

# Attribution of Extreme Weather and Climate Events and their Impacts

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## CONNECTING THE DOTS: media representations of climate-change-influenced impacts

insights from risk communication and social science

### Extreme Event & Impact Attribution: Challenges, Opportunities and Applications

April 2, 2025

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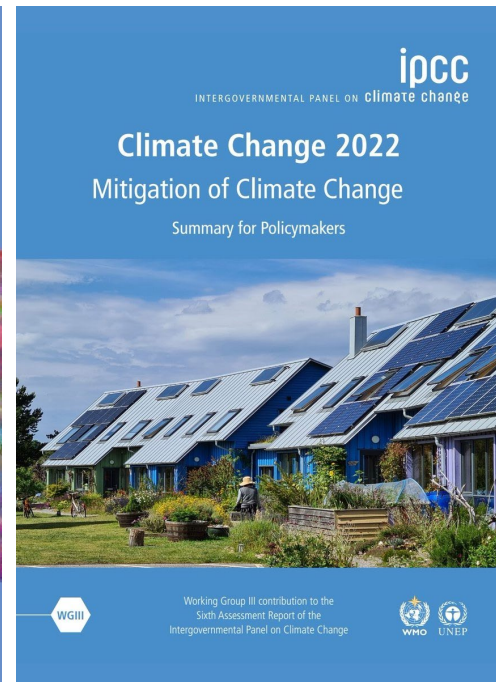
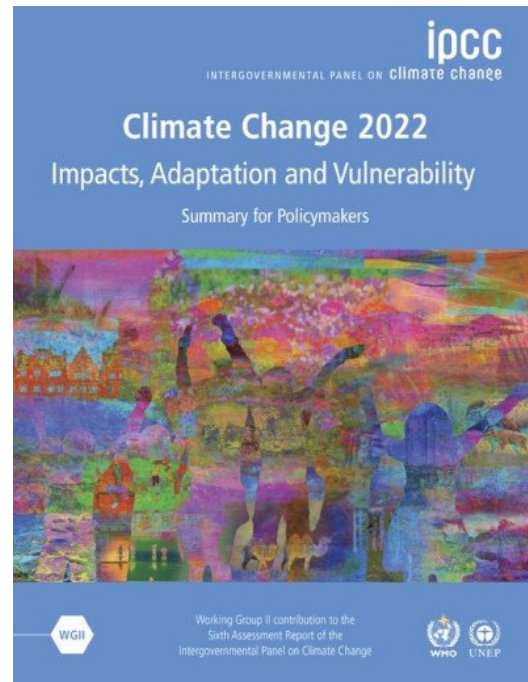
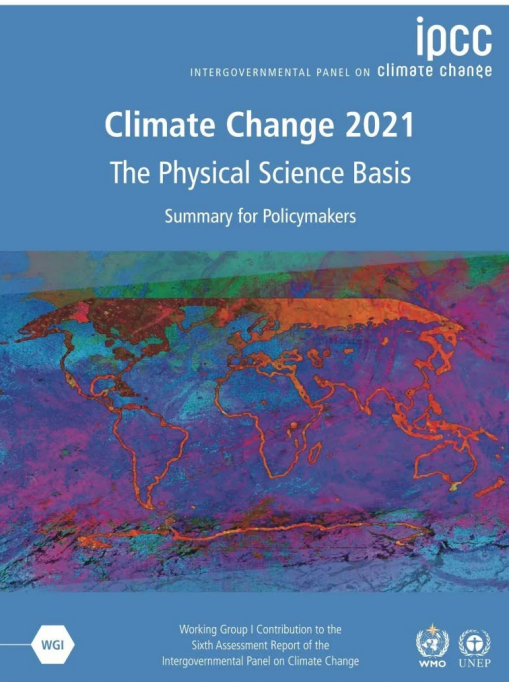
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# The United Nations Intergovernmental Panel on Climate Change (IPCC) Sixth Assessment Reports



# The United Nations Intergovernmental Panel on Climate Change (IPCC) Sixth Assessment Reports

ipcc

INTERGOVERNMENTAL PANEL ON climate change

## Climate Change 2022 Mitigation of Climate Change

Summary for Policymakers



### findings relating to media representations:

- "media shape public discourse about climate mitigation ...global media coverage has been growing {TS 6.2, 13.4}"
- "media professionals have at times drawn on the norm of representing both sides of a controversy, bearing the risk of the disproportionate representation of scepticism of anthropogenic climate change despite the convergent agreement in climate science that humans contribute to climate change {13.4}"
- "accurate transference of the climate sciences has been undermined significantly by climate change countermovements, in both legacy and new/social media environments through misinformation {TS 6.2}"

WGIII

Working Group III contribution to the  
Sixth Assessment Report of the  
Intergovernmental Panel on Climate Change



what kinds of (news-based)  
communications work where,  
when, why, and under what  
conditions in the twenty-first  
century communication  
environment?

# Media & Climate Change Observatory (MeCCO)

## 14 languages:

**Arabic:** "تغير المناخ" or "الاحتباس الحراري"

**Danish:** 'klimaforandringer' or 'global opvarmning'

**English:** 'climate change' or 'global warming'

**Finnish:** 'ilmastonmuutos' or 'ilmaston lämpeneminen'

**French:** 'changement climatique' or 'réchauffement climatique'

**German:** 'Klimawandel' or 'globale erwärmung'

**Italian:** 'cambiamenti climatici' or 'riscaldamento globale'

**Japanese:** '温暖化' or '気候変動'

**Korean:** '기후변화' or '온난화'

**Norwegian:** 'global oppvarming' or 'klimaendring'

**Portuguese:** 'mudanças climáticas' or 'aquecimento global'

**Russian:** 'изменение климата' or 'глобальное потепление'

**Spanish:** 'cambio climático' or 'calentamiento global'

**Swedish:** 'global uppvärmning' or 'klimatförändring'

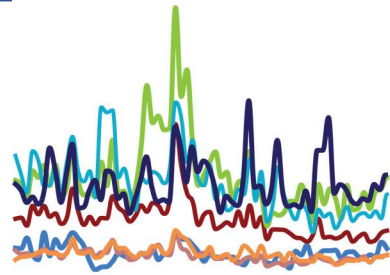


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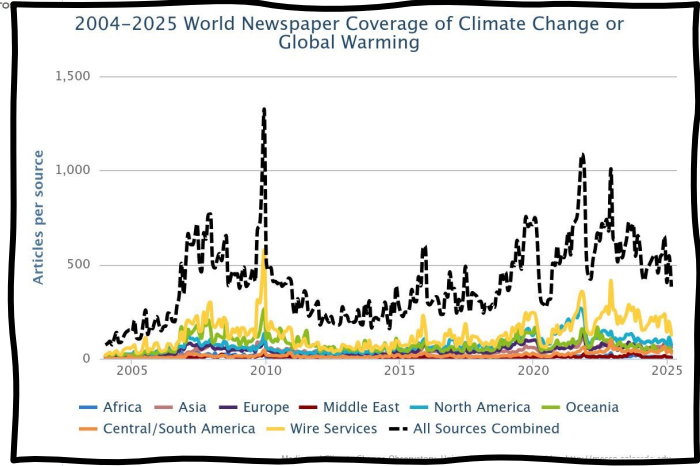
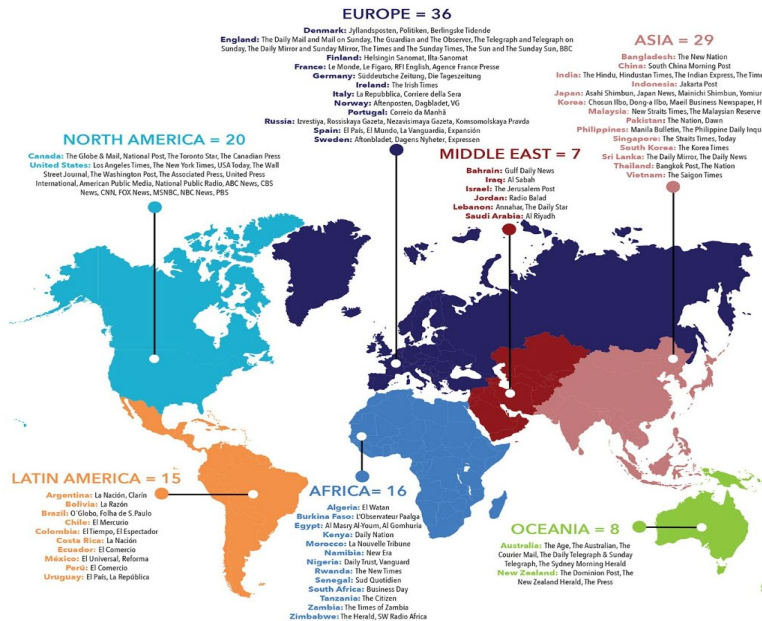
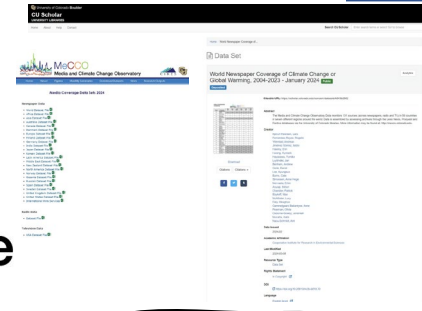
# media portrayals: bridging formal science & policy with our everyday



## MeCCO Media and Climate Change

We monitor 131 sources (across newspapers, radio and TV) in 59 countries in seven different regions around the world. We assemble the data by accessing archives through Factiva, Infomedia, ProQuest, Nifty and NexisUni databases for our work across our various institutions. These sources are selected through a decision process involving the weighting of three main factors:

1. geographical diversity (favoring a greater geographical range)
2. circulation (favoring higher circulating publications)
3. reliable access to archives over time (favoring those accessible consistently for longer periods of time)



## monthly updates currently include:

- 3 international, 7 regional, 16 country-level assessments
- 25 open-source datasets
- 50 interactive & downloadable figures (jpeg, png, pdf, SVG vector images)
- Factiva, Infomedia, ProQuest, Nifty, BigKind and NexisUni databases

# Media & Climate Change Observatory (MeCCO)



## Monthly Summaries

Sign up for MeCCO Monthly Summaries



### Special Issue 2024

A Review of Media Coverage of Climate Change and Global Warming in 2024



### Issue 98, February 2025

"Clunky and sanctimonious in its execution but unimpeachable in its sentiments"

### Special Issues

- A Review of Media Coverage of Climate Change and Global Warming in 2024 [DOI]
- A Review of Media Coverage of Climate Change and Global Warming in 2023 [DOI]
- A Review of Media Coverage of Climate Change and Global Warming in 2022 [DOI]
- A Review of Media Coverage of Climate Change and Global Warming in 2021 [DOI]
- A Review of Media Coverage of Climate Change and Global Warming in 2020 [DOI]
- A Review of Media Coverage of Climate Change and Global Warming in 2019 [DOI]
- A Review of Media Coverage of Climate Change and Global Warming in 2018
- A Review of Media Coverage of Climate Change and Global Warming in 2017

### Past Issues



Issue 97, January 2025 [DOI]

A screenshot of the MeCCO website. The navigation bar is at the top. The main content area shows the title "Clunky and sanctimonious in its execution but unimpeachable in its sentiments" in large blue text. Below the text is a large image of a forest path with sunlight filtering through the trees. A small "SCIENCE MOMS" logo is in the top right corner of the image. Below the image is a caption: "Image captured from Science Moms climate change advertisement. Credit: Science Moms." At the bottom, there is a paragraph of text: "February media coverage of climate change or global warming in newspapers around the globe dropped 23% from January 2025. Furthermore, coverage in February 2025 dipped 2% from February 2025. In February, international wire service coverage plunged 36% from the month earlier (January) and 18% from the previous year (February 2025). Figure 1 shows trends in newspaper media coverage at the global scale - organized into seven geographical regions around the world - across 21 years, from February 2004 through February 2025."

## news story themes:

political

economic

cultural

scientific

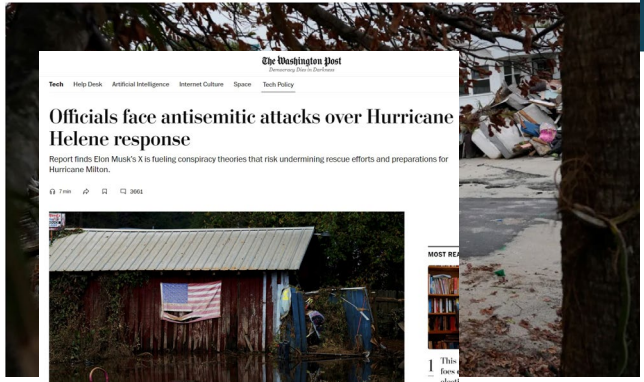
ecological/meteorological (severe weather events)

# media coverage: navigating conflict & extreme events with climate impact attribution...going forward

FOR SUBSCRIBERS

## Monster storms Milton and Helene prove climate change is a national security issue

Analysis by Peter Bergen, CNN  
3 minute read · Updated 6:54 AM EDT, Fri October 11, 2024



### Officials face antisemitic attacks over Hurricane Helene response

Report finds Elon Musk's X is fueling conspiracy theories that risk undermining rescue efforts and preparations for Hurricane Milton.

7 min · 2662



The aftermath of Hurricane Helene has left much of western North Carolina, including Swain County, littered with debris, mud and standing water. (Merissa Joseph/The Washington Post)

By Will Crosson and Maxine Jacobson  
October 8, 2024 at 6:00 a.m. EDT

Top officials in North Carolina and at the Federal Emergency Management Agency responding to Helene are being subjected to a flurry of antisemitic attacks, causing some of them to fear for their safety as they prepare for another hurricane to strike Florida.

Ask your climate questions. With the help of generative AI, we'll try to deliver answers based on our published reporting.

The attacks, which include wild claims that Jewish officials are conspiring to orchestrate the disasters, sabotage the recovery or even seize victims' property, are being forwarded largely on Elon Musk's X. Antisemitic tropes have commingled on the site with false rumors and conspiracy theories amid the chaos of the recovery effort, according to a report released Tuesday by the nonprofit Institute for Strategic Dialogue (ISD).

- MOST RECENT
- 1 This fear-abetted
- 2 Got a letter? Here's
- 3 Helene may be center
- 4 A fresh climate poster
- 5 The 're-making

MSNBC DECEMBER 2024 RACHEL MADDOX PRESENTS: ULTRA RACHEL MADDOX

### TOP STORIES

News and analysis from the day's top stories.

LATEST NEWSLETTER



### As Florida reels from Hurricane Milton, DeSantis again dismisses the role of climate change

DeSantis seemed to equate hurricane-related conspiracy theories — which authorities say are causing real harm — with scientists pointing out that human activity drives climate change.

Oct. 11, 2024, 2:53 PM PDT  
By Clarissa-Jan Lim

With the severity of damage from Hurricane Milton in Florida becoming more clear, Gov. Ron DeSantis once again dismissed the impact of climate change.

"It is hurricane season. You are going to have tropical weather," the Republican said at a news conference Thursday in St. Lucie County, which was hit hard by deadly tornadoes.

DeSantis also seemed to equate hurricane-related conspiracy theories — which authorities say are causing real harm — with scientists pointing out that human activity drives climate change. When asked for his response to the disinformation swirling around the hurricanes, the governor joked: "Look, if I could control the weather, I would do, you know, 78 and sunny year-round." He then added:

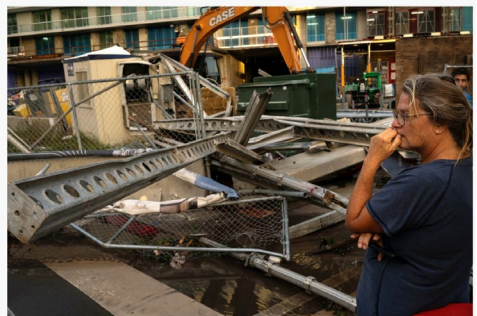
## Inside Climate News

Pulitzer Prize-winning, nonpartisan reporting on the biggest crisis facing our planet.

### Climate Disasters Only Slightly Shift the Political Needle

Researchers tracking the social and political impacts of storms, floods and heat waves say their effects are often transient and short-lived.

By Bob Berwyn  
October 13, 2024



Dawn Fader of Treasure Island, Fla., looks at damage from a fallen crane in downtown St. Petersburg on Thursday after Hurricane Milton swept through the Tampa Bay area. Credit: Thomas Simonetti for The Washington Post via Getty Images

Even amid what seems like a never-ending series of deadly and destructive climate extremes across the country, including heat waves in the Southwest, wildfires in California and hurricanes and flooding in the Southeast, social and political scientists say climate is still not a major issue for U.S. voters. Despite the deaths and destruction that Hurricanes Milton and Helene inflicted on North Carolina and Florida last a month before

# October 2024 examples

# ecological/meteorological (severe weather events)



# conclusions (for the moment)



**Do our discussions & actions to date meet  
the scale of challenges associated with 21<sup>st</sup>  
century climate change?**

**Can we improve how we connect the dots  
through media coverage?**

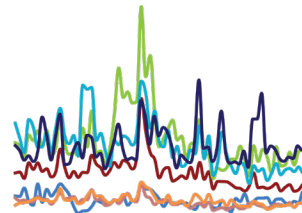
# questions/comments?

## thank you

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MeCCO  
Media and Climate  
Change Observatory