

Next Generation Data Mining Summit 2009

**Climate Change and Energy Use:
Examining the American People and the Drivers of Population Behavior**

Edward Maibach, MPH, PhD
Professor & Director
Center for Climate Change Communication
George Mason University

Substantially reducing America's energy use and greenhouse gas emissions will require deep insight into – and the ability to positively influence – the behavior of people and populations. This presentation will attempt to offer two forms of such insight. First, the results of a recent audience segmentation analysis of the American people – *Global Warming's Six Americas* – will be presented, and the implications of the analysis for climate change and energy use will be examined. Next, a theoretical framework developed in the field of public health – the *People & Places Framework* – will be presented. Borrowing from models of social ecology and complex dynamic systems, the *People & Places Framework* seeks to illuminate the influences of the attributes of people (as organized by units of analysis, i.e., individuals, social networks, and populations) and the attributes of place (i.e., products and services, physical attributes of place, policies and enforcement, and cultural and media messages) on population behavior. The presentation will conclude with some thoughts about how data mining may be of value in further illuminating the drivers of population behavior, and in positively influencing people and place in ways that reduce America's energy use and greenhouse gas emissions.