

Communicating with Conservatives

2015 Great North Wind Country
Regional Conference
Red Wing MN

Bruce W Morlan
John Howard

Moderator: Kathleen Doran-Norton

Bruce W Morlan

- **Twenty years military**
 - Missile launch officer → trajectory analyst
 - Chief scientist, HQ SAC/IN
 - Air Force Institute of Technology. Graduate Operations Research, Strategic and Tactical Sciences, Space Operations
- **Nine years exploring options (two start ups)**
- **Twelve years math-stats analyst at Mayo Clinic**
 - Clinical trials – Cancer Center
 - Biostats – Health Care Policy and Research
- **Currently forming a team to run for MN State Senate District 20 as a moderate Republican**

John Howard

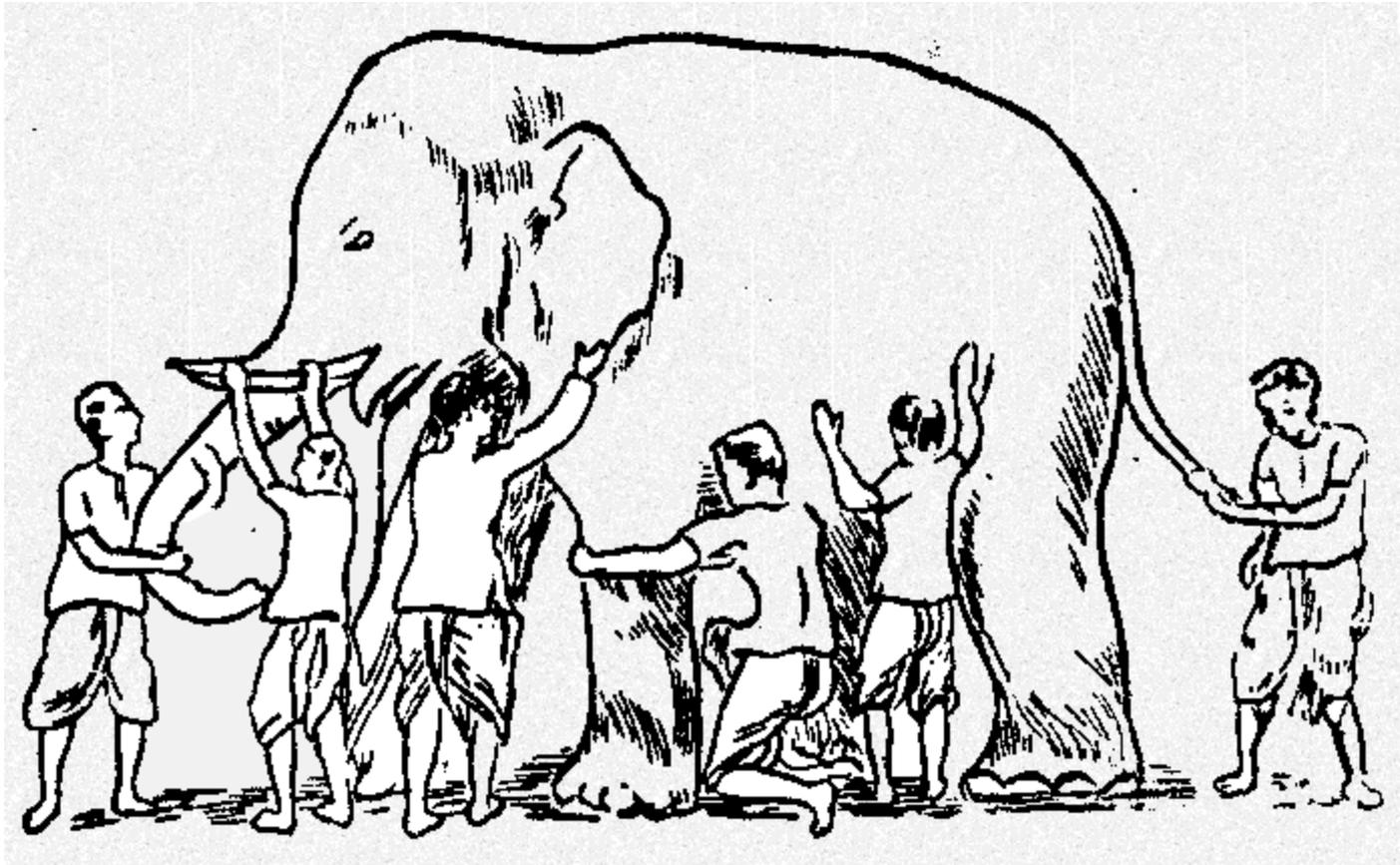
- Group leader for the Edina CCL Chapter.
- Ran for the U.S. House of Representatives as a Republican in 2012 and remains active within the GOP.
- Holds a bachelor's degree from St. Olaf College where he majored in biology with a concentration in environmental studies.
- Second year master's degree student focusing on environmental policy at the Humphrey School of Public Affairs.

Overview

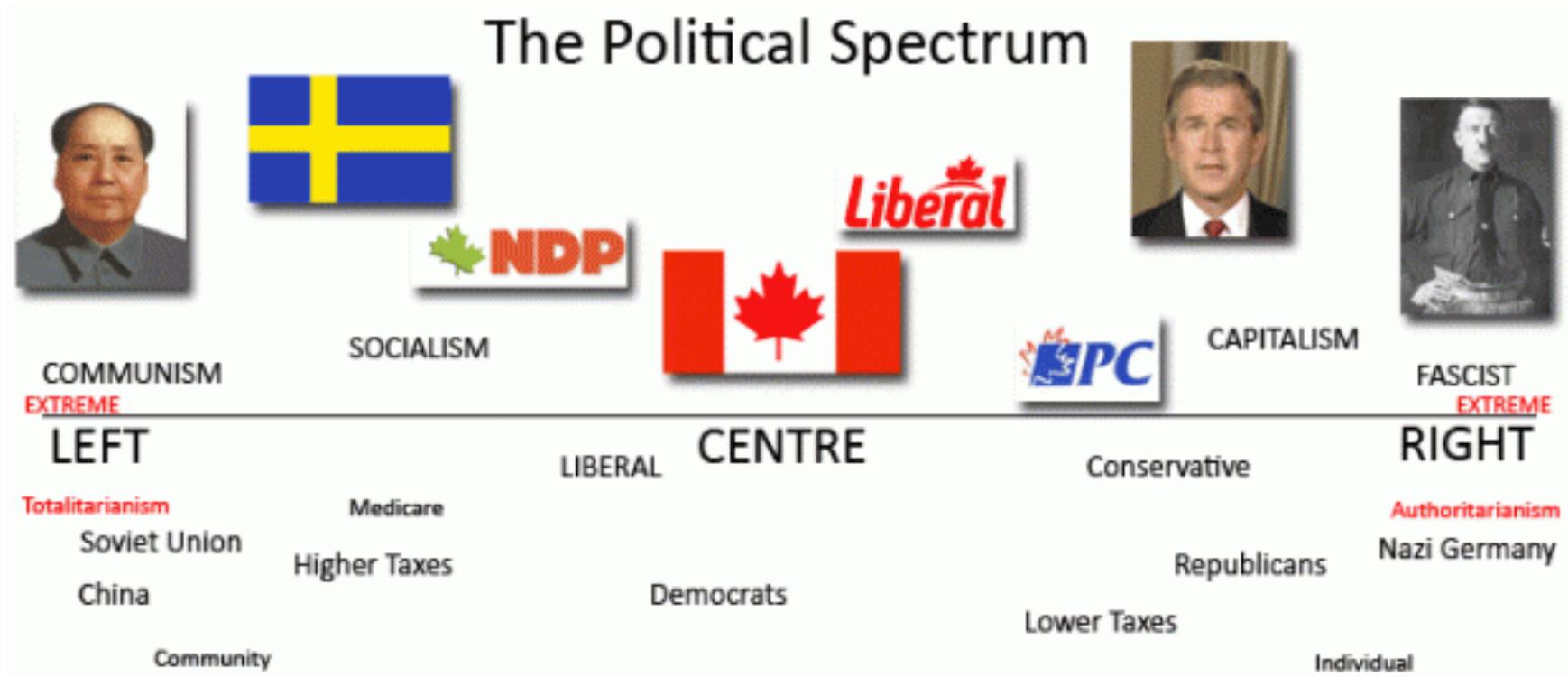
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- Science is conservative
- Free-markets are valued by conservatives
- Action is being taken
- Summary of the argument
- Action step – laser talk(s)

Action step

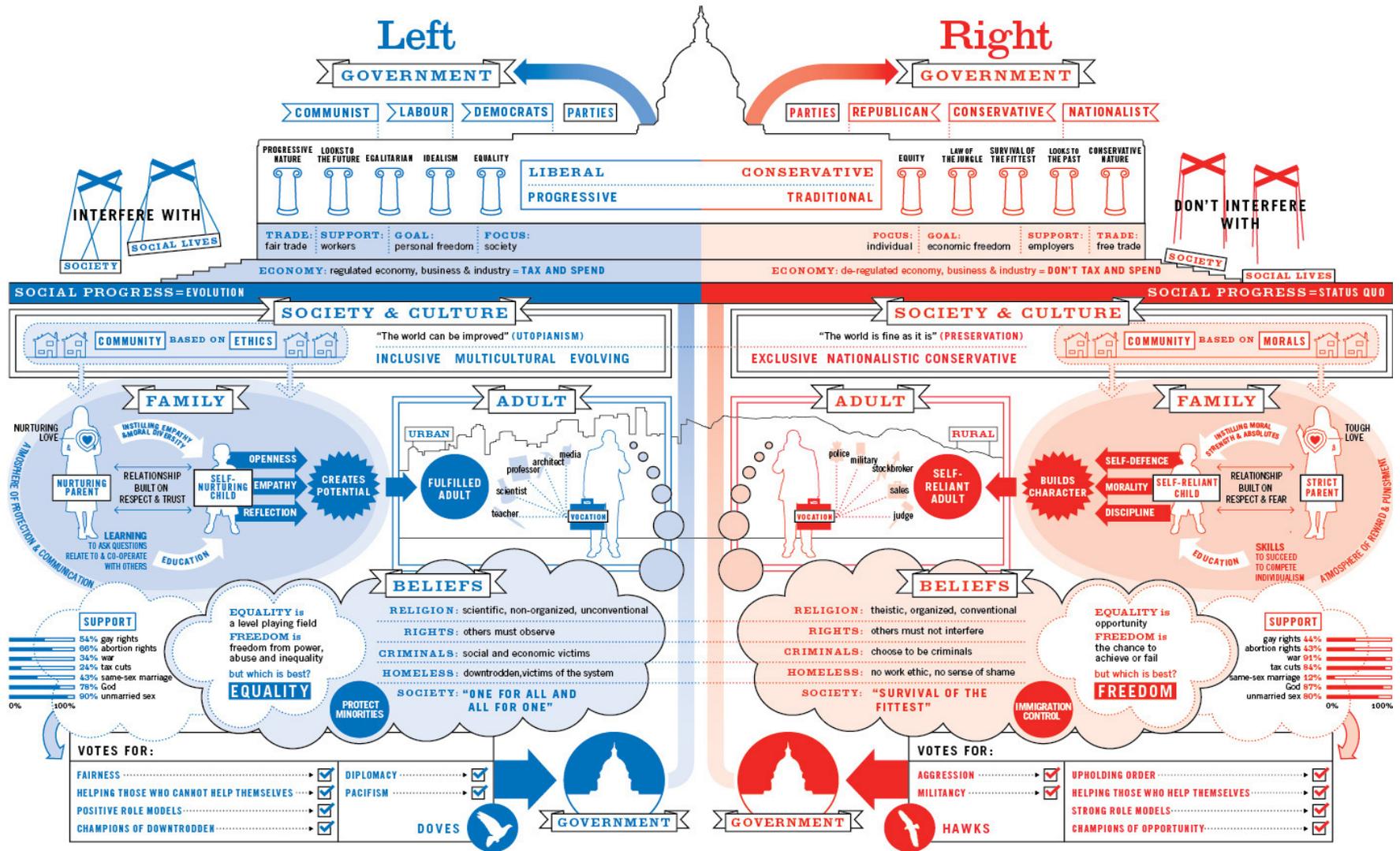
- Internalize the information
- Key bullet points
- Laser talk(s)
 - 2-3 minutes, 3-slides
 - Elevator pitch version – 1 minute, 1 slide



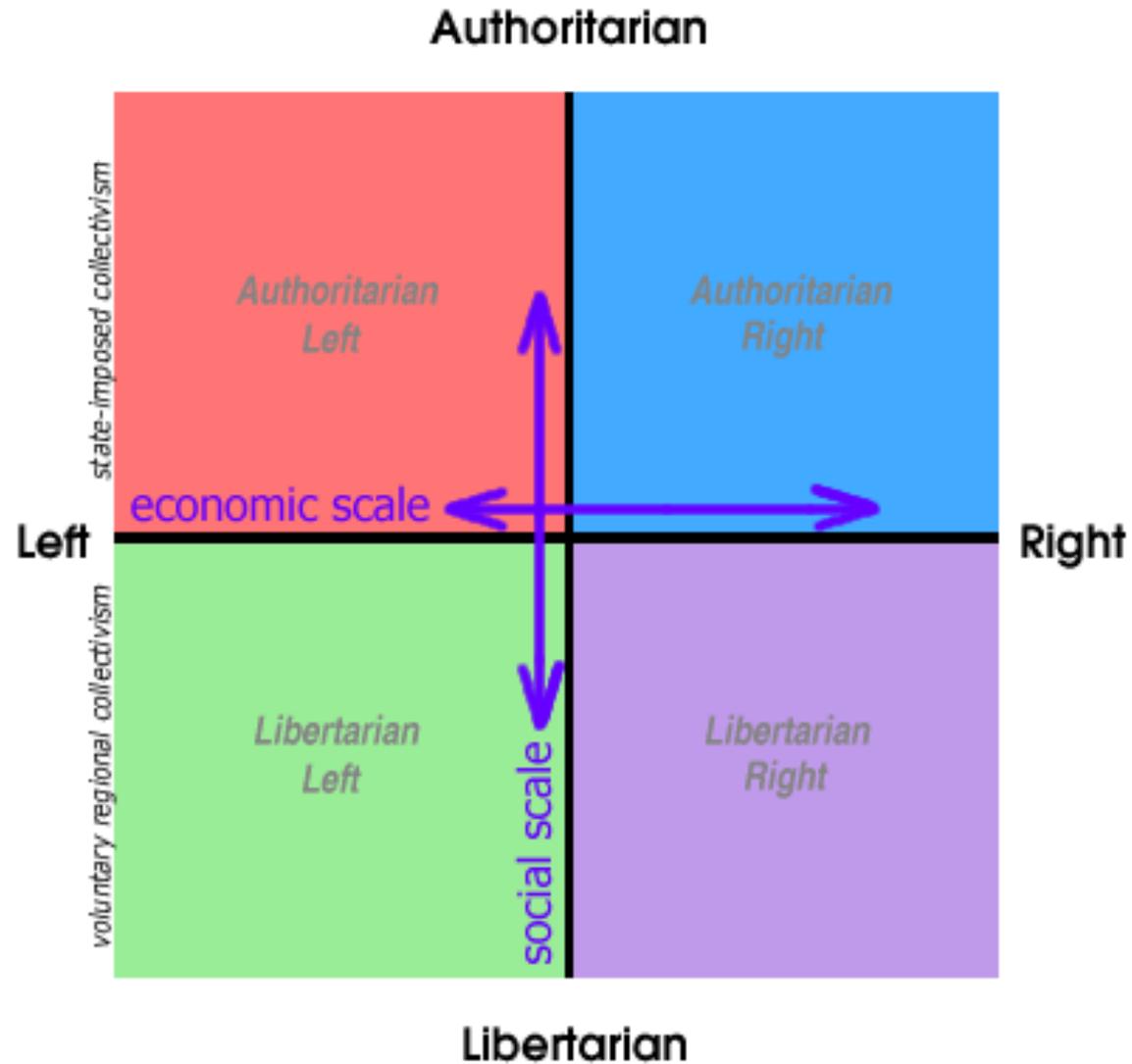
The Political Spectrum



The Political Spectrum "Explained"

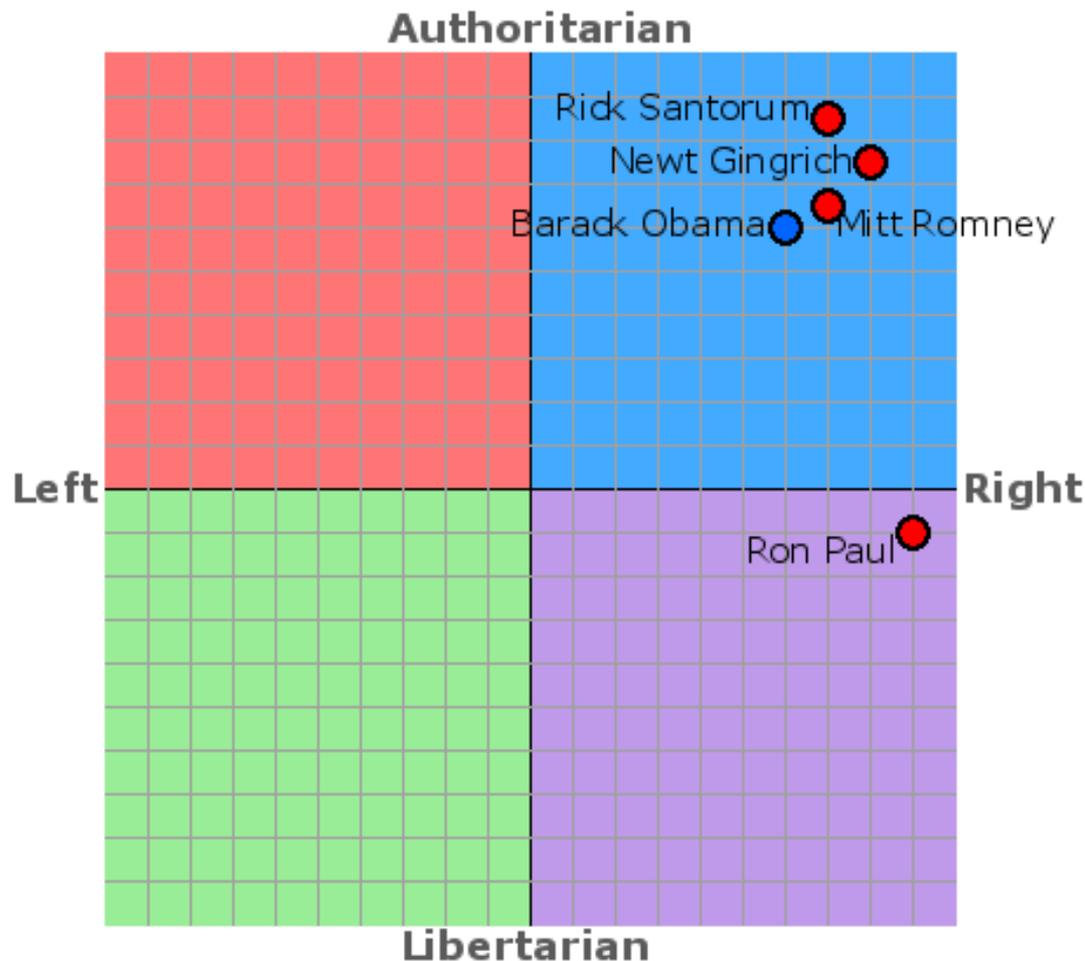


The Political Compass



Political Compass – US 2012

- Conservative or liberal?



About the 2012 US presidential election:

This is a US election that defies logic and brings the nation closer towards a one-party state masquerading as a two-party state.

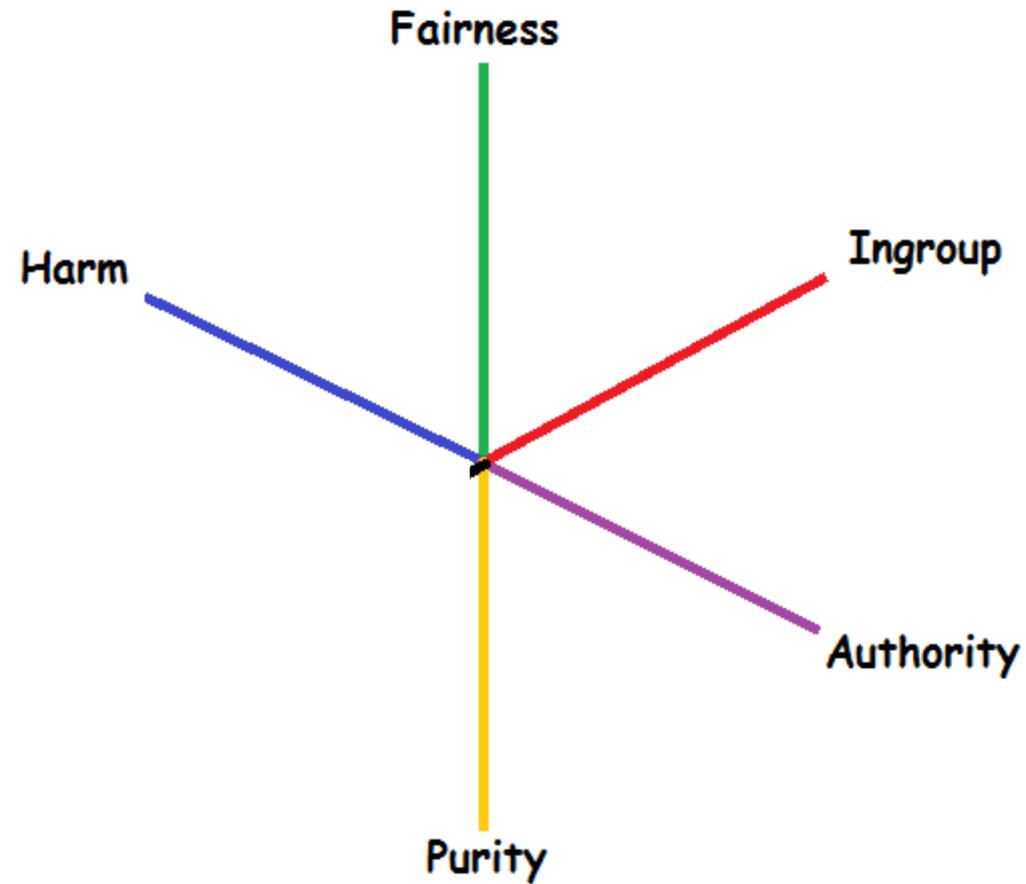
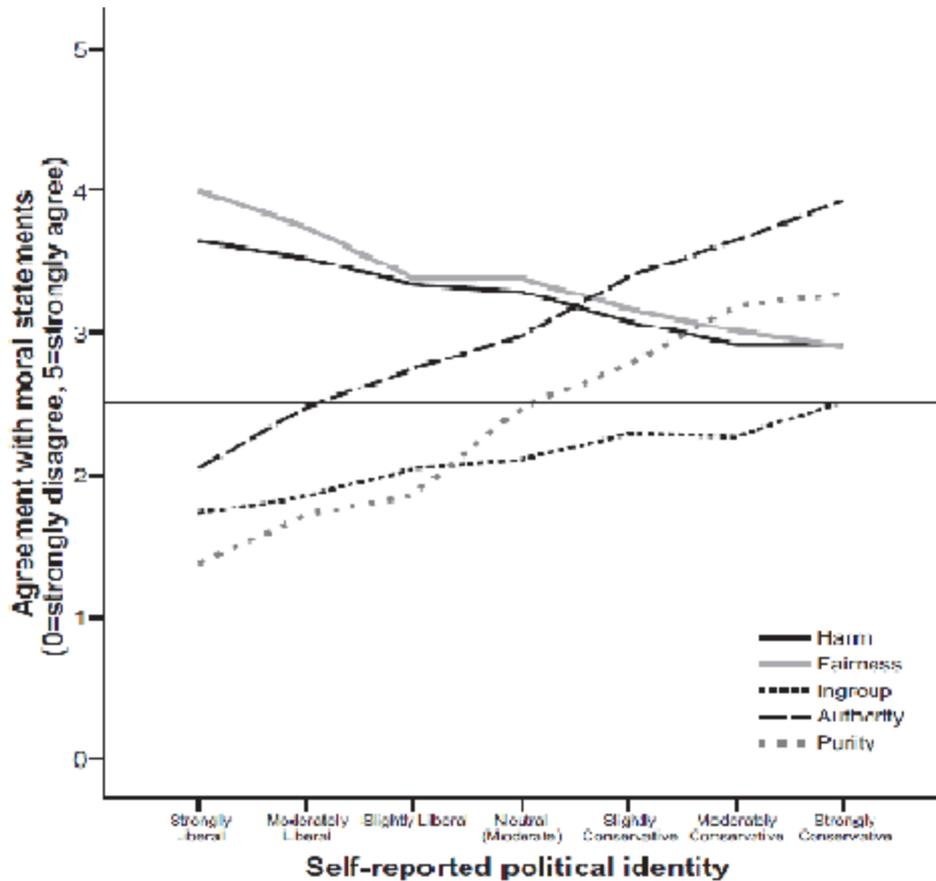
- The Political Compass

The Righteous Mind

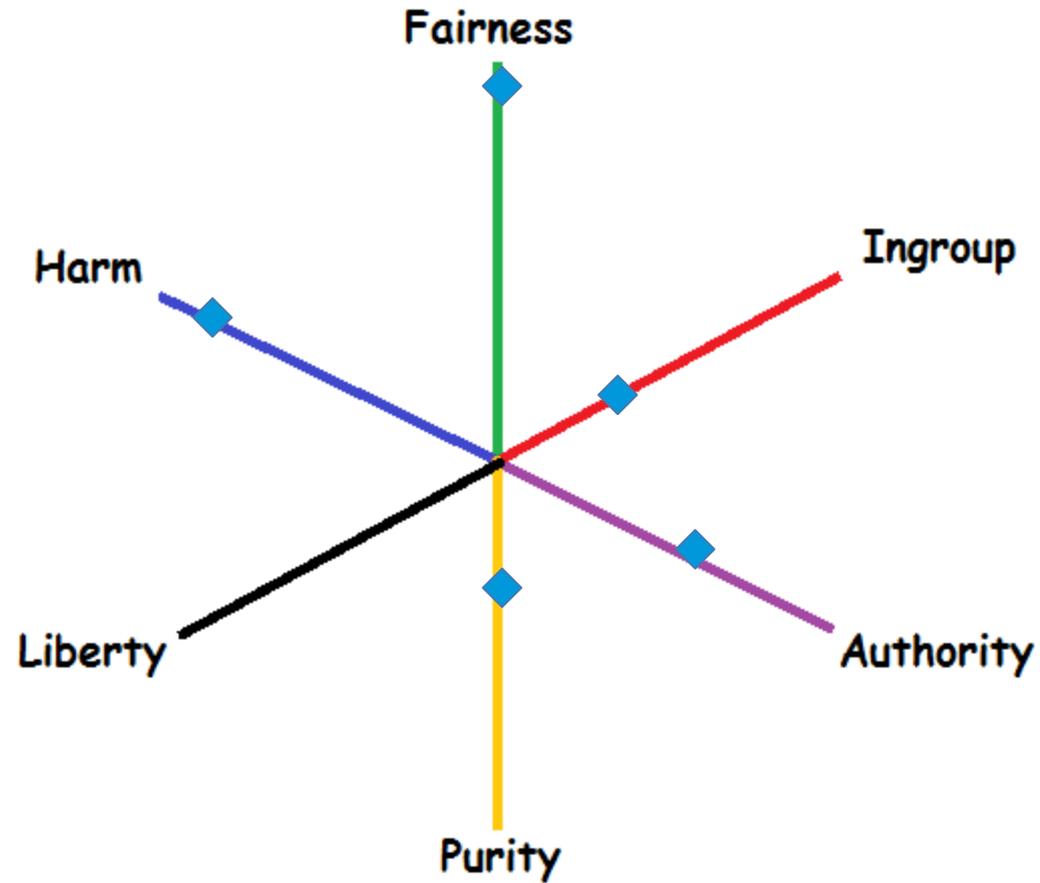
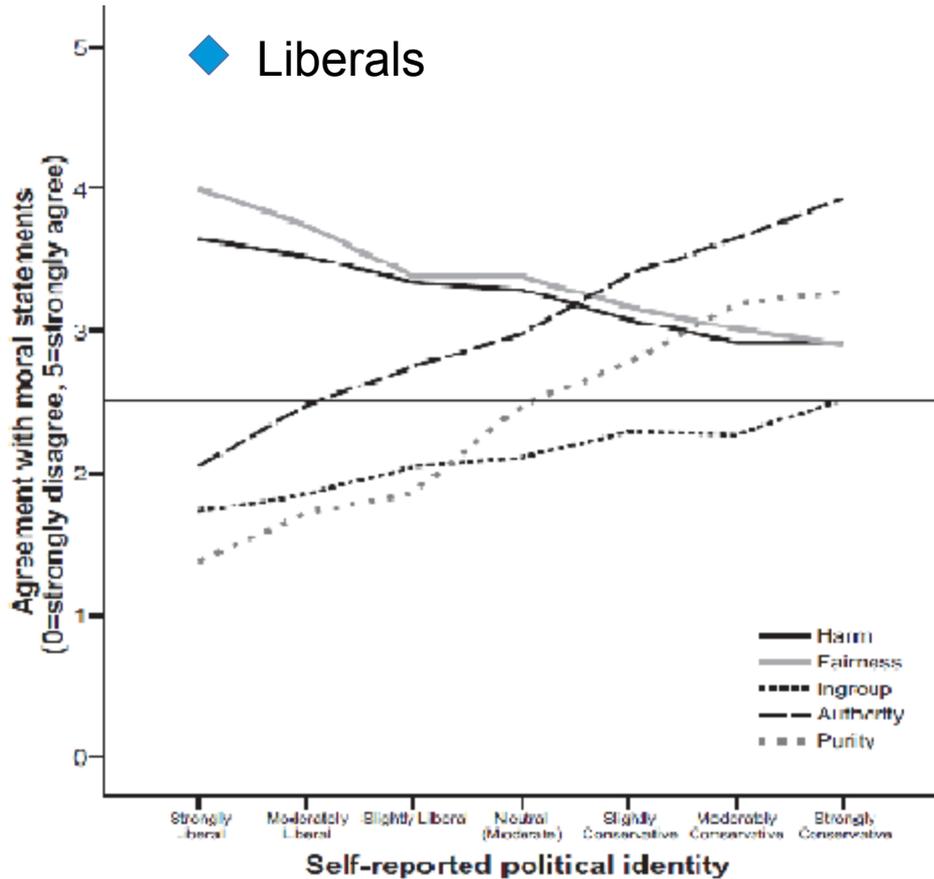
Jonathan Haidt

- What it takes to make a strong society
 - Fairness
 - Ingroup (Loyalty)
 - Authority
 - Purity (Sanctity)
 - Liberty
 - Harm (Care)
- Why?
 - To get the social capital to effect change

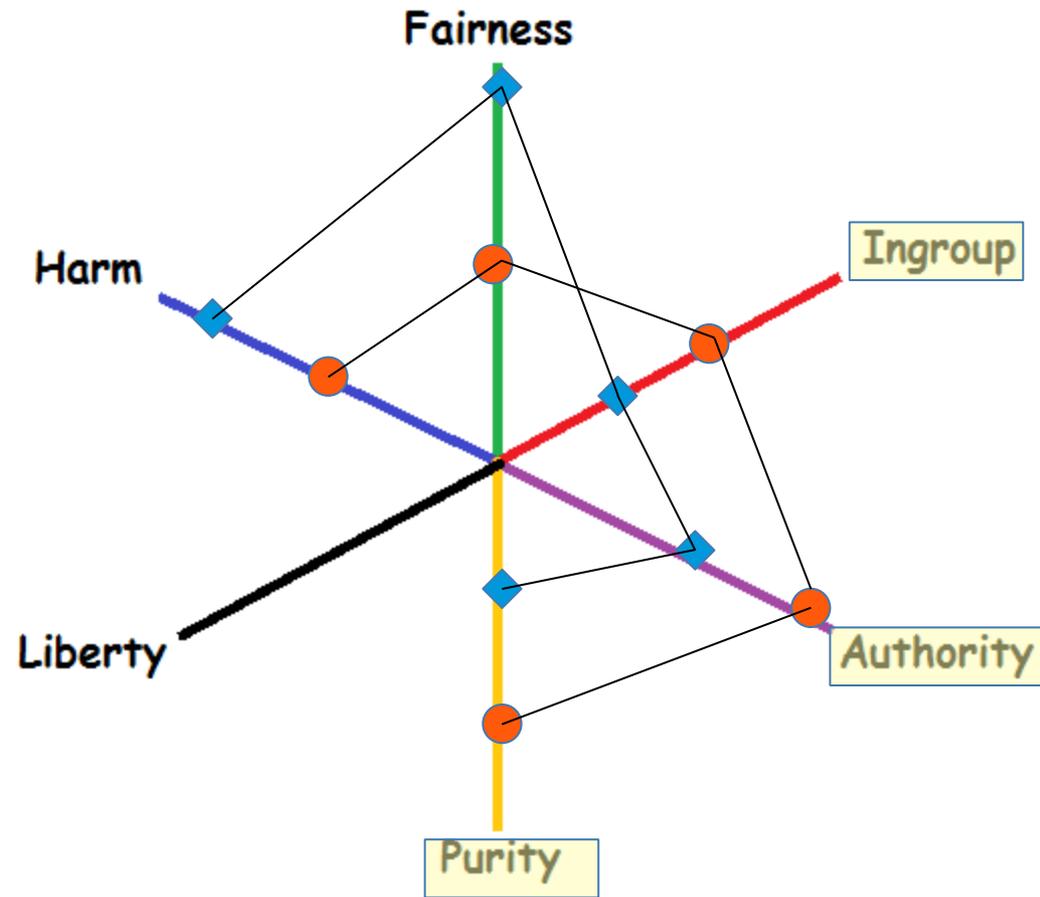
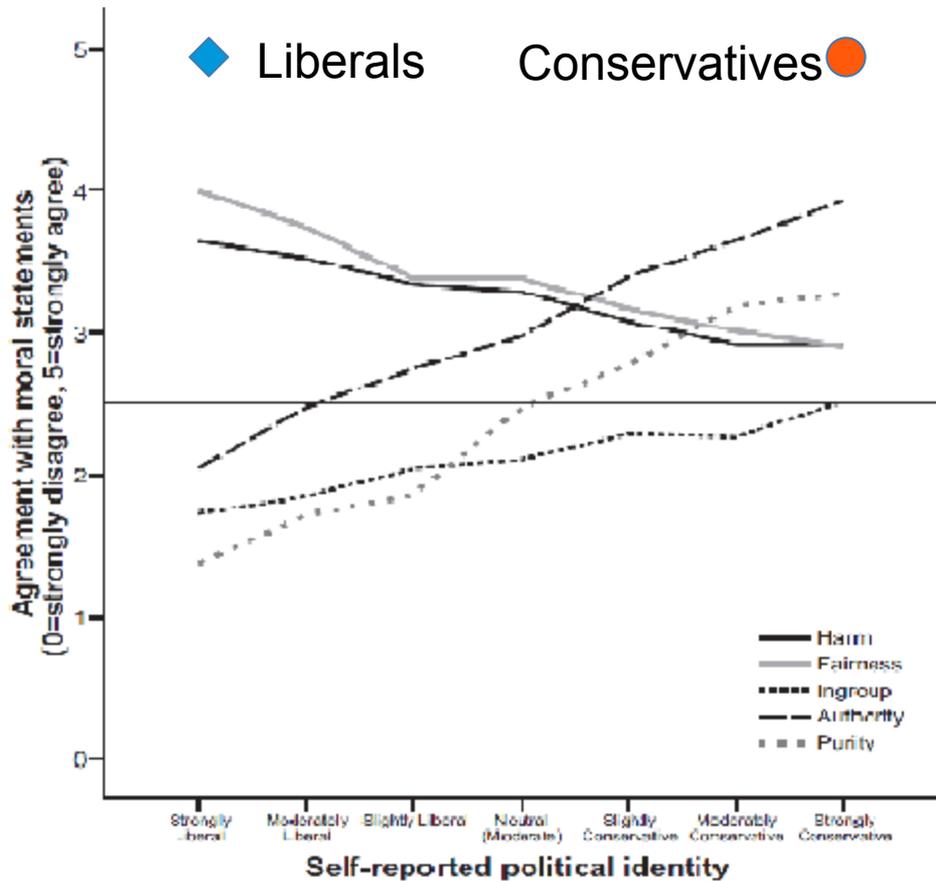
The Righteous Mind



The Righteous Mind



The Righteous Mind



Ingroup/loyalty/betrayal

- Find a group you both belong to
 - Study talks by Bob Inglis and Dr. Hayhoe
- Use group identity as a strength
 - 11 Republican Members of Congress
 - George Shultz
 - Ronald Reagan:

“Preservation of our environment is not a liberal or conservative challenge, it's common sense.”



Authority/subversion

Calls to tear down our capitalist system.

“The climate moment offers an overarching narrative in which everything from the fight for good jobs to justice for migrants to reparations for historical wrongs like slavery and colonialism can all become part of the grand project of building a nontoxic, shockproof economy before it’s too late.”

Naomi Klein, *This Changes Everything*

Climate change activism can be seen as a conspiracy to destroy our freedoms in the interest of fairness and caring.
See the problem?

Authority/subversion

Some important authorities

- Insurance companies
 - Not driven by politics, they follow the math, and they are betting that global warming is happening
- Oil companies
 - Top six European fossil fuel companies asked their governments to pass carbon taxes
 - In fairness, this is not as important as the reasons they give
- Dept of Defense
 - Believes that AGW is the biggest threat to peace we face

Purity/sanctity/degradation

“Worship the Creator, not the created.”



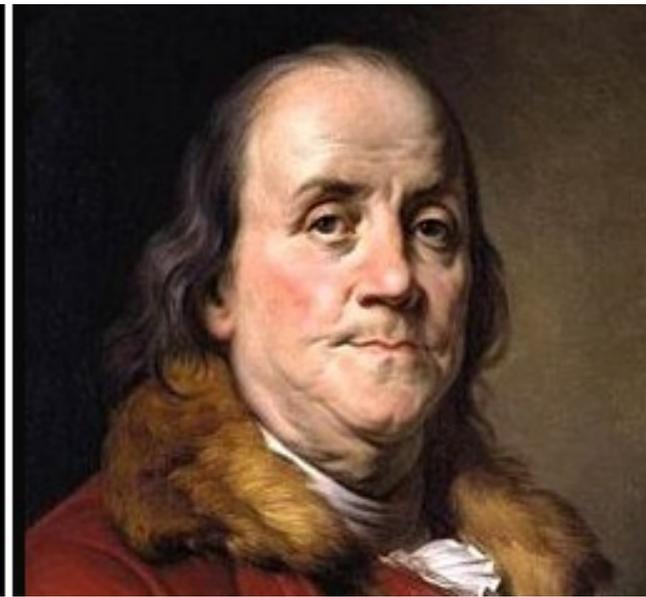
Fortunately, faith leaders are coming on-line!

Unfortunately, this is seen as a sign of the faith leaders' gullibility.

Do not expect to change someone's view of what is sacred.

The sixth Haidt moral dimension

- **Liberty/oppression:** the loathing of tyranny.

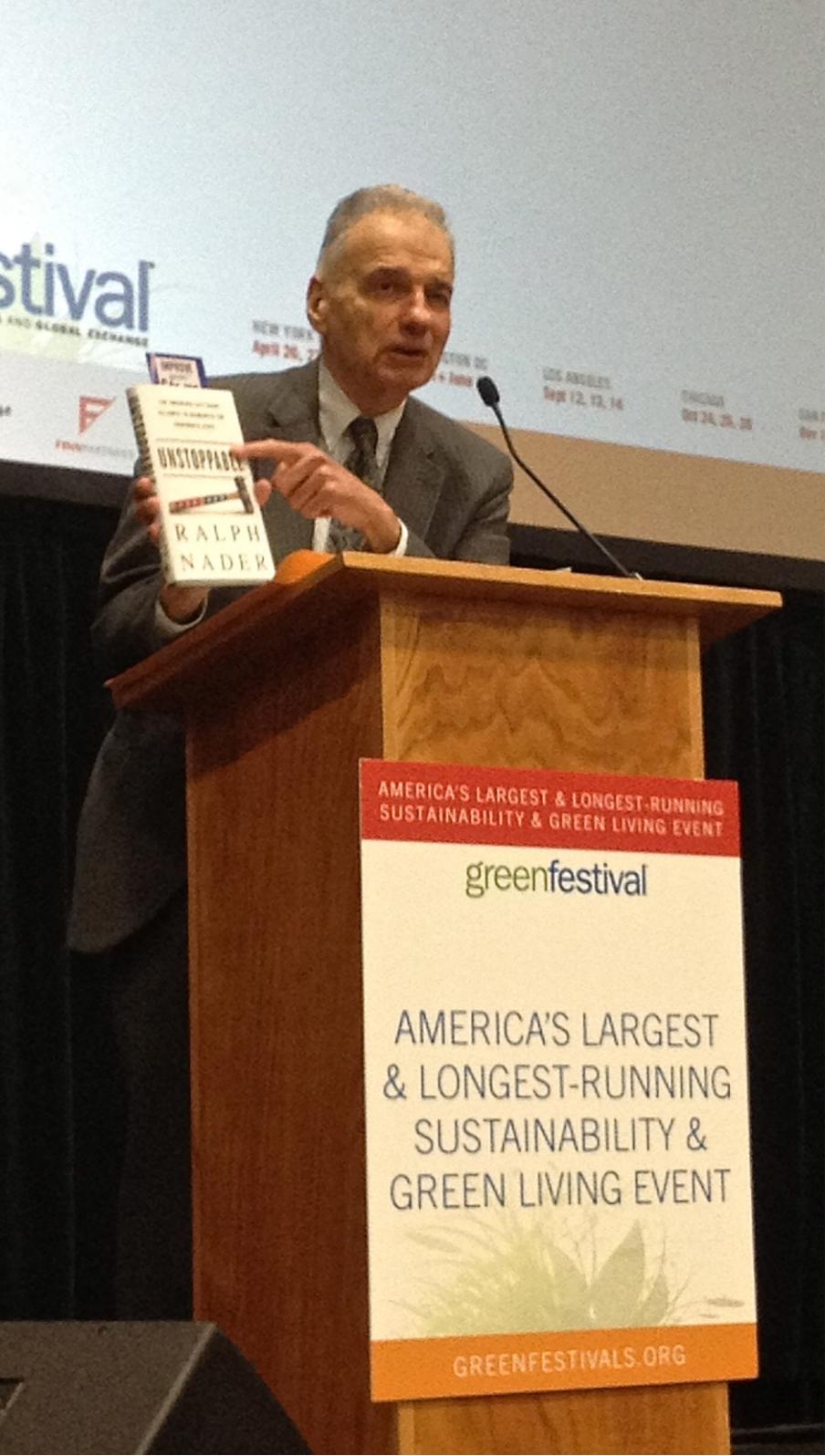


They who can give up essential liberty to obtain a little temporary safety deserve neither liberty nor safety.

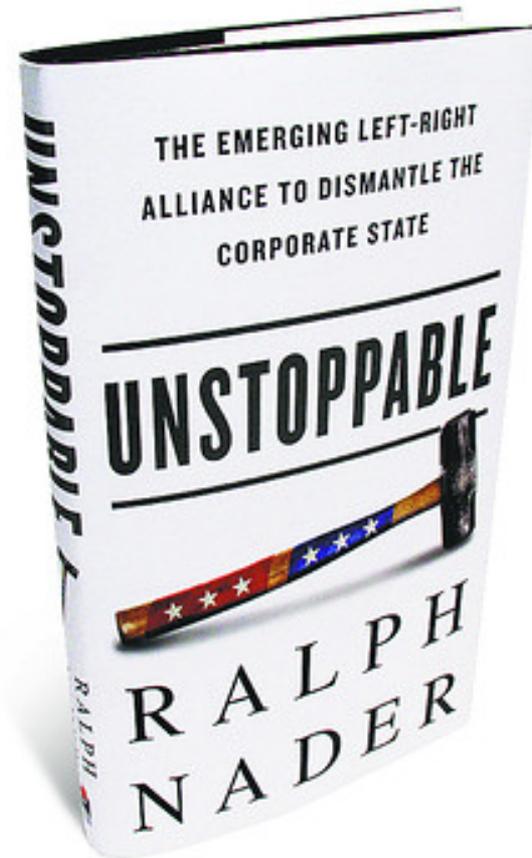
(Benjamin Franklin)

More dire, and more like what I hear at Republican events,

“Those who can give up essential liberty to obtain a little temporary safety will have neither.”



I am a democrat



Up next

- What is a conservative?
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The Conservative Scientist

The Conservative Scientist

- Science is by its nature – conservative
- Extraordinary claims require extraordinary proof
- Is there a path for conservatives to get out of the corner they find themselves in ?

The Scientific Method

Classically – as taught in schools

- Observation
- Hypothesis
- Test (experiments)

Modelling

- Observation
- Model
- Compare prediction to observed

Very tricky

- Overfitting
- Predicting what has been observed
- Adding coincidence as cause

THE SCIENCE NEWS CYCLE

JORGE CHAM © 2009

Start Here



Your Research
Conclusion: **A is correlated with B** ($p=0.56$), given C, assuming D and under E conditions.



...is translated by...

UNIVERSITY PR OFFICE
(YES, YOU HAVE ONE)
FOR IMMEDIATE RELEASE:
SCIENTISTS FIND POTENTIAL LINK BETWEEN A AND B (UNDER CERTAIN CONDITIONS).



...which is then picked up by...

NEWS WIRE ORGANIZATIONS
A CAUSES B, SAY SCIENTISTS.



...who are read by ...

THE INTERNETS

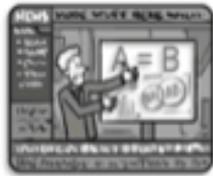
[Scientists out to kill us again.](#)
POSTED BY RANDOM DUDE
Comments (377)
OMG! i kneew itt!!
WTH???????



...then noticed by...

We saw it on a Blog!
A causes B all the time
What will this mean for Obama?
BREAKING NEWS BREAKING NEWS BREA

CNC Cable NEWS



...and caught on ...

4 LOCAL EYEWITLESS NEWS

WHAT YOU DON'T KNOW ABOUT "A"... CAN KILL YOU! MORE AT 11...
A: KILLER AMONG US??
LOCAL EYEWITLESS NEWS

...eventually making it to...



Extraordinary claims require extraordinary proof

This phrase is central to the scientific method, and is a key for

- critical thinking,
 - rational thought and
 - skepticism
-
- Carl Sagan popularized it
 - Laplace - “The weight of evidence for an extraordinary claim must be proportioned to its strangeness.”
 - Hume - “A wise man ... proportions his belief to the evidence”

The science

“There are ominous signs that the Earth’s weather patterns have begun to change dramatically and that these changes may portend a drastic decline in food production ...”

The Cooling World (warns of a coming ice age)
Newsweek, 28 April 1975. Peter Gwynne (Science Editor, Newsweek Magazine)

I call this “fast food science” - and like most fast food, it is not good for ya!

But wait, there's more ...

“CO₂ causes a global warming effect” - yeah, right.

But CO₂ and warming had been being discussed since 1880's (“slow food science”)

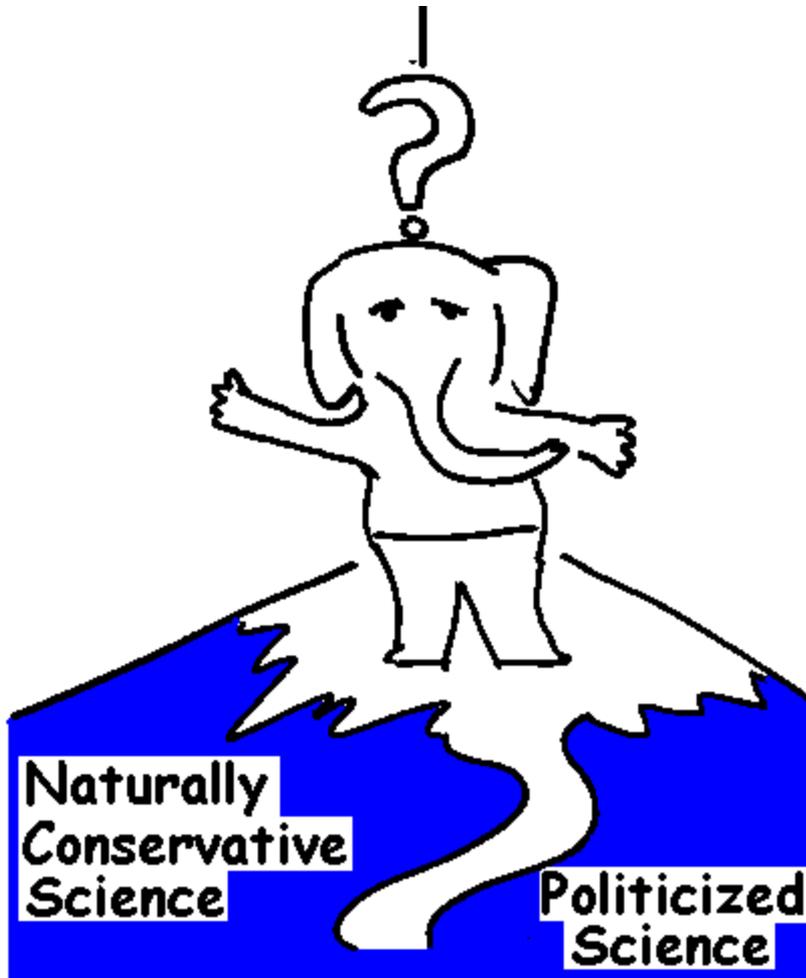
History of science on CO2

The Carbon Dioxide Greenhouse Effect

In the 19th century, scientists realized that gases in the atmosphere cause a "greenhouse effect" which affects the planet's temperature. These scientists were interested chiefly in the possibility that a **lower level of carbon dioxide gas might explain the ice ages** of the distant past. At the turn of the century, Svante Arrhenius calculated that **emissions from human industry might someday bring a global warming**. Other scientists dismissed his idea as faulty. In 1938, G.S. Callendar argued that the level of carbon dioxide was climbing and raising global temperature, but **most scientists found his arguments implausible**. It was almost by chance that a few researchers in the 1950s discovered that global warming truly was possible. In the early 1960s, C.D. Keeling measured the level of carbon dioxide in the atmosphere: it was rising fast. Researchers began to take an interest, struggling to understand how the level of carbon dioxide had changed in the past, and how the level was influenced by chemical and biological forces. They found that the gas plays a crucial role in climate change, so that the rising level could gravely affect our future.

<https://www.aip.org/history/climate/co2.htm>

Conservatives faced a double threat



Painted into a corner by

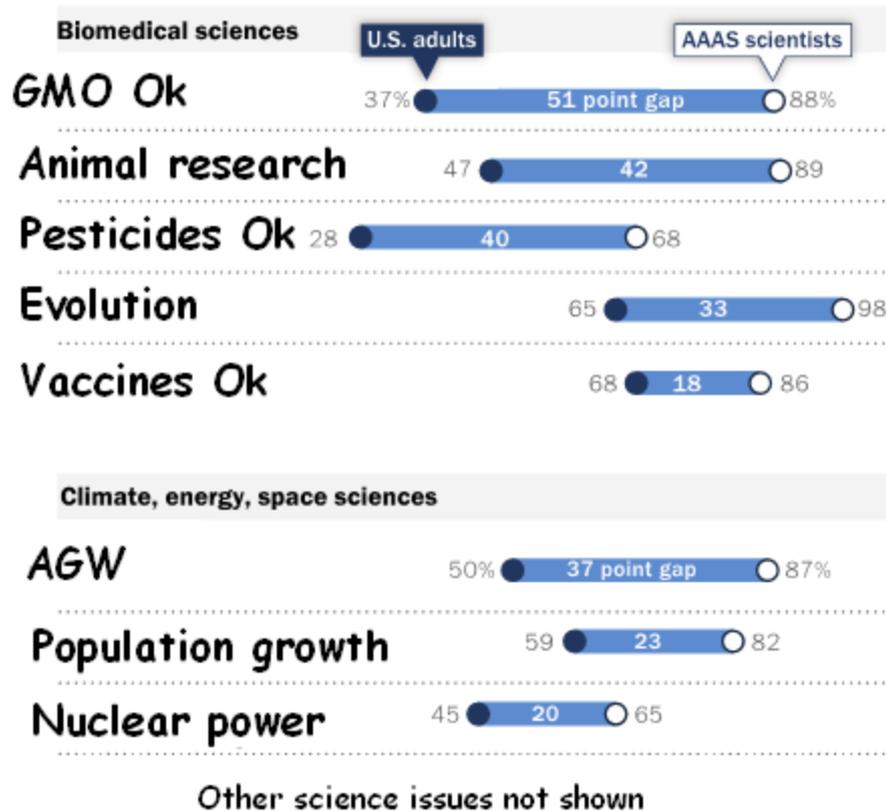
- Naturally conservative nature of science – an extraordinary claim in the 1970s (sort of ...)
- Politicized science - “An Inconvenient Truth”

Can this story point to a path out of the corner ?

Republicans are not anti-science

Opinion Differences Between Public and Scientists

% of U.S. adults and AAAS scientists saying each of the following



Survey of U.S. adults August 15-25, 2014. AAAS scientists survey Sept. 11-Oct. 13, 2014.
Other responses and those saying don't know or giving no answer are not shown.

PEW RESEARCH CENTER

Consider the evidence

- Who is afraid of GMOs
- Who is against use of animals in research
- Who is fearful of pesticides
- Who is fearful of nuclear power

Republicans are not anti-science

Take back Anthropogenic
Global Warming and we can
take back science.

As a Republican, I use “we” so I can invoke loyalty to group.

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Free markets are valued
by conservatives

Free markets are valued by conservatives

- Keynesian economics assume unlimited growth and are therefore willing to borrow from the kids' future earnings (deficit spending)
 - This is the economic model in play
 - Believed more by Democrats but also by some Republicans
 - Goes against the “what about the children” of the care dimension
 - Was initially the **only** concern of the Tea Party
- Libertarians believe in free markets
 - Note that this is not simply “capitalism”
 - Adam Smith and Friedrich Hayek are their preferred economists

Free markets are valued by conservatives

- Free markets can solve any problem
 - Entrepreneurs take risks, good ones succeed, bad ones are lost in the churn
 - A certain amount of wishful thinking
 - “The rational economic man” may not be in the room, e.g., when making medical decisions
 - Modern marketing distorts the market
 - Tragedies of the commons (externalities) are a problem
- But command-control economies are worse

Command and control economies (fix problems by regulations)



The government is
the enemy of
the free-market.

Ironic no?

Given the bipartisan genesis
of the EPA, signed by the
most reviled Republican
President of the 20th century.



“The nine most terrifying words in the English language are ‘I’m from the government, and I’m here to help.’”

“Government's view of the economy could be summed up in a few short phrases: If it moves, tax it. If it keeps moving, regulate it. And if it stops moving, subsidize it.”

True Libertarians

(progenitors of the Tea Party)

Liberty/oppression: the loathing of tyranny.

“The more a man indulges in the propensity to blame others or circumstances for his failures, the more disgruntled and ineffective he tends to become.”

Friedrich Hayek, The Constitution of Liberty



What does Hayek say?

“Nor can certain harmful effects of ... the **smoke and noise of factories**, be confined to the owner of the property in question or to those who are willing to submit to the damage for an agreed compensation. In such instances we must find some substitute for the regulation by the price mechanism...

“...In no system that could be rationally defended would the state just do nothing.”

Friedrich Hayek
The Road to Serfdom (1944)



Use of authority to justify action by the state.

Carbon-tax and dividend fits the free market model

- **Carbon tax** brings market pressures to bear on those externalities by adding costs
- Avoids rent-seeking behaviors vis-a-vis command and control systems
 - **Rent-seeking** is a big problem for believers in free-markets
 - rewards the politically connected over the best solutions as found by the markets
 - Solyndra is the poster child for rent-seeking
 - VW is an example of distortion caused by attempts at regulation

Carbon-tax and dividend fits the free market model

- Dividend is critical to the conservative
- Carbon-*tax* – (or fee?)
 - If the government does not keep it, it isn't a tax
 - Americans for tax Reform (Norquist) pledge
 - The primary policy goal of Americans for Tax Reform is to reduce government revenues as a percentage of the GDP.
 - Barring that, do not grow the government as a percentage of the GDP

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Action is being taken the only question is “which action?”

People are alarmed

Insert your favorite
Climate change protest
Picture here

Now, look at it
through the
conservative lens



Summary of the argument

- Conservatives (like us) are more complex and nuanced than political discussion will allow (are you left or right? Puh-leeze)
- We understand science and prefer slow-food science over glitzy fads.
- We understand and value freedom, including economic freedom, a market solution works compared to command-and-control solutions
- We recognize that the people demand action – let's help guide the solution rather than react to other's game plans.

Special thanks ...

Special thanks to Jim Tolbert, who provided many of the slides on the Jonathan Haidt studies



Jim Tolbert <james.n.tolbert@gmail.com>

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References

- Political Compass
 - US 2012 election -
<http://www.politicalcompass.org/uselection2012>
- The Political Spectrum
<http://www.endofprejudice.com/?p=112>
- The Righteous Mind
 - <http://righteousmind.com/>
 - <http://yourmorals.org>

References

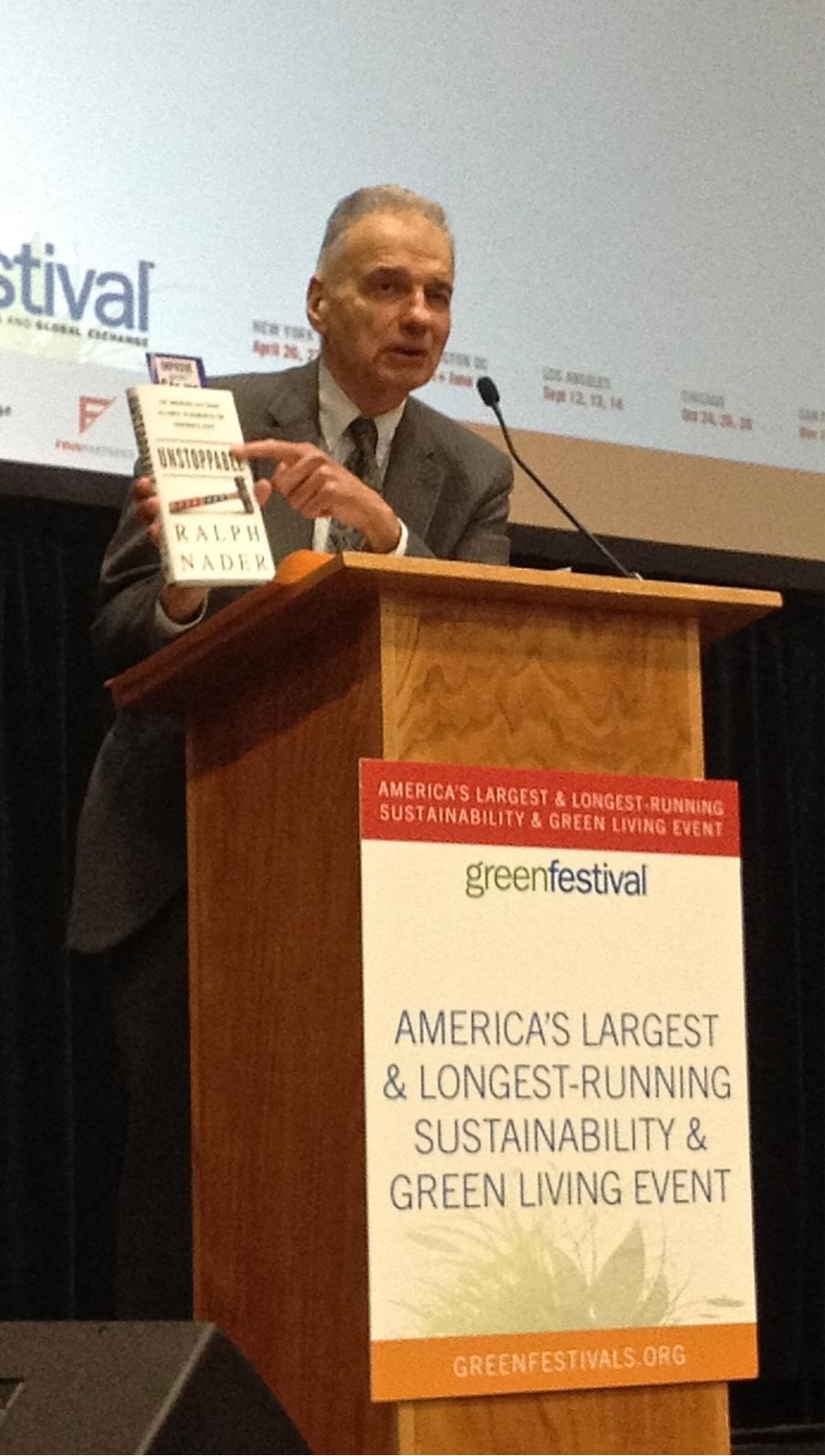
- How Newsweek's 'global cooling' story got its legs -
Newsweek story on “the next ice age”, 1975
<http://www.dailyclimate.org/tdc-newsroom/2014/01/newsweek-global-cooling-reporter>
- Hyperlinked story of the history of the science
<https://www.aip.org/history/climate/summary.htm>

References

- **Why Nixon Created the EPA**
<http://www.theatlantic.com/technology/archive/2010/12/gallery-why-nixon-created-the-epa/67351/>

After you memorize the Laser Talks,
improvise! & stay on message!
Adjust your delivery.





I am a democrat

