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Media Exposure and the Social Construction of Climate Change Risk: A Quantitative Study of Public Perceptions in Sargodha

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Keywords: Media exposure, Climate change risk perception, Social construction of risk, Risk judgment, Pro-environmental Behavior

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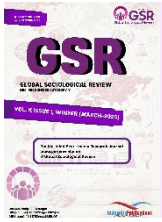

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Media Exposure and the Social Construction of Climate Change Risk: A Quantitative Study of Public Perceptions in Sargodha

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Contents

Abstract

This research paper seeks to explore the role of media exposure in shaping climate change risk perception, pro-environmental concern and orientation of behavioral action by people. Climate change is mediated through information rather than direct experience by the masses and media becoming a prime contributor in the construction of risks surrounding climate. Through cross-sectional survey, a sample of 250 respondents was selected by the convenience sampling. The data were collected through a structured questionnaire with the use of the validated scale. Results indicate that there are strong, positive, and significant correlations between media exposure and risk perception of climate change, pro-environmental concern, and action orientation of behavioral response in favor of the social construction and amplification of risk views. The research suggests strategic, precise, and locally pertinent climate communication, intensified media literacy, and media and politico partnership to urge informed people to participate in climate change.

Keywords: Media exposure, Climate change risk perception, Social construction of risk, Risk judgment, Pro-environmental behavior

Introduction

Climate change is a well-known phenomenon as being among the most complicated and broadest risks facing modern communities that have environmental sustainability implications, economic growth, human health, and social stability (Kasperson et al., 1988; Leiserowitz, 2006). There is a solid agreement in scientific literature about the anthropogenic nature of climate change and the chances of having serious consequences in the future. Nevertheless, the knowledge and awareness of the general public about the danger of climate change is still unequal, controversial, and socially uneven (Hase et al., 2021). This lack of agreement between the scientific

evaluations and the people leaves a lot of serious concerns around the effectiveness of communicating, interpreting and perceived risks of climate change among the masses (Patt, A., & Dessai, S. (2005).

To the majority of people, the issue of climate change does not hit them directly through their daily lives, but rather indirectly through mediated media outlets like television news, newspapers, online news channels, and social site-based news (Leiserowitz, 2004). Due to this, the media serve as the major mediators between scientific knowledge and the process of meaning-making among the people. Media influence the agendas in the discussion of climate change, the framing of the issue, and the creation of narratives (Boykoff & Roberts, 2008; Happer & Philo, 2013), which in turn shape which elements of climate change the audience should focus on, how the risk is to be perceived, and who should be heard and who should be silenced. As such, media exposure is the core of both informing the audience about climate change as well as building the social reality of climate-related risks (Ayaz, W. B., & Ahmed, A. 2024).

The notion of social construction of risk offers a beneficial theoretical effect on the impact of media on the perception of climate change. This view holds that risk perceptions are not completely ascertained by objective probabilities or scientific measurements but rather they are constructed as the result of social, cultural, political, and communicative activities (Kasperson et al., 1988). The perceived risk can be exaggerated by using an expression of media that highlights the extreme events, on the side of being vulnerable, or being morally obligated, or undermined by media that attention is paid to uncertainty, political controversy, or distant effects (Brito et al., 2020; Pasquare, 2012). These communication processes are useful in explaining the variations in the perceived severity, urgency and personal relevance of climate change (Ayaz, W. B., & Ahmed, A. 2024).

Recent quantitative research has demonstrated that an increase in media exposure is, on the one hand, often correlated with an increase in climate change awareness and concern but, on the other hand, they are not linear and similar across the audience (Van Eck et al., 2020). Media exposure influences risk perception mediated by the factors that comprise political ideology, cultural values, trust of the media source, and emotional responses (Leiserowitz, 2006; Thaker et al., 2023). Additionally, with the rising popularity of online and social media, there are new dynamics, including selective exposure, algorithm filtering, polarization, which further complicate the relationship between media exposure and climate risk perceptions in the population (Hase et al., 2021).

Given such complexities, empirical research is urgently required to conduct systematic research that studies the role of media exposure in the social construction of the risk of climate change by examining quantitative approaches. The insights gained into these relationships are crucial to developing effective climate communication strategies, combating misinformation, and encouraging people to engage in informed topics about climate mitigation and adaptation work (Yunus, A., Kaleem, M., & Mushtaq, S. K. 2022). The paper meets this requirement by exploring how media exposure can influence the perceptions of climate change risk among the population, especially how the mediating factor of climate change risk judgment can be considered (Patt, A., & Dessai, S. (2005).

Climate change is not a concrete, short-term and deterministic event, so the citizens find it hard to get closer to it based on personal experience alone (Leiserowitz, 2004). This means that media are major enablers between scientific knowledge and the popular knowledge (Boykoff and Roberts, 2008). The conventional news media, social media and online sources of information present climate change in specific terms highlighting certain risks, uncertainties, responsibilities or solutions (Pasquaré, 2012).

The social construction of risk school of thought believes in the fact that risks are not viewed in terms of a pure scientific evaluation but are instead formed by social interaction, which involves communication, cultural ideals, and institutional activities (Kasperson et al., 1988). Regarding climate change, media discourses can produce tension by inducting an

emphasis on extreme effects and human susceptibility, or reduce risk by placing an emphasis on uncertainty, political struggle, or remote outcomes (Brito et al., 2020). Quantitative studies reveal that media exposure influences the climate change awareness, risk perceptions, and behavioral intentions, however, the effects are usually intermediated by personal values, beliefs, and information source trust (Leiserowitz, 2006; Vrselja et al., 2024).

Although an ever-expanding literature has been conducted on media framing and climate risk perception, there is yet a knowledge gap on how the varying levels of media exposure are facilitating the social construction of climate change risk among the general population (Van Eck et al., 2020; Thaker et al., 2023). It is important to fill these gaps in order to address the climate communication strategies and improve the engagement of people into climate action.

Problem Statement

Nevertheless, although climate change information has become more accessible, and media extensively covered the issue, the perceptions of climate change risk among the general population are still diverse, polarized, and in certain instances, low-conscience or misconceived (Hase et al., 2021; Van Eck et al., 2020). Some people do not recognize the seriousness or individuality of the climate change problem, whereas others feel confused because of opposing messages in the media (Happer & Philo, 2013). Such a contradiction means that the media coverage does not necessarily correspond with the right or the amplified risk perception (Brito et al., 2020).

The extent of media exposure has not yet been quantitatively analyzed to determine the degree to which the degree of media exposure can influence the social construction of the risk of climate change among the audience, although the content of the media, or the level of the general awareness, was already investigated in the research literature (Pasquare, 2012; Thaker et al., 2023). Moreover, the factors in which media exposure can influence risk perception, especially mediating by climate change risk judgment, are yet to be clearly comprehended (Vrselja et al., 2024). Consequently, there is a gap that empirical studies are required to explore the relationship between exposure to media and their perception of the risk of climate change in a quantitative manner.

Objectives of the Study

The central purpose of the research is to observe how media exposure constructs the climate change risk amongst the populace socially.

The specific objectives are:

1. To determine the degree of media coverage on climate change information to the population.
2. The purpose of the study is to test how media exposure influences how people are perceiving the risk associated with climate change.
3. The hypothesis is to find out the relationship between media exposure and public risk perception using climate change risk judgment as an intermediate.

Research Hypotheses

H1: There is a significant positive impact of media exposure to climate change information on the risk perception of climate change among the population.

H2: Exposure to climate change information in the media impacts positively on climate change risk judgment in a significant positive way.

H3: The risk judgment of climate change greatly relies on media exposure and perception of climate change risk by the population.

Literature Review

One of the focal issues of the research in environmental communication and risk has been the linkage between media exposure and the perceived risk of climate change by people. Climate change as an abstract phenomenon that is a complex one is mostly felt indirectly through relayed information and not a personal experience (Van der Linden, S. 2017). Thus, news media, social media, and other communication tools are essential in social construction of risks of climate change influencing the way people cognize severity, urgency, and personal

relevance (Roxburgh, N., et al. 2019). The present literature review presents a synthesis of the current body of research on media exposure and framing, social construction of climate change risk, in which specific focus is placed on quantitative research of the perceptions of the population (Patt, A., & Dessai, S. (2005).

There exists a substantial body of literature that media exposure has a major impact on the awareness and knowledge of climate change among the population. Initial research by Leiserowitz (2004, 2006) outlined the fact that mass media are leading sources that enable people to create mental images and emotional reactions to climatic threats. These researches demonstrate that when people are exposed to climate-relevant information often, they tend to be more aware and to believe in the reality and severity of climate change. More current quantitative researches support such results in various settings. Vrselja et al. (2024) discovered that the amount of exposure to climate change information via both conventional and electronic media has a positive predictive of climate risk judgment, which further leads to pro-environmental behavior. In the same vein, Hase et al. (2021) revealed that the amount and the saliency of the news media on climate in the world media directly influence the saliency of climate risks and their perceived significance among the population.

In addition to the frequency of exposure, the manner in which climate change is portrayed in media discourse takes a center stage in the discussion of risk social construction. According to the framing theory, the media focuses on some aspects of climate change (like uncertainty, conflict, catastrophe, or solutions) which influence how the public understands and cares about it. Boykoff and Roberts (2008) emphasized that journalistic conventions, which include balance and dramatization, have long played a role in distorting climate risk communication in the past by increasing skepticism or scientific uncertainty (Patt, A., & Dessai, S. (2005). Experimental data show that frames that are risk-oriented raise perceived severity and urgency, whereas economic or political conflict frames can decrease concern or polarize the audience (Pasquaré, 2012; Brito et al., 2020). Quantitative content analysis research and survey research studies indicate that viewers of impact-based or human-interest frames report experiencing greater perceived personal risk than those who view abstract or technical frames (Van Eck et al., 2020).

The emergence of social media has revolutionized communication on climate change by making it possible to selectively be exposed, filtered algorithmically, and peer-to-peer. The studies of the polarized blogosphere and social media ecosystems indicate that media exposure is not a consistent risk perception promoter. Rather, the efforts are mediated through ideology, values, and confidence to information sources (Van Eck et al., 2020). According to quantitative researches, social media is capable of enhancing and diminishing the perception of climate risk. Although scientific and advocacy content exposure can increase perceived risk, perceived risk can be decreased by exposure to misinformation or politicized accounts (Happer & Philo, 2013; Thaker et al., 2023). This two-sided visibility correlates with the social amplification of risk paradigm, which clarifies why communication procedures might boost or reduce the reactions of the populace towards environmental risks (Kasperson et al., 1988). The common theme in all literature is that an exposure to the media has an indirect effect on climate risk perception in the form of psychological intermediaries. Leiserowitz (2006) proved the information exposure and policy preferences relationship to be greatly mediated by affective responses and cultural values. Vrselja et al. (2024) also demonstrated that climate change risk judgment was a mediating variable between media exposure and intentions to behave in a given way.

Media influences are further conditionalized by socio-demographic factors, political ideology and preconceived beliefs (Roxburgh, N., et al. 2019). The research work on other national backgrounds, such as Australia, Europe, and the developing world, indicates that the effects of media exposure are more successful when messages can resonate with the values of

audiences and their lived experiences (Thaker et al., 2023; Mahmud, 2016). Here the negotiated nature of socially constructed climate risk is highlighted, in which meaning is negotiated but not merely transmitted. The majority of quantitative research in this area is based on cross-sectional survey designs which are accompanied with self-reported media exposure measures. Relationships between exposure, framing, risk perception, and behavioral outcomes are usually tested by using structural equation modeling and regression analysis (Vrselja et al., 2024; Brito et al., 2020). Although these techniques can offer great insights in associations, they restrict the ability to employ causation.

The combination of content analyses and audience surveys is a research power as it enables the researchers to correlate particular media frames with the perceptions of the population (Boykoff and Roberts, 2008; Pasquaré, 2012). Nevertheless, the number of studies that use longitudinal or experimental design is relatively low, which limits the insights on media effect changes as time goes by (Patt, A., & Dessai, S. (2005).

The literature in total substantiates that media exposure is a prerequisite, not a sufficient condition, of increased risk perception with regards to climate change (Van der Linden, S. 2017). The implications of media will also depend on the way that they are framed, the orientation of the audience, and the overriding sociopolitical situations. One of the advantages of the literature is that it combines the communication theory with risk perception frameworks, especially the social amplification of risk model (Kasperson, R. E., Webler, T., Ram, B., & Sutton, J. (2022). However, there still exist a number of gaps. One, numerous studies are based on overall measures of media exposure without differentiating between content quality, source credibility or platform specific dynamics (Roxburgh, N., et al. 2019). Second, studies are very much focused in the West and hence the generalizability is restricted. Third, traditional and social media exposure interactions are usually neglected in quantitative studies (Baker, D. A., & Algorta, G. P. 2016).

These limitations notwithstanding, the literature shows strong evidence on how the media are central in the social construction of risk of climate change. Media discourses do not only inform the audience but also determine how people feel, judge and are held in responsible ways (Happer, C., & Philo, G. 2013). Future studies should consider the mixed-method and longitudinal options to refreeze the dynamic and recursive influences of media on the perception of climate risks. As the reviewed literature shows, media exposure plays a significant role in shaping the attitude of people to the risk of climate change due to the involvement of complex social and psychological processes (Happer, C., & Philo, G. 2016). These effects are mediated by framing, affect and values, highlighting that climate risk is socially constructed. Numerical data are always available to prove that media can enhance and/or diminish risk perceptions, based on the content and context. Awareness of these dynamics is the key to successful communication on climate and prudent involvement of the population (Wolf, J., & Moser, S. C. (2011).

Theoretical Framework

The research will be based on the Social Construction of Risk and the Social amplification of Risk Framework (SARF) that can be used combined to explain the media exposure and its influence on the perception of risk posed on the climate change by the population.

The Social Construction of Risk approach is based on the belief of risks being not perceived via objective scientific data but rather produced in a societal manner via interactions of communication, cultural beliefs, and institutional processes (Kasperson et al., 1988). With regard to climate change, media serve as the key players in creating risk by choosing, framing, and highlighting specific accounts, like the environmental effects, uncertainty, liability, or remedy (Boykoff and Roberts, 2008). These images shape the severity and importance of climate change in the minds of people. The Social Amplification of Risk Framework continues to elaborate how media exposure may result in the amplification or decrease of the way audiences perceive risk. SARF proposes that

communication channels (such as mass media and social media) relay risk signals that enter into the individual psychological processes (such as emotions, values and previous beliefs) and create diverse risk judgments among audiences (Kasperson et al., 1988; Leiserowitz, 2006).

On this framework, media exposure will be the independent variable that affects the perceptions of the population towards the risk of climate change (dependent variable). The role of climate change risk judgment as a mediating variable can be seen as one that describes the fact that exposure to media information can be translated into increased or decreased perceptions of risk (Vrselja et al., 2024). The framework supposes that the increased and more constant contact with climate-related media information augments the risk judgment, which consequently intensifies the perceived risk of climate change (Van der Linden, S. 2017). This theoretical framework offers a basis to empirically study the avenues of how media exposure leads to the social construction of climate change risk and informs research hypotheses about the study.

Figure1

The framework of the analysis claims that the media exposure develops and magnifies the threat of climate, molding socio-cultural norms of risk perception based on personal risk assessment.

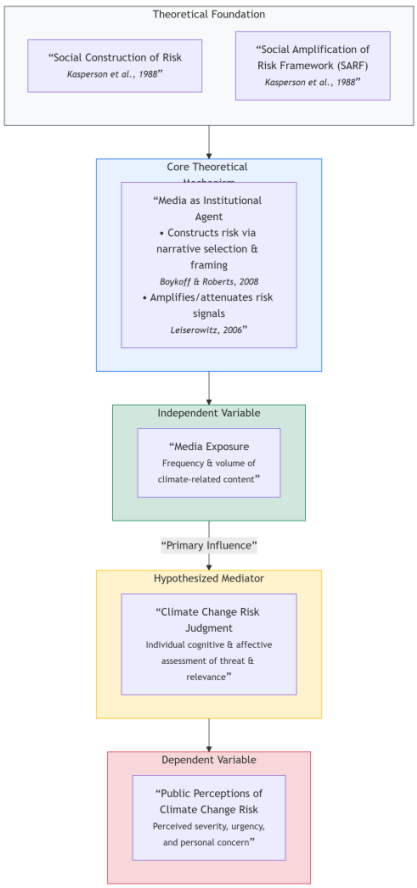
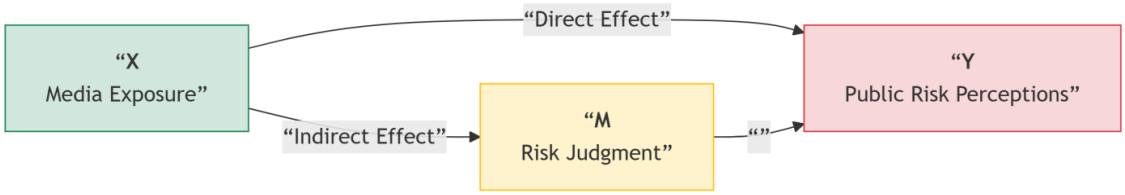


Figure 2

This diagram demonstrates the hypothesis that, media exposure would have a direct impact on how the



populace perceives risks, and indirectly through the mediating influence of personal risk judgment.

Methodology

The research used a cross-sectional survey research design which is quantitative in nature, to identify the role of media exposure in social construction of climate change risk and to empirically test the relationship between media exposure, perception of climate change risk, pro-environmental concern, and behavioral action orientation. The study was done in Sargodha, a large city in Punjab, Pakistan, which was chosen due to its socio-demographic heterogeneity and growing reliance on mass and digital media as the main providers of information. The respondents (n=250) were recruited through non-probability convenience sampling, and disqualified in terms of infrequent exposure on mass or digital media. The structured questionnaire with validated scales was used to collect the data, and it consisted of Media and Environmental Climate Index (MECI) to measure the media exposure and the multi-item Likert-type scale to measure the risk perception toward climate change, pro-environmental concern, and orientation of behavioral actions. The reliability analysis showed good internal consistency, as Cronbach alpha was between 0.76 and 0.83. Informed consent, anonymity and privacy of participants were guaranteed due to the use of both online and offline data collections. The analysis of the data was conducted with the help of SPSS, in the form of descriptive statistics, Pearson correlation, simple linear regression, and reliability analysis, and the level of statistical significance assessed at 0.05. The research was carried out in accordance with the accepted ethical standards; the study was voluntary, and a participant could leave freely without any fines, and no data was used in other activities other than scholarly research.

Results

Table 1

Demographic Characteristics of the Participants (n = 250)

Variable	Category	Frequency	Percentage
Gender	Male	125	50.0
	Female	125	50.0
Age	18-25 years	72	28.8
	26-35 years	82	32.8
	36-45 years	96	38.4
Education	Secondary or below	74	29.6
	Bachelor's degree	82	32.8
	Master's degree	94	37.6
Field of Study	Arts & Humanities	59	23.6
	Social Sciences	64	25.6

Variable	Category	Frequency	Percentage
	Natural Sciences	72	28.8
	Business/Economics	55	22.0
Employment Status	Student	91	36.4
	Employed (full-time)	78	31.2
	Employed (part-time)	81	32.4
Monthly Income	Prefer not to say	79	31.6
	Low	86	34.4
	High	85	34.0
Place of Residence	Semi-urban	2	0.8
	Rural	40	16.0
	Urban	208	83.2
Main News Source	Television	3	1.2
	Newspapers	66	26.4
	Online news websites	138	55.2
	Social media	43	17.2

In this table, gender representation was also equal with the male and female respondents standing at 50.0 and 50.0

respectively. Regarding age, the greatest number of respondents were found to be between the age range of 36-45 years (38.4), then the 26-35 years' category was found to be at 32.8 years, and the 18-25 years' category was found to be at 28.8 years. The level of education was also very high with 37.6, 32.8, and 29.6 percent having a masters, bachelors, and secondary education respectively. In terms of field of study, the respondents were evenly distributed as the highest proportion of the sample was natural sciences (28.8%), social sciences (25.6%), arts and humanities (23.6%), and business/economics (22.0%). The occupational mix of the respondents was varied with 36.4% being students, 31.2% full-time and 32.4% part-time employment. There was also an equal distribution of the monthly level of income with 34.4% recording low income, 34.0% high income, and 31.6% not wanting to disclose the level of income. The majority of the respondents lived in urban regions (83.2%), with small shares of rural (16.0) and semi-urban (0.8) residences, which indicates an urban-dominated sample. Regarding the primary news sources, online news websites (55.2%), newspapers (26.4%), and social media sources (17.2%), were most often used, whereas television (1.2) was the least utilized source of news, which shows that people depend on the digital media as a primary source of news.

Descriptive Statistics/ Reliability Analysis

Table 2

Descriptive Statistics and Reliability of Study Variables

Variable	*Items*	*Range*	*M*	*SD*	*α*
Media & Environmental Climate Index (MECI)	7	16.00	18.46	3.03	.77
Climate Change Risk (CCR)	7	17.00	17.30	3.22	.81
Pro-Environmental Concern (PPC)	7	17.00	19.52	3.34	.83
Behavioral Action Orientation (BAO)	6	16.00	16.54	2.67	.76

The average values show that respondents are moderately to highly exposed to the media, moderate to highly risk-perceiving, and environmentally concerned. The alpha of all the Cronbach is above the recommended level of.70 and therefore the instruments applied in this study have acceptable to good reliability.

Table 3

Pearson Correlation Matrix Among Study Variables

Variable	1	2	3	4
1. MECI	—			
2. CCR	.87**	—		
3. PPC	.88**	.89**	—	
4. BAO	.87**	.87**	.85**	—

Note. p < .01 (two-tailed). MECI = Media & Environmental Climate Index; CCR = Climate Change Risk; PPC = Pro-Environmental Concern; BAO = Behavioral Action Orientation.

The variables are highly and positively correlated. Climate change risk perception, pro-environmental concern and behavioral action orientation are all significantly linked to media exposure. These findings indicate that there are stronger cognitive, emotional and behavioral responses to climate change with increased media exposure.

Table 4

Simple Linear Regression Analyses Predicting Outcome Variables from MECI

Dependent Variable	B	SE B	β	t	R^2	F
Climate Change Risk (CCR)	.93	.03	.87	27.96***	.76	781.81***
Pro-Environmental Concern (PPC)	.97	.03	.88	28.74***	.77	826.25***
Behavioral Action Orientation (BAO)	.77	.03	.87	27.79***	.76	771.99***

*Note:***p < .001. Predictor variable = Media & Environmental Climate Index (MECI).*

The regression outcomes show that exposure to the media is a highly significant and a strong predictor of all outcome variables. The media exposure describes around 76-77% of the differences in perception of climate change risk, concern, and behavioral orientation, which is a good empirical evidence to support the hypotheses proposed.

Discussion

The results of the current research are a good argument to support Hypothesis 1, which suggested that media exposure to information about climate change positively influences the perception of risk among people. The findings show that people that had more media exposure indicated significantly more perceptions about the risk of climate change. This result is in line with Social Construction of Risk point of view since it suggests that risks like climate change are mostly constructed in a communicative and social way but not through personal encounter (Kasperson et al., 1988). Earlier researchers also reveal that mass media are instrumental channels in making people have mental images of the magnitude and the level of urgency of climate change (Leiserowitz, 2004; Boykoff and Roberts, 2008). These current results confirm the existence of persistent and repeated exposure to the media, which enhances climate risk cues and perceived seriousness by the general population (Patt, A., & Dessai, S. (2005).

Hypothesis 2, which hypothesized that media exposure is a significant determinant of climate change risks judgment, is also empirically supported by the results. The positive correlation between

predictive relationship indicates that the exposure to media influences not only the awareness of concerns on climate change but also the evaluative and cognitive judgments about the risks of climate change (Van der Linden, S. 2017). This observation is consistent with that of Leiserowitz (2006), who highlighted the fact that media influence is persuasive and cognitive and not persuasive using factual knowledge alone. According to the Social Amplification of Risk Framework, the findings reveal that the media sources are the amplification stations that amplify risk interpretation and personal relevance (Kasperson et al., 1988). The same quantitative research on the assessment of the risks showed that the risk judgment rose with the more frequent exposure to the news related to climate in the diverse media contexts (Van Eck et al., 2020; Hase et al., 2021).

Hypothesis 3 that postulated that climate change risk judgment is essential in the judgement of the pro-environmental concern and attitude to behavioural action was also confirmed. The results show that there is a strong correlation between risk judgment and concern and behavioral readiness that gives evidence that media exposure is indirectly involved in the process of behavioral outcome due to its influence on the risk evaluation process (Yunus, A., Kaleem, M., & Mushtaq, S. K. 2022). The finding is consistent with the preceding studies finding that risk judgment height will increase emotional interest and worry, which in turn will trigger the pro-environmental response (Pasquare & Oppizzi, 2012; Brito et al., 2020). Elsewhere, a different study by Vrselja et al. (2024) also indicated the meditative role of risk judgment in the relationship between the media exposure and intentions to act based on exposure in the relevance of the psychological appraisal in climate communication (Ayaz, W. B., & Ahmed, A. 2024).

Overall, the findings of the present study indicate that media exposure may be deemed as one of the primary determinants of the process of social construction of the risk associated with climate change in terms of perception, judgment, concern, and behavioral orientation (Van der Linden, S. 2017). According to Happer and Philo (2013), the results will justify that media discourses are not merely informative, but they will be actively involved in shaping the social meaning and norms of climate risk. All hypotheses are backed by strong empirical evidence that makes it crucial to view climate communication as a responsible and strategic approach because media framing and exposure can either increase or decrease the interest of the population in climate change (Brito et al., 2020). The results are relevant to the accumulating literature on the significance of media as one of the determinants of the perception of climate risk and its action.

Conclusion

The current work finds the exposure to media to be a key contributor to the social construction of risk of climate change as it has a significant impact on the development of risk perception, risk judgment, pro-environmental concern, and behavioral action orientation of the population. The results of the study give a solid empirical evidence of the conjectured hypotheses, as it shows that the more individuals are exposed to media content addressing climate change, the more they learn about the severity of climate change and develop a greater desire and willingness to act pro-environmentally. Based on the Social Construction of Risk and Social Amplification of Risk models, the article states conceptualization of climate change risk with not being viewed solely in terms of scientific facts but being constructed in active communication mediated processes. These findings highlight the need to communicate on climate responsibly, correctly, and strategically to highlight that media discourses can not only affect awareness but also action and engagement of people in responding to climate change.

Recommendations

The media organizations were encouraged to devote emphasis on proper, scientific and effectual climate reporting to facilitate deeper comprehension on the risks of global warming by the masses. Climatic communication strategy should employ clear relatable and locally relevant stories to enhance perceived

individual relevance and participation. The collaboration between policymakers and environmental agencies and media platforms should be arranged to share the reliable and steady information about climates. Journalists and other content creators ought to be specially trained in the art of climate communication to not misinform, exaggerate or cause unneeded uncertainty. Educational institutions: Educational programs on media literacy and climate awareness should be integrated in the education institutions such that audiences in the media literacy programs critically evaluate any media content that addresses the issue of climate change. Social media Companies must be active to combat misinformation on climate change and support reputable sources of science.

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