



George Mason University  
Center for Climate Change Communication



## Team

Our [Research Team](#) is expert in the uses of communication and social marketing to help people, organizations, communities and nations achieve their goals. Our expertise spans the broad range of social and behavioral science research methods that are used to develop and improve behavior change and policy change initiatives.

We are joined by a spectacular group of [Affiliate Researchers](#), research professionals who work in various universities and other organizations around the country – and around the world – to improve climate change communication.

And finally, we are fortunate to have a remarkable (and soon to be growing) [Advisory Board](#) – a committed group of leaders in related fields who help guide our efforts.



## Journal Articles

Zhao, X., Leiserowitz, A., Maibach, E., Roser-Renouf, C. (in press) Attention to science/environment news positively predicts and attention to political news negatively predicts global warming risk perceptions and policy support. *Journal of Communication*.

Akerlof, K., DeBono R., Berry P., Leiserowitz A., Roser-Renouf C., Clarke, K.-L., Rogaeva, A., Nisbet, M.C., Weathers, M.R., Maibach, E.W. (2010). Public Perceptions of Climate Change as a Human Health Risk: Surveys of the United States, Canada and Malta. *International Journal of Environmental Research and Public Health*, 7(6):2559-2606. [Retrieve here.](#)

Maibach, E.W., Nisbet, M.C., Baldwin, P., Akerlof, K., & Diao, G. (2010). Reframing climate change as a public health issue: An exploratory study of public reactions. *BMC Public Health*, 10 (299). doi:10.1186/1471-2458-10-299. [Retrieve here.](#)

Jun, J. (2010). How climate change organizations utilize websites for public relations. National Communication Association annual conference, San Francisco.

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### Director

Edward Maibach

### Mason Faculty Researchers

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Zhao, X. (2009). Media use and global warming perceptions: A snapshot of the reinforcing spirals. *Communication Research*, 36(5), 698-723. [Retrieve here.](#)

Maibach, E., & Hornig Priest, S. (2009). No more "Business as Usual": Addressing climate change through constructive engagement. *Science Communication*, 30(3), 299-304. [Retrieve here.](#)

Nisbet, M. C., & Kotcher, J. E. (2009). A two-step flow of influence?: Opinion-leader campaigns on climate change. *Science Communication*, 30(3), 328-354. [Retrieve here.](#)

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