



Climate and Energy Decision Making
Sponsored Seminar



Gabrielle Wong-Parodi

Post Doctoral Fellow at CEDM



Presenting on:

“Engaging with the Public on Controversial Energy Technologies”

January 17, 2011
12 noon
(Lunch served at 11:50 am)

129 Baker Conference Room
Department of Engineering and Public Policy

Seminar Abstract: In this seminar, Gabrielle will present her recent paper “Influencing Attitudes toward Carbon Capture and Sequestration: A Social Marketing Approach” co-authored with Hadi Dowlatabadi, Tim McDaniels, and Isha Ray (ES&T 2011). She and her co-authors argue that engagement efforts should focus on publics where CCS will be first deployed, i.e. with many “energy veteran” (EV) citizens. They also argue that, in addition to information on CCS, messages with an emotional appeal may be necessary to engage the public. In this work, they take a citizen-guided approach toward understanding how to (positive or negatively) influence EV citizens’ attitudes toward CCS. They develop open-ended interview protocols, and a “CCS campaign activity,” for Wyoming residents from Gillette and Rock Springs. They conclude that their participants believed expert-informed CCS messages embedded within an emotionally self-referent (ESR) framework that was relevant to Wyoming to be more persuasive than the expert messages alone.

Speaker Bio: Gabrielle Wong-Parodi is a Postdoctoral Fellow at the Center for Climate and Energy Decision Making at Carnegie Mellon University. Her research interests focus on how to effectively engage with the public on a broad range of technological solutions to energy and environmental problems, the role of identity in shaping perceptions of risk, and the political economy of energy policy in the US. Before coming to CMU, Gabrielle was a Research Associate with the Energy Efficiency Standards group at Lawrence Berkeley National Laboratory. Gabrielle received her Ph.D. from the Energy and Resources Group at University of California, Berkeley in 2011.

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