



ALLIANCE FOR
CLIMATE EDUCATION

Comparison of In-Person vs Digital Climate Education Program

Rebecca Anderson
Alliance for Climate Education

●●● OUR PURPOSE

Hi, we're ACE.
Nice to meet you!

Our mission is to educate young people on the science of climate change and empower them to take action.



ACE Assembly



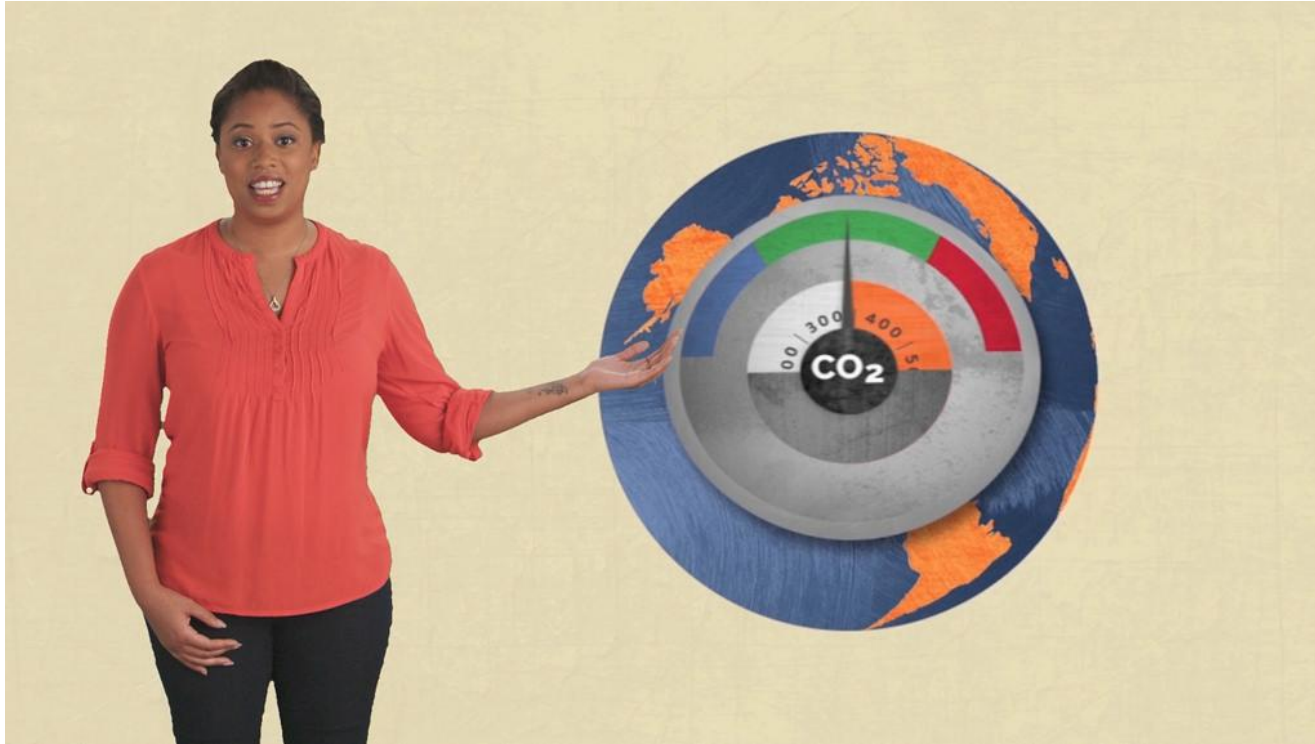
ACE Assembly Evaluation: 2014



- 27% increase in climate science knowledge
- 43% increase in students who are concerned or alarmed about climate change
- 59% of students increased their intention to take action
- 60% of students increased their intention to get friends and family to take action
- The number of students talking to parents and peers about climate change more than doubled

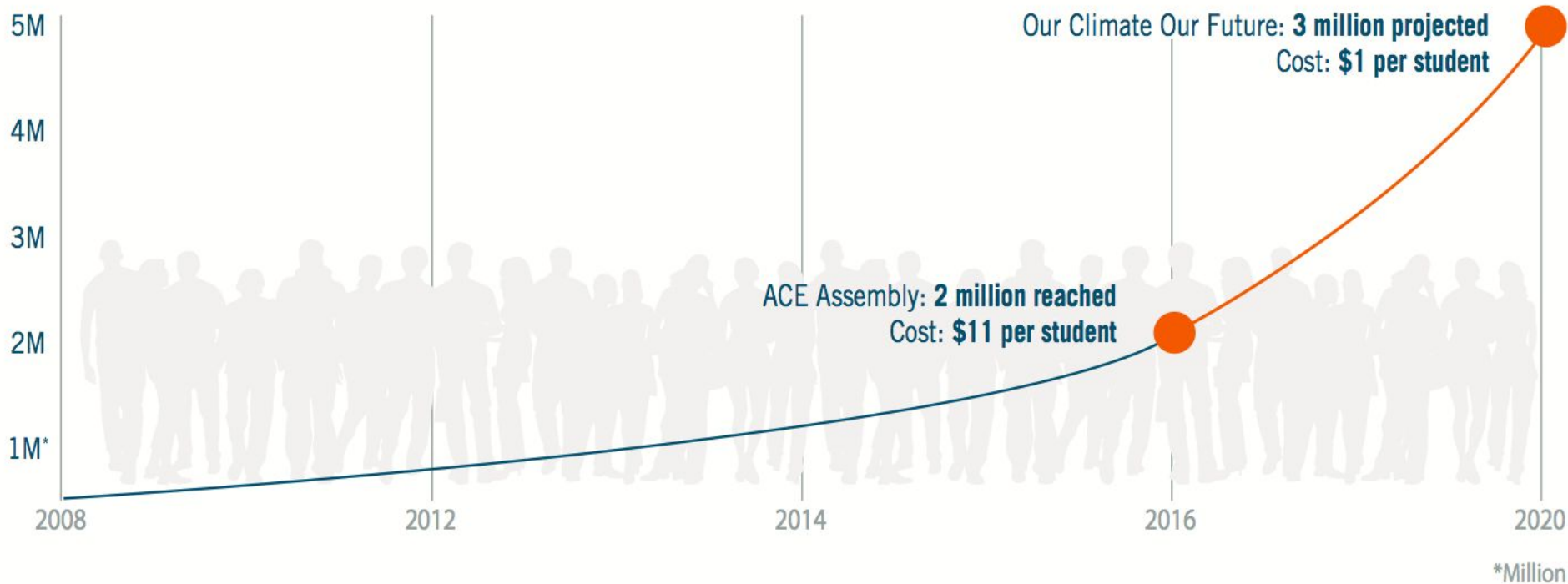


OUR CLIMATE OUR FUTURE



From Live to Digital

Students Educated



What We Did

- Two public high schools in North Carolina
- 709 students in 27 classes
- Randomly assigned to:
 - Live presentation
 - Digital presentation
 - Control
- Online pre and post-tests through SurveyMonkey
- IRB approved



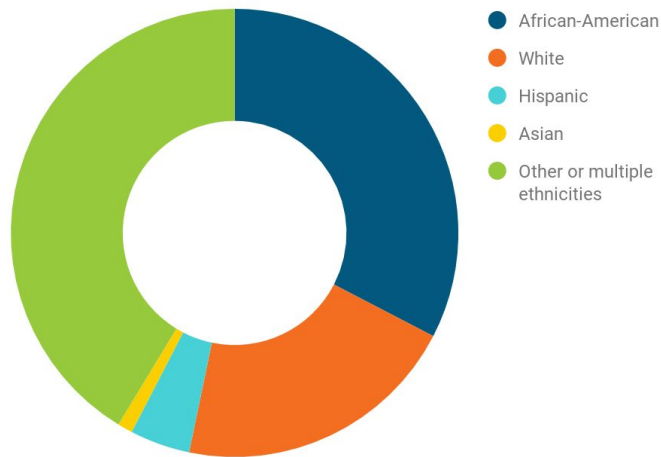
PISCES FOUNDATION



Demographics

	School A	School B
Enrollment	1,782	1,439
Title I school	Yes	No
Students eligible for free/ reduced lunch	52%	14%
Graduation rate	82%	92%

School A



School B



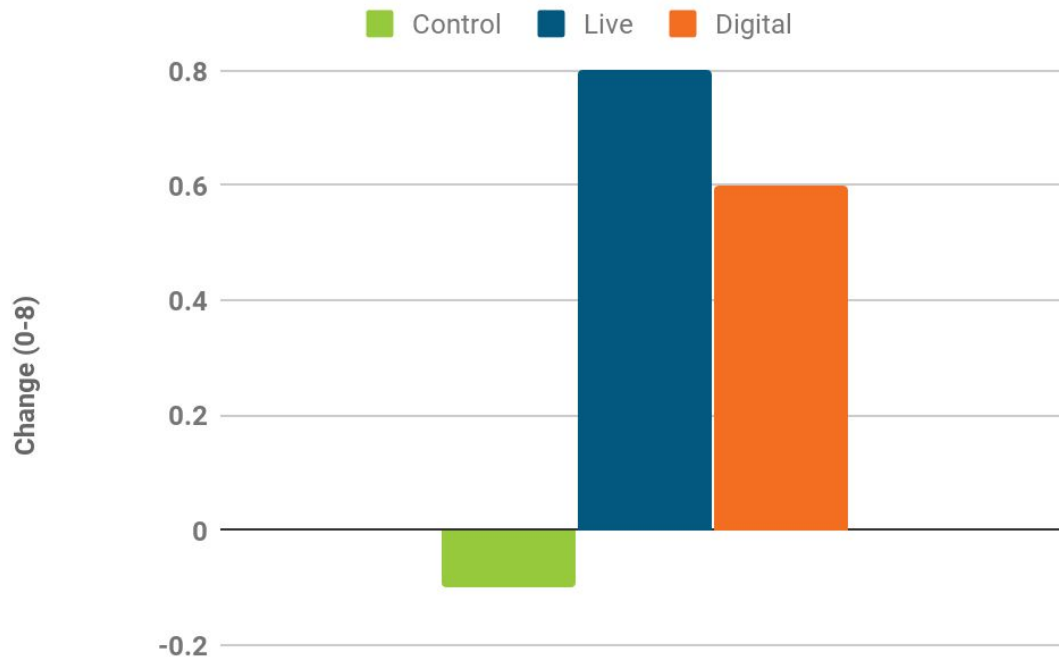
Impact Areas

- Climate science knowledge
- Attitudes about climate change:
 - Belief and involvement
 - Climate justice
- Self-efficacy
- Intent to change behavior:
 - Conservation
 - Communication
- Hope



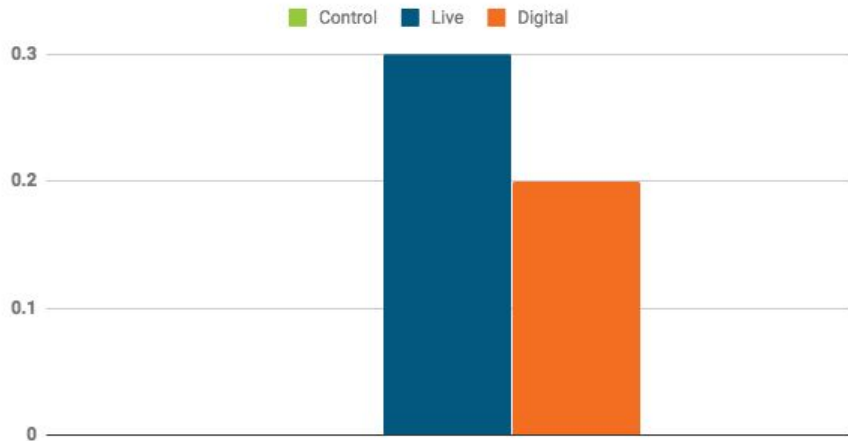
Results: Knowledge

Knowledge

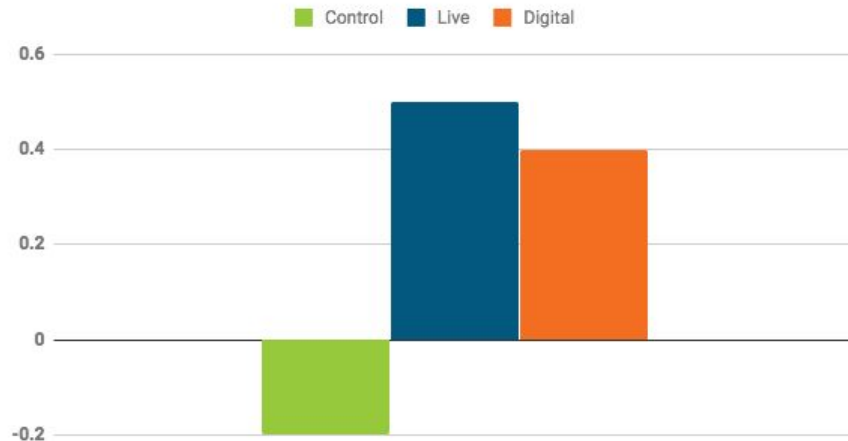


Results: Attitudes

Attitude: Belief and Involvement

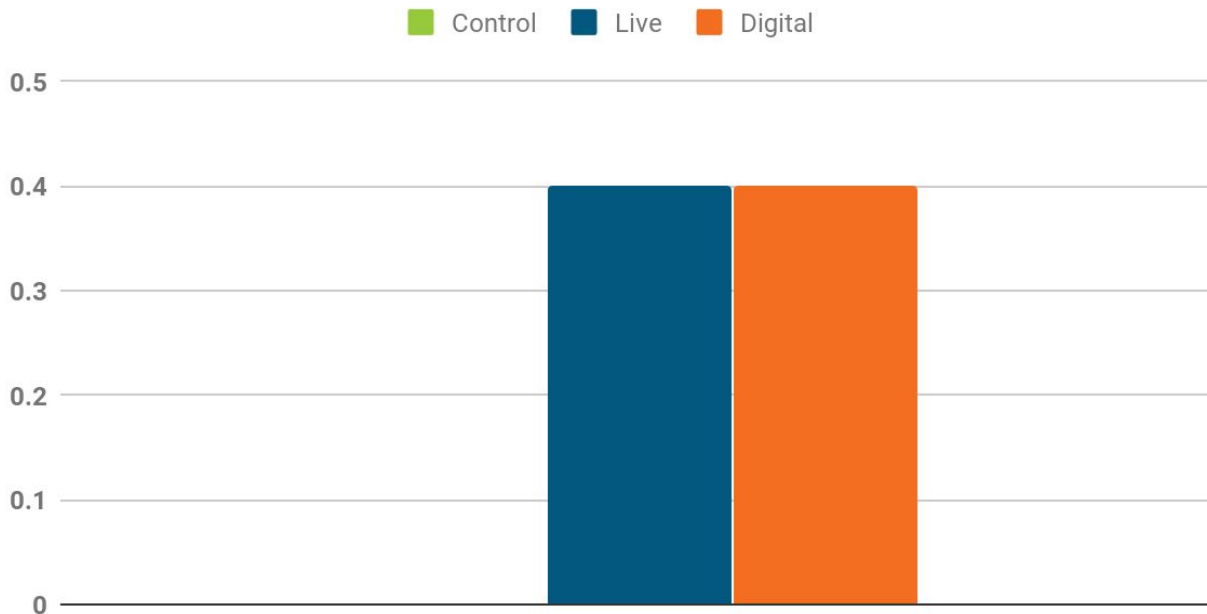


Attitude: Climate Justice



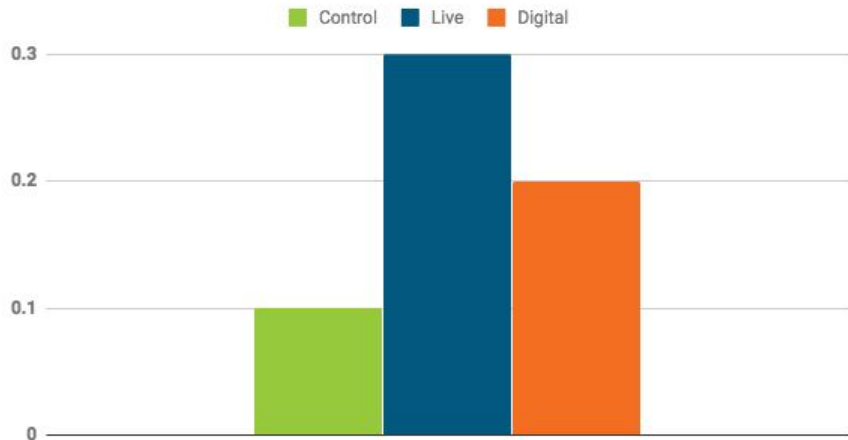
Results: Self-Efficacy

Self-efficacy

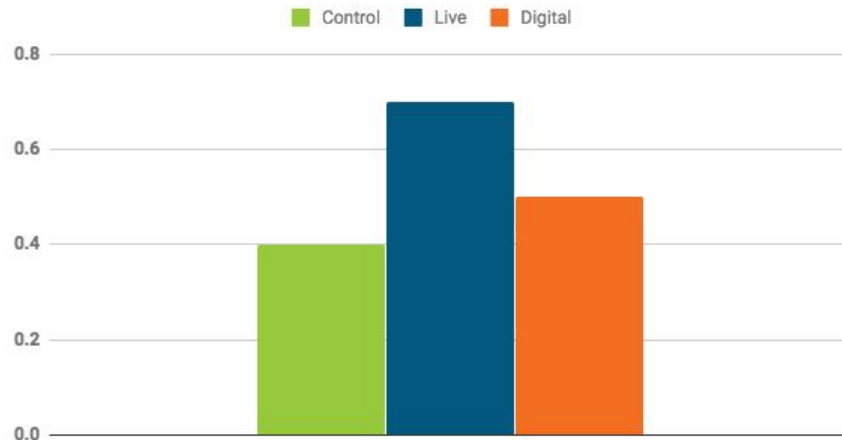


Results: Behavioral Intent

Behavioral Intent: Conservation

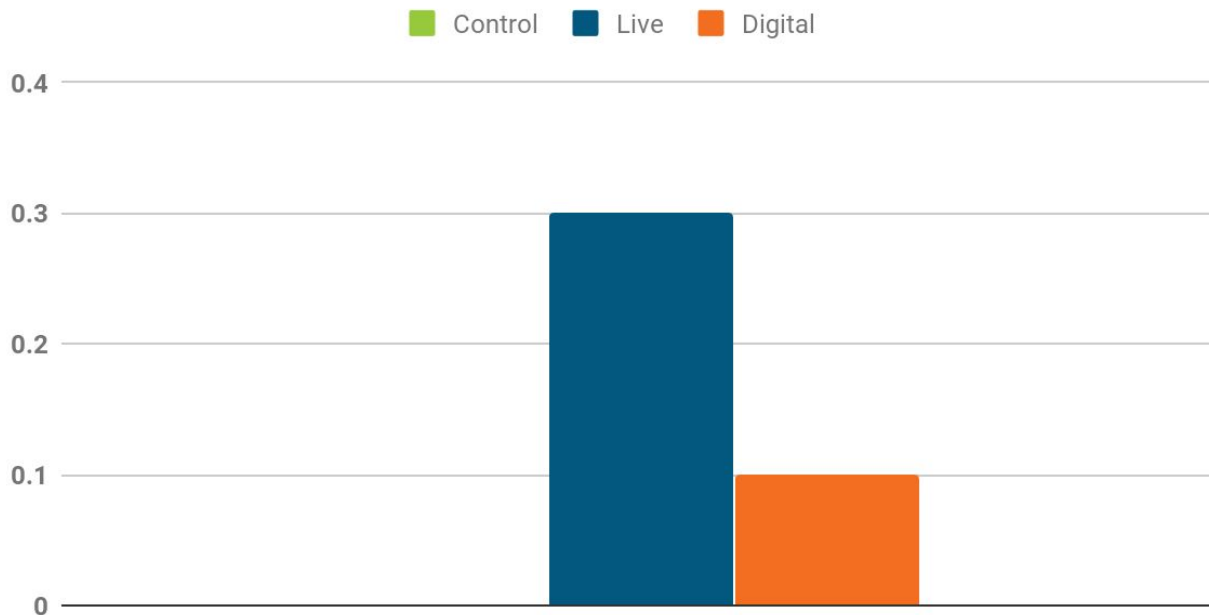


Behavioral Intent: Communication



Results: Hope

Hope



Conclusions

- Positive results: Digital program produces statistically equivalent results in:
 - Climate science knowledge gained
 - Shift in belief in and involvement in climate change
 - Shift in attitudes about climate justice
 - Self-efficacy on climate action
- Room for improvement: Digital program does not produce similar results in:
 - Intent to change behavior, both communication and conservation
 - Hope



What's Next?

- Support for teachers to fill the gap:
 - Facilitator guide
 - Climate conversation project (Thursday - 10:50 in 242)
 - Lesson plans galore

