



Christopher Clarke, PhD

Associate Professor, Department of Communication
Affiliate Faculty, Center for Climate Change Communication

Education

PhD, Communication, Cornell University

Key Interests

Science Communication | Risk Communication | Health Communication | Persuasion |
Public Opinion | Message Design | Message Testing

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SELECT PUBLICATIONS

- › C. E. Clarke & D. T. N. Evensen. The politics of scientific consensus? Political divergence and partisanship in unconventional energy development in the United States. *Energy Research & Social Science* 51, 156-167 (2019).
- › C. E. Clarke *et al.*, Communicating about climate change, natural gas development, and “fracking”: U.S. and international perspectives, in *Oxford Research Encyclopedia of Climate Science*, Oxford University Press (2019).
- › C. E. Clarke *et al.*, How geographic distance and political ideology interact to influence public perception of unconventional oil/natural gas development. *Energy Policy* 97, 301–309 (2016).

Research Focus

My research on health and environmental risk communication focuses on two broad questions: First, what factors motivate people to care about health and environmental topics? Second, how can we craft effective messages that motivate people to care more?

Within both areas, I am especially interested in the role of social-psychological factors like political ideology, attention to news media discourse, social norms, scientific consensus, and psychological distance. Specific topics of interest/expertise include energy development (i.e., unconventional oil and natural gas development via hydraulic fracturing - “fracking”); vaccine safety; and climate change, among others. I have an inter-disciplinary background in communication, public health, and environmental policy, and I try to engage all of these fields in my scholarship.

Current Projects

- Designing message to build public support for federal climate policy, especially a carbon tax
- Examining social-psychological factors that drive public support for federal climate policy, especially a carbon tax