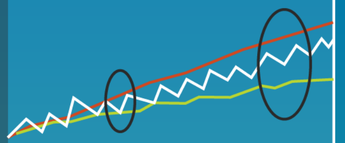
Evidence-based principles for effective communication of climate change information and associated uncertainty

1. Describe the **weight** of scientific evidence and acknowledge diversity in viewpoints to increase persuasiveness

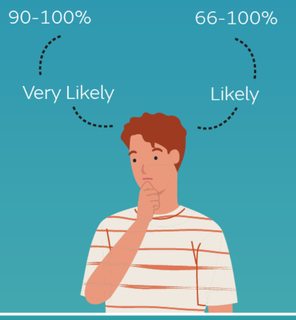
2. Describe the **broader context** of the topic area and scientific consensus surrounding it

3. Describe ranges as **'showing uncertainty'** with narrower ranges as having **'greater certainty'**



4. Messages should focus on **scientific** evidence rather than political views in order to reduce scepticism

5. Focus on **positive verbal probability expressions** and include their intended numerical interpretation



6. Avoid use of double negatives and be aware that positive messages regarding limiting climate change are more **motivating**

7. Anecdotal evidence and analogies should be carefully selected to increase users' **understanding** and engagement

8. Include a central estimate as well as a range of projections to increase readers' **understanding**

9. Ensure readers are aware that communications about climate change uncertainty may include implicit **politicization** of climate messages

Kause et al., 2020, Communications about uncertainty in scientific climate-related findings: a qualitative systematic review, Environ. Res. Lett. in press https://doi.org/10.1088/1748-9326/abb265