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Pitfalls in the communication about CO2 capture and storage

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Preface

This dissertation is aimed at the identification of pitfalls in the communication about CO₂ capture and storage. It presents the results of experimental and survey research on three communication techniques: heaping information, emphasis framing, and greening. The dissertation is structured as follows:

Chapter 1 is the “umbrella” chapter. It sets the context in which the research was conducted. Furthermore, Chapter 1 connects the different lines of research by discussing their relevance, coherence, and differences. Chapters 2, 3, and 4 are adaptations of papers on the experimental research. These chapters are written in first-person plural because the papers were composed in collaboration with Bart Terwel, Naomi Ellemers, and Dancker Daamen. The original papers are published in or under review at peer-reviewed journals. Each experimental chapter discusses one of the three communication techniques and can be read independently of the other chapters. Due to this independency, however, there is some overlap between the chapters, especially in their opening paragraphs. The order of the chapters is motivated by theory, not by chronology of execution of the research.

Throughout the dissertation, references are made to Appendix A. This appendix presents data of a large-scale survey held among a representative sample of the Dutch public in October 2013.