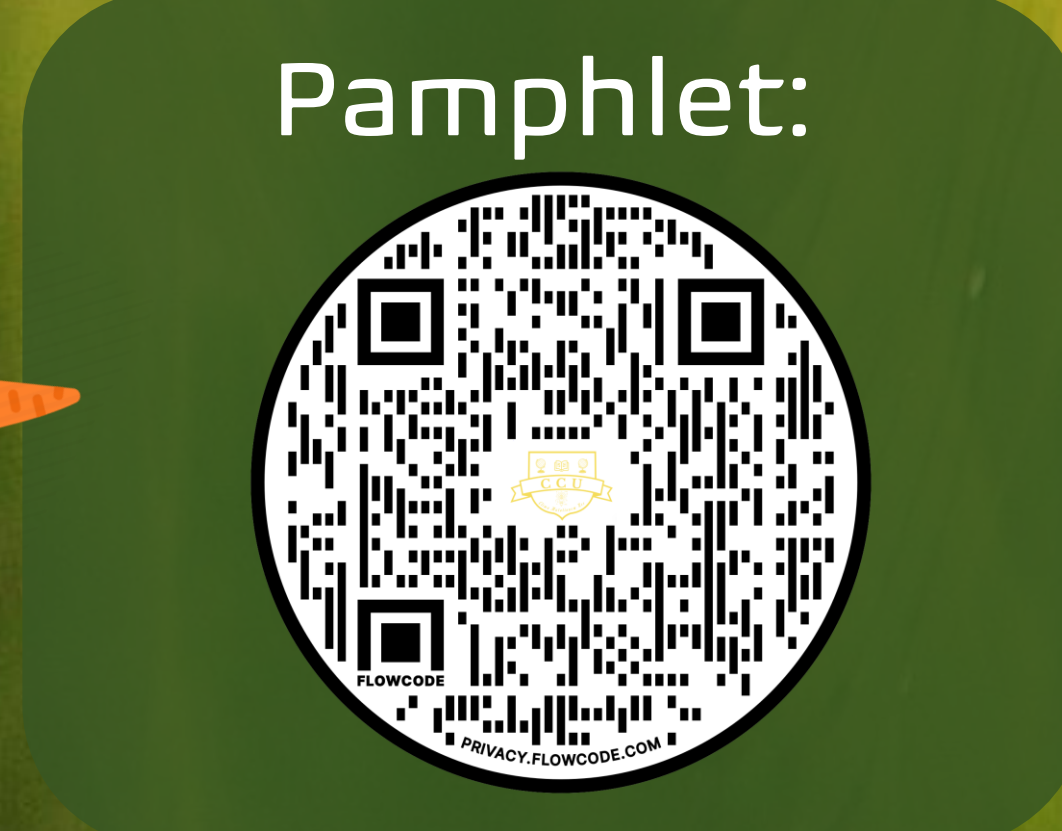
Focusing in on Agriculture

Responsible for between 10 and 15 percent annual carbon emissions worldwide



Low-cost alternatives to reduce emissions relative to other industries

Pamphlet Focus:  
1.) Informative  
2.) Persuasive  
3.) Accessible



Media as a Solution

National media < local media < tailored media

The psychology behind perceptions



Reaching Our Audience:  
1.) Word of Mouth  
2.) Through Trusted Individuals  
3.) Printouts

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