



# **INVESTIGATING PERSPECTIVES OF RURAL NEVADANS ON CLIMATE CHANGE SOLUTIONS**

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# Summary

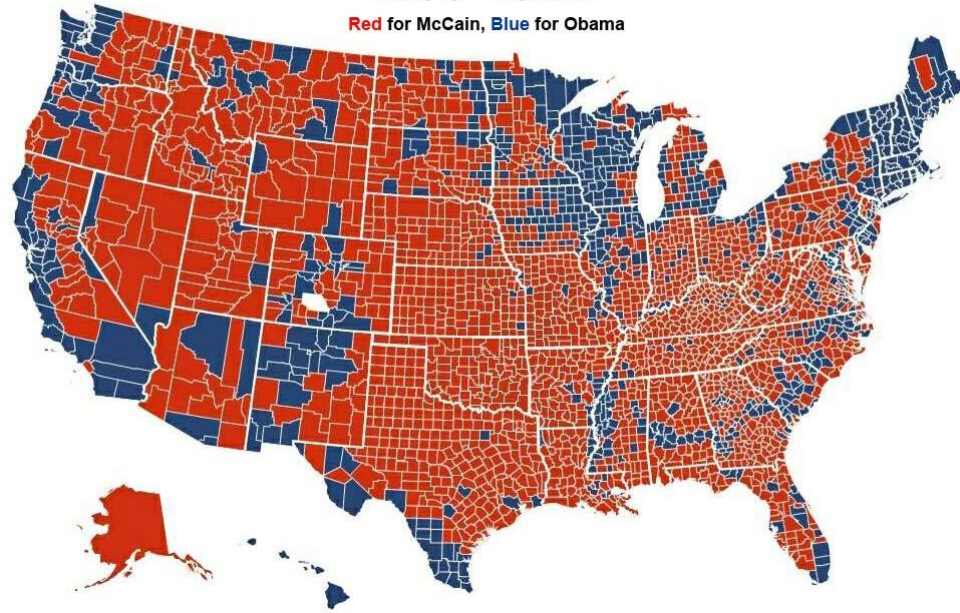
1. Expectations & Literature
2. Case Study
3. Explain the Conservative Perspective
4. Suggest Potential Strategies

# Significance of Researching Conservative Stakeholders

## The 2008 Presidential Election

County by County Results

Red for McCain, Blue for Obama



- Politically active (both state and federal)
  - **States' actions trumping federal inaction on energy policy front**
- Predominant in areas where renewable energy projects would be built
- Conservative views of Climate Change are a growing trend

## Conservative Beliefs:

- Do Not like the Feds – Do Like Private Industry
- Decisions based on Economics

# The Deficit Model

- Climate Skeptics (as viewed by academia, liberals):
  - ▣ They don't have the facts,
  - ▣ Don't understand the facts they have been given, or
  - ▣ Have ulterior motives for behaving in a manner that is known to be wrong (greed)
  
- Need to find a way to break the dichotomy and work with these educated people who have strong stewardship values.



# Qualitative Exploration of Previous Studies

## Six Americas & Pew Research

**Conservatives do not believe humans are affecting climate**

**Conservatives prefer nuclear and fossil fuel development over renewable energy**

## Nevada Farmers & Ranchers

**Conservatives do not believe humans are affecting climate**

**A majority do support the development of renewable energy**





# Adaptation Isn't Needed If They Can Keep Their Water

## Competing Water Users

- Tahoe/Reno
- Agriculture
- Tribal Rights
- Wildlife

Seen as most immediate threat to agriculture, over climate.

Faith in these reservoir systems to overcome droughts







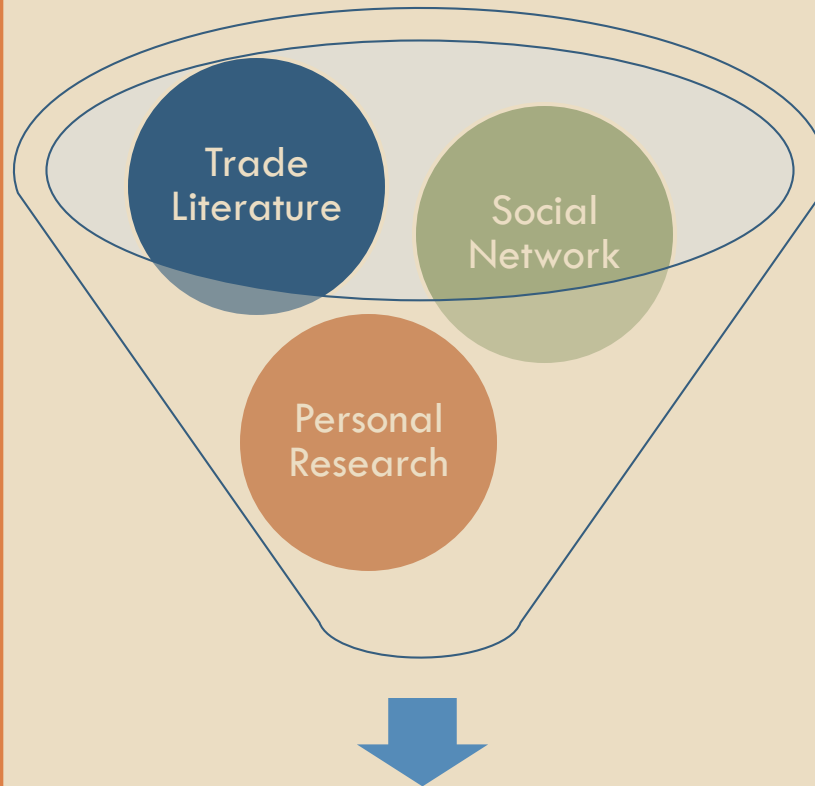
# Trust in Experts

No a lot of trust in those outside their own experiences

- ❖ Co-op ext over UNLV
- ❖ Trade magazines over scientists
- ❖ Always friends over anyone else

Science has become too politicized to be trusted.

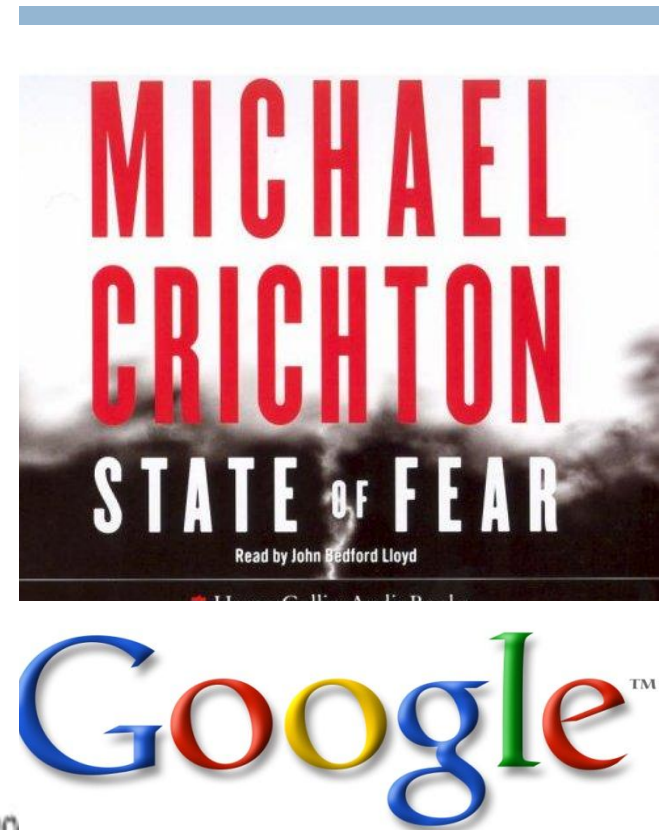
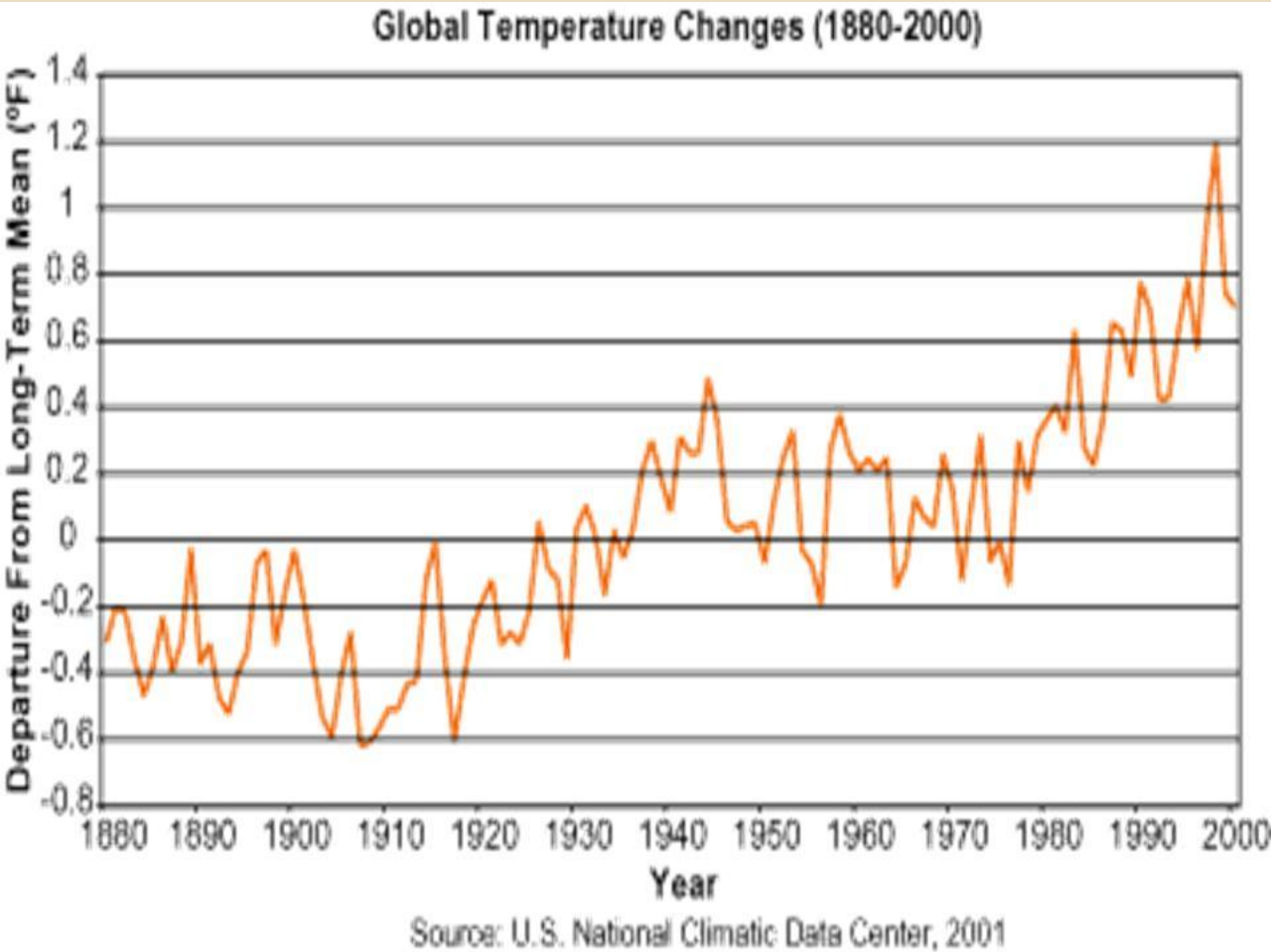
Trust Industry over Government



Individual Belief



# Rationalizing the Science



Interpreting the Data



# Support for Renewable Energy?

- Yes & No
  - Support the concept
  - Decision are based on economics
  - Not more support than nuclear or fossil fuels



# Local Geothermal

- ❑ Local projects create pride, but not a lot of benefits (federal vs local)
- ❑ Compare to mining industry – exploitation of local resource, not to be given away
- ❑ Local competition over land, hot water



# Does Attribution Matter?

## Fatalistic & Reactionary

- **Believe that there is nothing they can do about it either way**
- **Trust in selves to overcome obstacles**

## Wrong Frame

- **Classic advertising ploy is to identify a threat, name a cause, provide the solution. Conservatives do not believe any of this premise.**
- **Show as solution to sustainable economics, and mean it.**
- **Show as economic exploitation of a local resource that can be exported to other states and countries**

# Acknowledgements

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Questions?

