

Climate & Media RESEARCH HIGHLIGHTS

The **MEDIA IMPACT PROJECT** is Norman Lear Center's research and evaluation arm. We study the content of stories disseminated through media and entertainment, the audiences who consume these stories, and their impact on knowledge, attitudes, and behavior. Our research addresses a wide range of health and social justice issues and uses a multitude of quantitative and qualitative methods. We draw upon decades of social science theory, 25 years of partnership with the entertainment industry, and emerging best practices in the growing field of narrative change.

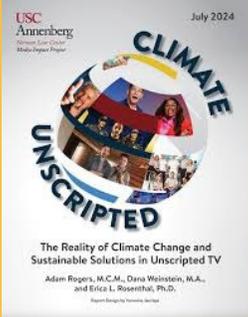


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CLIMATE IN SCRIPTED MEDIA

- An analysis of TV scripts and movies from 2016 to 2020 found that only **0.6% of scripts mentioned the term "climate change"** and **2.8% included climate keywords**.
- Scripted TV episodes with climate-related keywords had more than **1.2 billion viewers**, and fictional films with climate mentions made more than **\$8.6 billion** at the box office.
- Almost half (48%) of audience members surveyed said they **want to see entertainment that includes climate-related storylines**.



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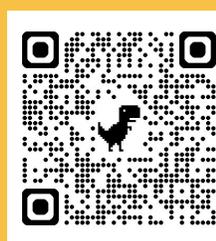


CLIMATE IN UNSCRIPTED MEDIA

- Our analysis found that **keywords related to climate and sustainability were referenced 28,424 times across unscripted broadcast and cable television**.
- Sustainability keywords were most frequently mentioned in **home shows, docuseries, and food programs**.
- The majority of mentions focused on **sustainable, climate-friendly practices and actions**, such as adopting a vegan or vegetarian diet, or installing insulation or solar panels.



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PLASTIC POLLUTION ON SCREEN

- We examined 32 popular television shows from the 2019-2020 season in the **first-ever analysis of the portrayal and prevalence of single-use plastics and reusable alternatives** in popular scripted television shows.
- We found that single-use plastics were common on scripted TV, with an average of **28 single use plastic items per episode**.
- **Single-use plastics outweighed** the use of their reusable counterparts.



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RESEARCH DATABASE: SUSTAINABILITY ON SCREEN

- We analyzed research at the intersection of climate, sustainability and entertainment to create **a living, searchable database**.
- The database tracks evidence and trends around **audience demand, sustainability business levers, and the social and economic impacts of climate-related narratives**.