

Impressive climate science

2025-11-05

These are the results of a pilot study, pre-testing stimuli to strengthening trust in climate scientists. These pilot studies will inform and support an intervention proposal to a megastudy.

Descriptives

Table 1: Number of participants per condition

condition	n
random	76
control	76
impressive	146
combination	150

Table 2: Means of different outcome measures by condition

condi- tion	trust_mean	compe- tence_mean	benevo- lence_mean	in- tegrity_mean	open- ness_mean	impressive- ness_mean
random	71.18	75.99	70.13	72.62	65.97	2.33
control	82.09	87.25	82.81	82.13	76.18	3.79
impressive	80.18	86.33	80.45	80.03	73.93	4.04
combi- nation	77.36	81.23	79.25	77.04	71.92	3.63

Plots

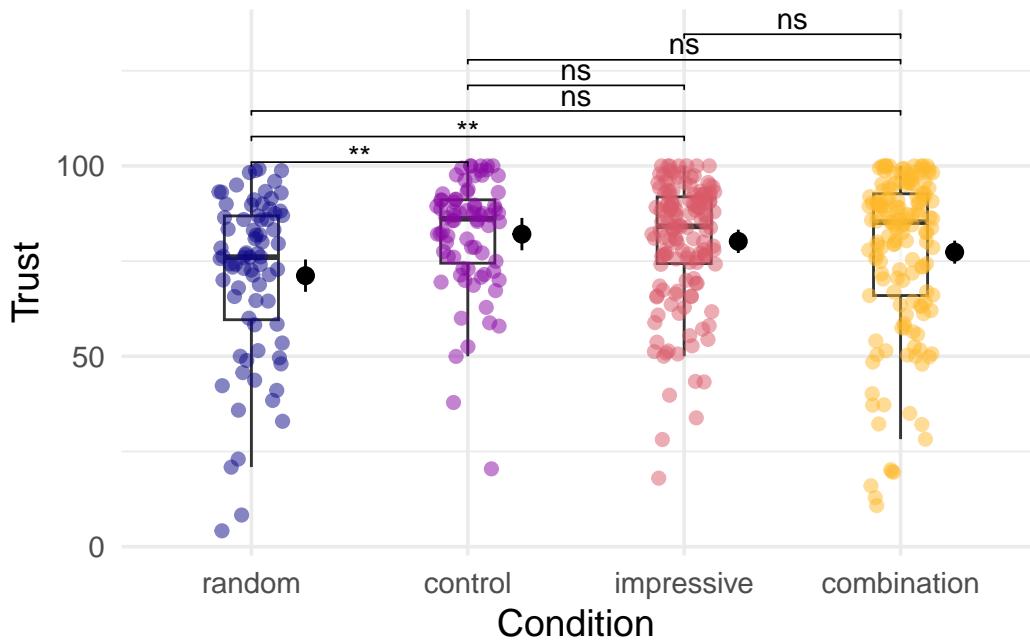


Figure 1: Comparison of the different experimental groups. Asterixes represent adjusted (for multiple comparison) p-values, with adj.p.value < 0.001 ~ “***“, adj.p.value < 0.01 ~”**“, adj.p.value <= 0.05 ~”*“, adj.p.value > 0.05 ~”ns“ (not significant). Black dots and whiskers represent model predictions and 95% CIs.