

Introduction

Given the strong scientific consensus on the causes and consequences of climate change, global action to address this issue is paramount.

Additionally, China and the United States, as the world's two largest economies and greenhouse gas polluters, share prominent roles in the process of developing and implementing future international climate change mitigation strategies.

However, public views regarding climate change are diverse/complex and can be uninformed/misinformed. Moreover, public perceptions are also likely to influence how and when policy action is taken to address climate change.

To this end we analyze responses to one open-ended climate change question using the same survey data described in our first and second posters.

Open-Ended Question

The open-ended question was the first question on our survey in order to avoid contamination effects from the remainder of the survey.

Question: Write down the first words that come to mind when you hear or read the words "climate change"? We welcome all answers, from a few sentences to a few words.

问题: 请写出当您听到或者看到“气候变暖”时,脑海中的第一个词汇。我们接受任何词汇或短语在内的答案

Participants were randomly assigned one of two open-ended questions

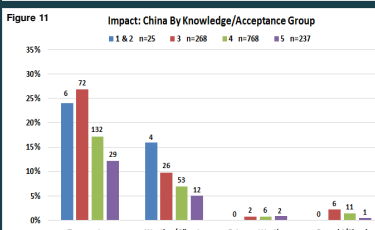
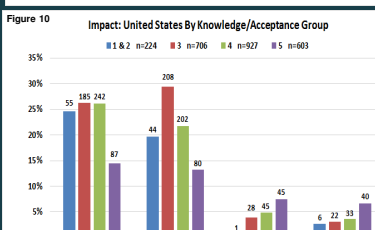
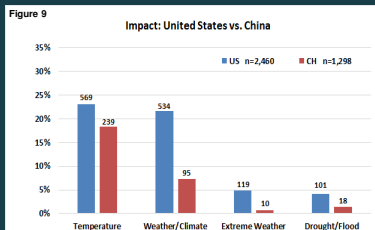
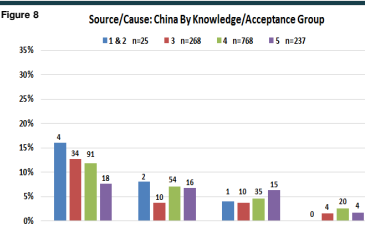
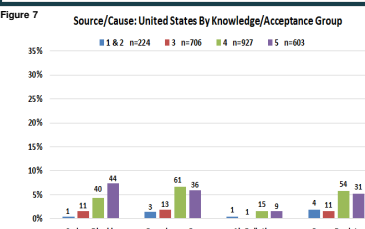
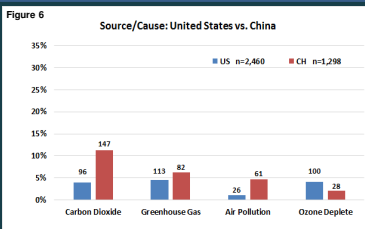
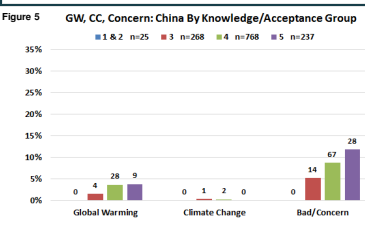
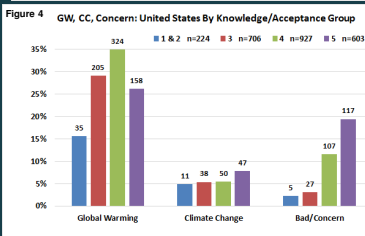
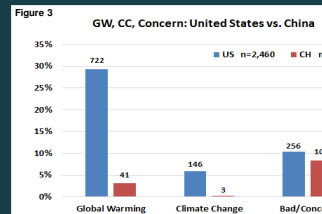
- Approximately half climate change and half air pollution
- **Reduced sample for this analysis (only CC responses)**
- **Results are preliminary (United States and China only)**
- 39 individual topics identified (overlap)
- Collapsed into 7 groupings/categories (some overlap)

Table 1	Country	Average # of words	Average # of characters	Average word length	Average # of coded topics
	US	7.2	45.6	6.7	2.14
	CH	2.1	5.4	3.1	1.15

Graphical Analysis of Topic Prevalence

We present a graphical analysis of the prevalence of selected topics for Chinese and American respondents in Figures 1 – 16

For each subset of topics we compare China and the United States. We also show within country comparisons for each country segmented by climate change acceptance/knowledge/concern groupings.



Conclusion & Discussion

We are just beginning our analysis of the responses to this open-ended question, and thus the results presented here are preliminary. Overview of preliminary results:

- Chinese respondents were more likely to mention carbon dioxide, air pollution and sea rise compared to Americans.
- Americans were more likely to mention global warming, climate change, weather, drought/flood, extreme weather, ice melt, animals/species and naturally occurring compared to Chinese respondents.
- Similar percentages of Chinese and American respondents mentioned greenhouse gases and bad/concern.
- Terms of skepticism/denial, politics, debate/controversy, science and happening/real were only mentioned by American respondents.
- The results of comparisons for topic prevalence by climate change knowledge/acceptance/concern groupings are varied and complex in both China and the United States.

