



The Society for Sustainability and Environmental Engineering

...engineering in harmony with ecology

TUESDAY 21 February 2012

Time: 5:30pm for 6:00pm start

Venue:

Hawken Auditorium, Engineering House
447 Upper Edward St, Brisbane

Cost:

Members	\$15
Non Members	\$30
Students	\$10

Booking is now essential.

NOTE there is no longer a pay at the door option.

Speaker :

John Cook

*Climate Change Communications Fellow,
Global Change Institute, UQ
Skeptical Science [website](#) creator*

John is the Climate Communication Fellow for the Global Change Institute at the University of Queensland. He originally studied physics at the University of Queensland. After graduating, he majored in solar physics in his post-grad honours year.

John is the creator of the Skeptical Science website, author of "The Debunking Handbook" and "Climate Change Denial, Heads in the sand" John is now working to bring together research into effectively countering misinformation.

Presents:

Climate skepticism effective countering of climate misinformation

It's imperative that a democratic society base its decisions on accurate information. However, on many issues, particularly when vested interests are concerned, misinformation abounds. The challenge for communicators is that the influence of misinformation is extremely difficult to remove, even after people are informed and understand that it's incorrect. Refutation can even lead to the reinforcing of misinformation in people's minds due to number of "backfire effect" cognitive processes. This is particularly problematic when dealing with erroneous beliefs relating to people's worldviews and sense of identity, such as climate change.

Consequently, understanding of the cognitive processes involved in removing the influence of erroneous beliefs is crucial to successful rebuttal.

John discusses the various "backfire effects" that can cause increased polarization of views and outlines the key elements to a rebuttal that effectively reduces the influence of misinformation. He will present debunkings of popular climate myths as practical examples.

For more information on the Global Change Institute and their work go to <http://www.gci.uq.edu.au/AboutUs/OurStories/MrJohnCook.aspx>

The presentation will be followed by a discussion where comments and questions from attendees will be welcomed.

Drinks and Networking

Please join us for a few drinks and light supper after the presentation.

The presentation will count as one hour towards your CPD.



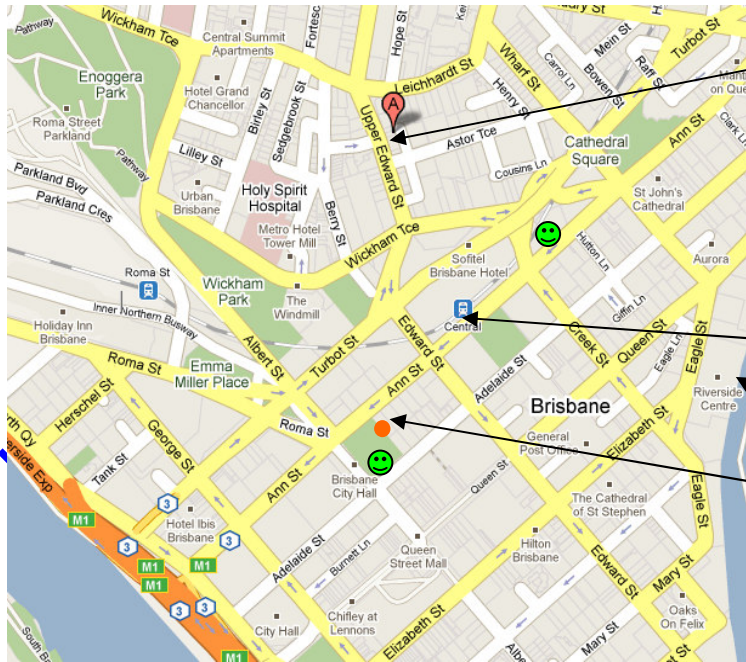
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Please join us for a few drinks and light supper after the presentation.

- Register on-line at the [QLD Division Events Website](http://www.qlddivision.com.au)
- Please telephone Qld Division for any registration queries (07) 3832 3749

The presentation will count as one hour towards your CPD.

SSEE encourages you to travel by public transport.



Engineering House

447 Upper Edward St

Spring Hill Loop bus
every 10 minutes until 6pm

Pedestrian - Cycle way

Central Train Station

Citycat

Transport Information Centre

CityCycle station

For more information go to <http://www.translink.com.au/> or visit the **Transport Information Centre** at King George Square station, Ann Street Concourse.

Visit the SSEE website at: <http://ssee.org.au/>

Visit the Engineers Australia Qld website at:
<http://qld.engineersaustralia.org.au/>

