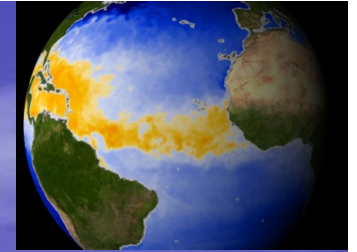
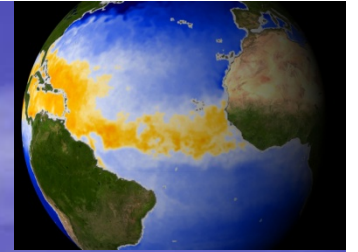


Communication, Rhetoric, and the Media

Public Perceptions of Carbon Capture and Storage Technology Workshop
Energy Technology Innovation Policy Research Group
Harvard Kennedy School
June 2, 2008

Tarla Rai Peterson
Boone & Crockett Chair of Wildlife and Conservation Policy
Texas A&M University
Visiting Professor of Environmental Communication
Swedish Agricultural University

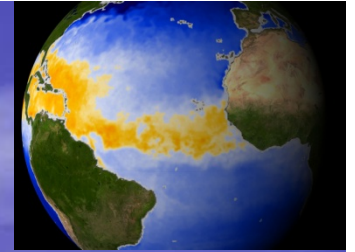




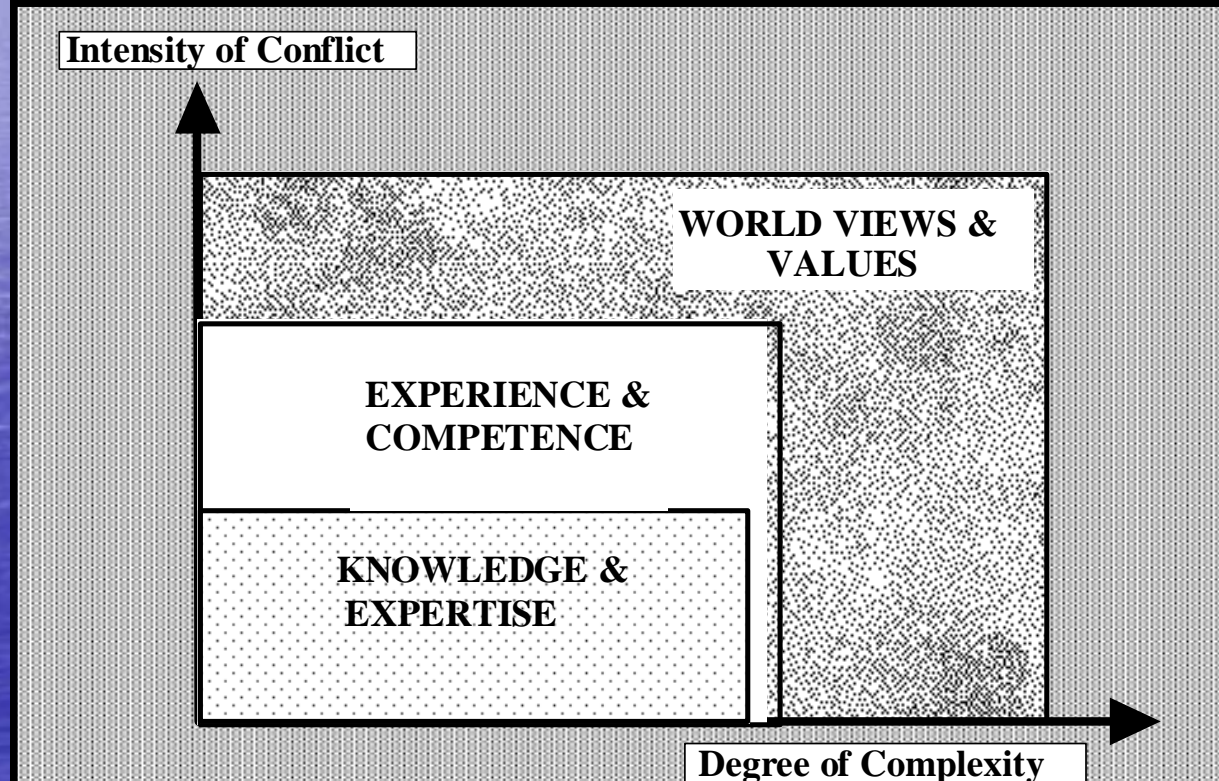
"Determining the range of creatures we will communicate with is a political question."

John Peters , 2000

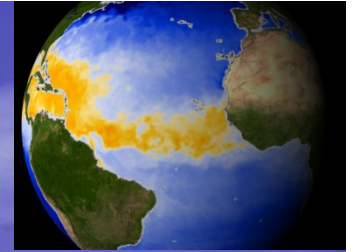




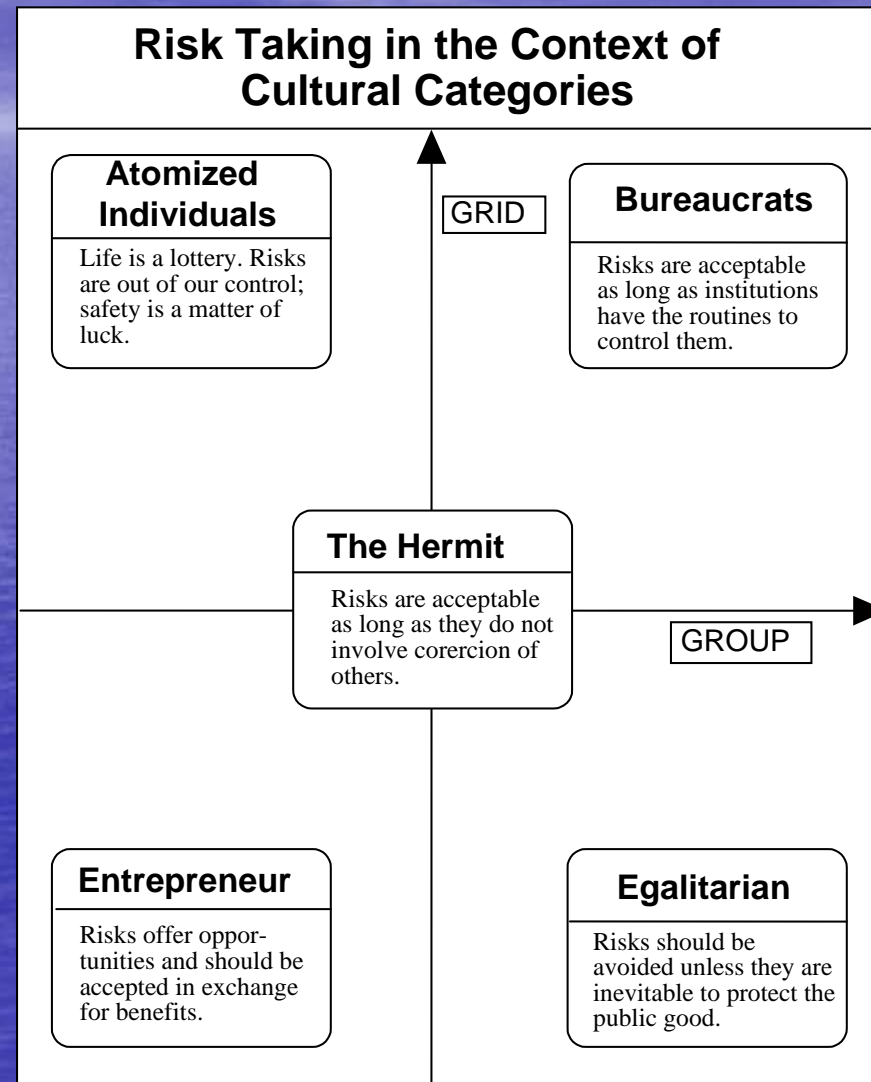
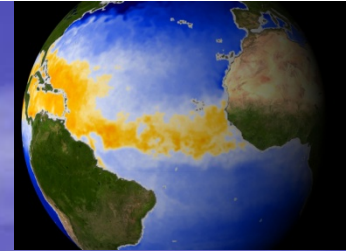
Three Levels of Concern in Risk Debates

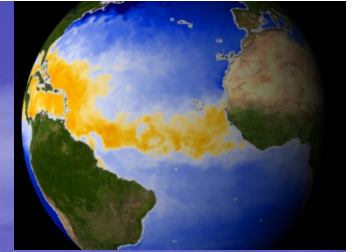


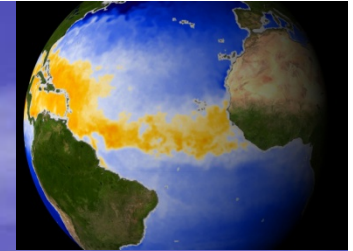
Levels and Communication Needs



<i>Levels</i>	<i>Conflict Issues</i>	<i>Communication</i>	<i>Evaluation Criteria</i>
1	Technical expertise	Information transfer	Access to audience, comprehensibility, attend to public concerns, acknowledge framing problems
2	Experience, trustworthiness	Dialogue with stakeholders and public	Match performance and public expectations, open to public demands, regular consultation, commonly agreed procedures for crisis situations
3	Values, worldviews	Dialogue, mediation	Fair representation of all parties, address concerns of all parties, involve major stakeholders, transparent and inclusive decision making

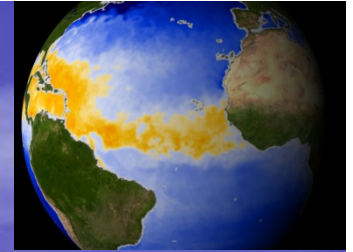






			<i>Risk Trade-off Analysis & Deliberation necessary</i> +Risk Balancing +Probabilistic Risk Modelling
		<i>Risk Balancing Necessary</i> +Probabilistic Risk Modelling	Remedy
	<i>Probabilistic Risk Modelling</i> Remedy	➤Cognitive ➤Evaluative	➤Cognitive ➤Evaluative ➤Normative
<i>Statistical Risk Analysis</i> Remedy	Cognitive Type of Conflict	Type of Conflict ➤Agency Staff ➤External Experts ➤Stakeholders – Industry – Directly affected groups	Type of Conflict ➤Agency Staff ➤External Experts ➤Stakeholders – Industry – Directly affected groups – General public
Agency Staff	➤Agency Staff ➤External Experts	Actors	Actors
Actors	Actors	Actors	Actors
Instrumental	Epistemological	Reflective	Participative
Type of Discourse	Type of Discourse	Type of Discourse	Type of Discourse
Simple	Complexity induced	Uncertainty induced	Ambiguity induced
Risk Problem	Risk Problem	Risk Problem	Risk Problem

Function: Allocation of risks to one or several of the four routes
Type of Discourse: Design discourse
Participants: A team of risk and concern assessors, risk managers, stakeholders and representatives of related agencies



Components of trust

<i>Components</i>	<i>Description</i>
Perceived competence	degree of technical expertise in meeting institutional mandate
Objectivity	lack of biases in information and performance as perceived by others
Fairness points of view	acknowledgment and adequate representation of all relevant
Consistency	predictability of arguments and behavior based on past experience and previous communication efforts
Sincerity	honesty and openness
Faith	perception of “good will” in performance and communication