

# Where to Start when Communicating Climate Change in a Museum? Visitors' Knowledge and Awareness Levels



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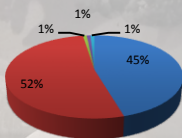
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## What is the visitors' knowledge level on climate change?

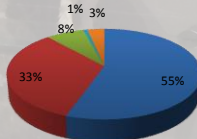
CLIMATE CHANGE IS...?

- Caused mostly by human activities
- Caused by both human activities and natural environmental changes
- Caused mostly by natural environmental changes
- Other



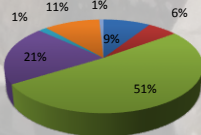
## WHICH OF THE FOLLOWING PHENOMENA IS, IN YOUR OPINION, MORE RELATED WITH CLIMATE CHANGE?

- Atmospheric pollution
- Greenhouse effect
- Hole in the ozone layer
- Acid rain
- Volcanic eruptions
- Other



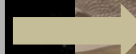
## WHICH OF THE FOLLOWING, IN YOUR OPINION, CONTRIBUTES THE MOST TO CLIMATE CHANGE?

- Cars and trucks
- Livestock production
- Industrial burn of fossil fuels
- Deforestation
- Aerosols
- Toxic waste
- Didn't answer



## KNOWLEDGE

Triggers **public awareness** about climate change  
Promotes **behaviors** that increase **environmental sustainability**

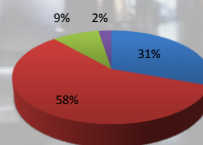


21-question survey performed to 121 visitors of MUHNAC, between July 2013 and February 2014.

## Are visitors aware and concerned with the problems associated with climate change?

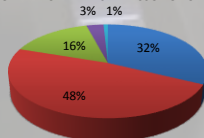
IN TERMS OF INFORMATION ABOUT CLIMATE CHANGE, WHERE WOULD YOU PLACE YOURSELF?

- I need a lot more information
- I need some more information
- I need a little more information
- I do not need any more information



HOW IMPORTANT IS THE ISSUE OF CLIMATE CHANGE TO YOU PERSONALLY?

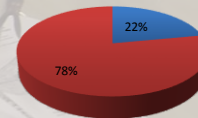
- Extremely important
- Very important
- Somewhat important
- Not too important
- Not at all important



## How do visitors see museums as information sources about climate change?

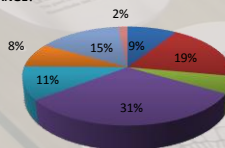
HAVE YOU EVER ATTENDED A LECTURE, EXHIBITION AND/OR HANDS-ON ACTIVITY AT A SCIENCE CENTRE OR MUSEUM?

- Yes
- No



WHAT WOULD YOU LIKE TO FIND IN A MUSEUM THAT COULD HELP YOU TO GET MORE INFORMATION ABOUT CLIMATE CHANGE?

- Conferences
- Educational activities
- Magazines
- Exhibits
- Websites
- Courses
- Videos
- Other



➤ Although the great majority of the surveyed visitors considers climate change a very important issue, **almost all feel they need to get more information** on it. This is strengthened by some **misconceptions** concerning the causes of climate change: human activities versus natural environmental changes, in one hand, and greenhouse effect versus general atmospheric pollution, on the other hand. But when focusing only in human activities, the great majority of visitors was able to pinpoint the ones contributing the most to climate change.

➤ It is striking that the **majority of the surveyed visitors never attended any activity in a museum or science centre dedicated to climate change**. These institutions should overcome this gap and provide information about climate change to their visitors mainly as **exhibits, educational activities and/or flyers**.