

## Twitter Thread by Prof. Katharine Hayhoe



**Prof. Katharine Hayhoe**

@KHayhoe



**Why this effect? Not because @GretaThunberg ate less meat or encouraged her family not to fly: if that's all she'd done, we'd never know her name. No, it's because she did one simple but incredibly powerful thing we can all emulate: she raised her voice to advocate for change.**

"The @GretaThunberg Effect" is now an empirically demonstrated, peer-reviewed phenomenon:

"We find that those who are more familiar with Greta Thunberg have higher intentions of taking collective actions to reduce global warming."

Open access: <https://t.co/TFRyvBaNn1> [pic.twitter.com/apqZdFggfW](https://pic.twitter.com/apqZdFggfW)

— Geoffrey Supran (@GeoffreySupran) January 26, 2021

Every year, I add 2 new low-carbon habits to my life. But every DAY, I do the most imp't thing anyone can do to change the system we live in: I TALK about climate change. Not the science details, but why it matters and how, working together, we can fix it. <https://t.co/6v7DAA8BIB>

Individual's power to alter the world is splashed across human history; and social science is starting to understand how we do this. A tsunami of change begins by changing social norms & accumulating a groundswell of (at first) nearly invisible support. <https://t.co/89Qrbik1bP>

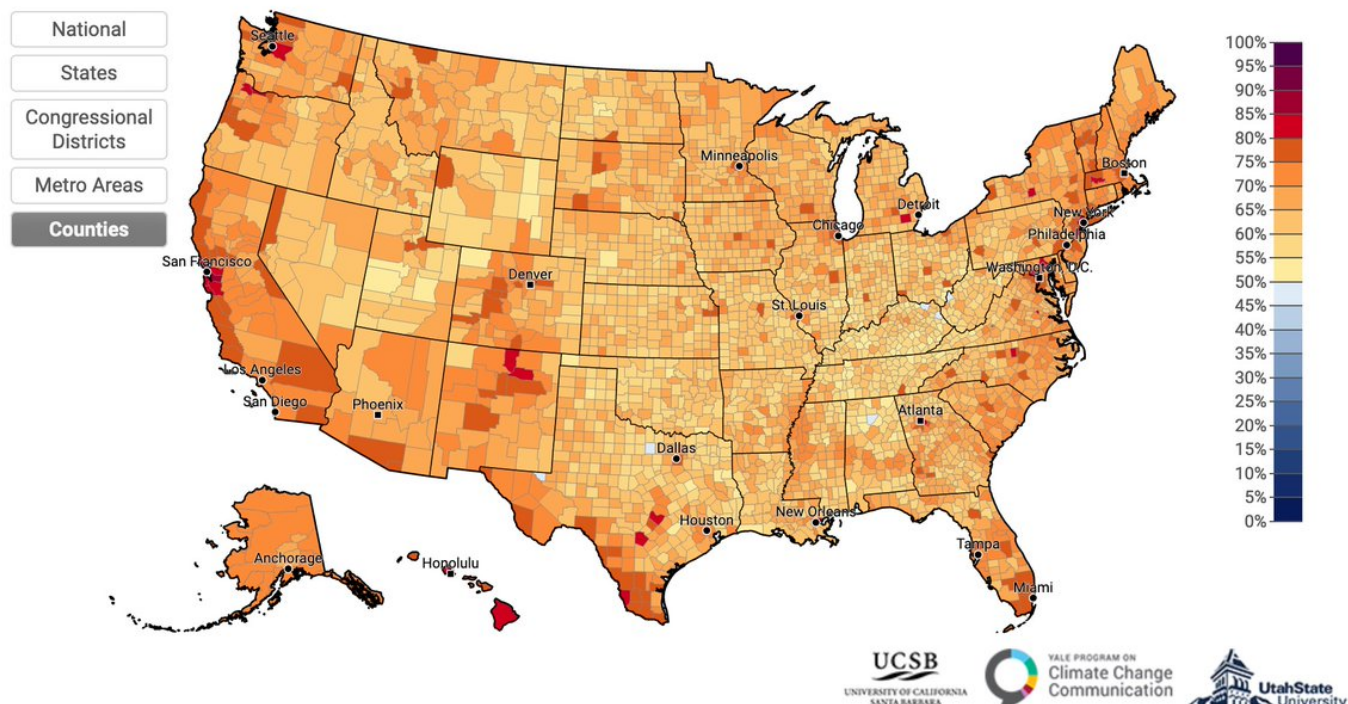
And who's the best person to talk about climate change? It turns out we scientists are the second most trusted messengers. The number one most effective person is YOU: to friends, family and people you know. <https://t.co/4WAfsx1kQW>

I'm so convinced of this that I've spent the last year reading dozens of books on everything from philosophy to neuroscience & 100s of articles from psychology to social change & putting it all into this book that I'm VERY excited about. Out in Sept 2021! <https://t.co/j8ggYXO1Xm>

PS. For the data on why talking about it is so important, check out these three maps from @YaleClimateComm. If we don't talk about it, why would anyone care? And if no one cares, how will we act?

# Estimated % of adults who think global warming is happening (72%), 2020

Select Question:    
Click on map to select geography, or:



PPS. for more on the importance of walking the walk and (of course) talking about what we and others are doing , which is the #1 mechanism by which we alter social norms, see ... <https://t.co/wtgXsVQlgs>

She raised her voice AND acted in line with the principles she advocates for. Living the change and speaking about it boosts climate communication. [#ClimateCommuniActionhttps://t.co/V5askLNIKi](https://t.co/V5askLNIKi)

— Manuel Grebenjak (@ManuelGrebe) [January 26, 2021](#)

PPPS. For valuable insight on the tension between individual actions and the system-wide change that's truly needed to fix climate change, please read these two excellent essays by [@MaryHeglar](#) and [@MichaelEMann](#):

1/ <https://t.co/e1MD0liXZe>

2/ <https://t.co/YXr5Uq3WWN>

And just to be clear, I'm not advocating spending much time talking to dismissives. This thread explains why. I'm talking about talking to the 90% of us whose perspectives and opinions can be moved! <https://t.co/3TZQQQpFYX>

Contrary to what many think, I don't spend my time talking to dismissives and my only helpful tip is this: don't bother, unless (a) you enjoy arguing and never getting anywhere or (b) there are other people listening who need to know there are solid answers to their objections. [pic.twitter.com/KxJMdHf3NX](https://pic.twitter.com/KxJMdHf3NX)

— Prof. Katharine Hayhoe (@KHayhoe) [March 4, 2020](#)