

MYTH OR REALITY?

*Tackling Rumors on
Wind Energy*

AGENDA

13.30 – 13.45 Welcome & Introduction round

Nina Schneider
University of St. Gallen

13.45 – 14.15 Input Presentation on insights from social acceptance research

Prof. Geraint Ellis
Queen's University of Belfast

14.15 – 14.45 Input Presentation on wind energy projects and the role of framing and emotions

Cédric Aubert & Cyril Ducatez – EWZ

14.45 – 15.15 Panel Discussion on communication strategies

15.15 – 15.30 Wrap-up



SPEAKERS



Prof. Geraint Ellis



Cédric Aubert



Cyril Ducatez

REM FORUM 2019

Social Acceptance of Energy Solutions in a Polarized World

Problem

- Complexity
- Multi-dimensional
- Uncertainty
- Ambiguity
- Novelty
- Various implications

Amplification

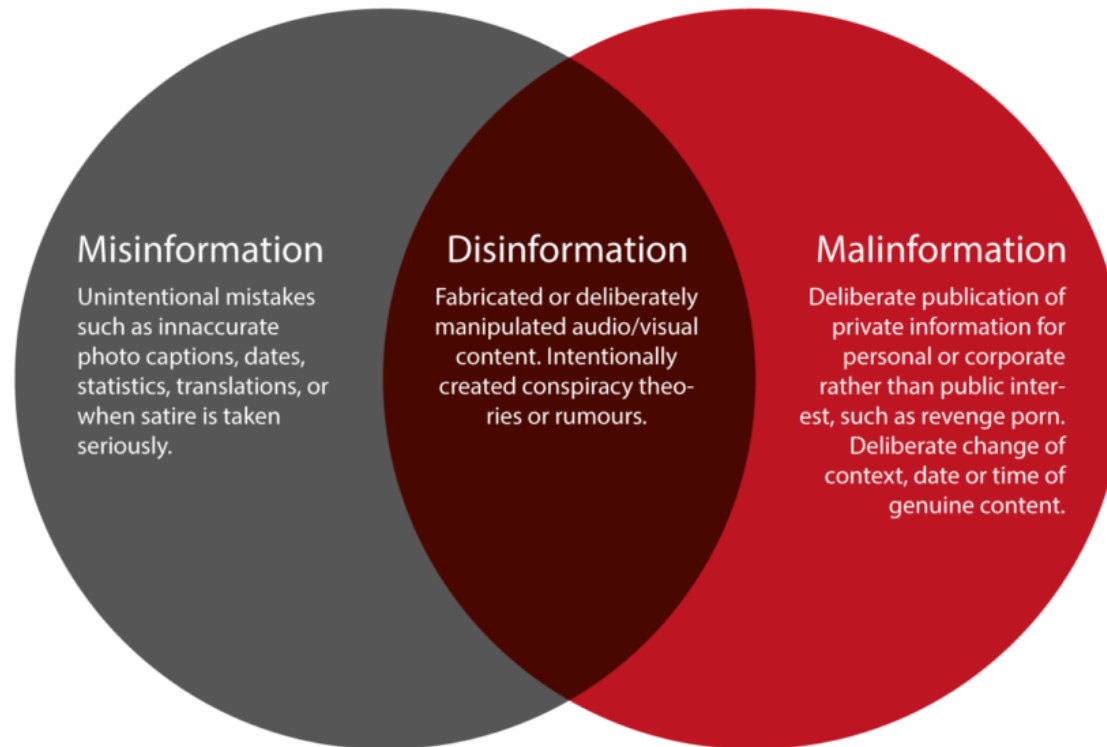
- Misinformation/Disinformation
- Media
- Filter bubbles and echo chambers
- Declining levels of trust in institutions
- Motivated reasoning
- Biased assimilation
- Emotions

THEORETICAL INTRODUCTION

TYPES OF INFORMATION DISORDER

FALSENESS

INTENT TO HARM



Wardle & Derakshan, 2017

SOCIAL ACCEPTANCE OF WIND ENERGY

What role play misinformation and disinformation in regards to social acceptance of wind energy?

Problem

- Complex
- Multi-dimensional
- Conflict of Interests

Amplification

- Misinformation/Disinformation
- Social Media
- Emotions

SHORT INTRODUCTION ROUND

What is your name?

From which institution are you?



REFERENCES

- Devine-Wright, P. (2005). Beyond NIMBYism: towards an integrated framework for understanding public perceptions of wind energy. *Wind Energy: An International Journal for Progress and Applications in Wind Power Conversion Technology*, 8(2), 125-139.
- Ellis, G., & Ferraro, G. (2016). The social acceptance of wind energy. *Where we stand and the path ahead. JRC Science for policy report. European Commission, Brussels.*
- Huntsinger, J. R. (2013). Anger enhances correspondence between implicit and explicit attitudes. *Emotion*, 13(2), 350.
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- Lord, C. G., Ross, L., & Lepper, M. R. (1979). Biased assimilation and attitude polarization: The effects of prior theories on subsequently considered evidence. *Journal of personality and social psychology*, 37(11), 2098.
- Wardle, C., & Derakhshan, H. (2017). Information Disorder: Toward an interdisciplinary framework for research and policy making. *Council of Europe report, DGI (2017)*, 9.