

## Communication of climate projections in US media amid politicization of model science

### Supplementary Information

**Table 1.** Journalists writing most frequently about climate models, 1998-2010, in *USA Today*, *The Wall Street Journal*, *The Washington Post*, and *The New York Times*.

Reporter	Publication	# of articles	% of all texts (N=694)	% of all non-opinion texts (N=521)
1. Andrew Revkin	<i>New York Times</i>	80	12%	15%
2. Juliet Eilperin	<i>Washington Post</i>	37	5%	7%
3. Kenneth Chang	<i>New York Times</i>	19	3%	4%
4. William Stevens	<i>New York Times</i>	14	2%	3%
5. Curt Suplee	<i>Washington Post</i>	13	2%	2%
6. Dan Vergano	<i>USA Today</i>	12	2%	2%
7. Henry Fountain	<i>New York Times</i>	11	2%	2%
8. John Markoff	<i>New York Times</i>	11	2%	2%
9. Steve Lohr	<i>New York Times</i>	11	2%	2%
10. Cornelia Dean	<i>New York Times</i>	9	1%	2%
11. Eric Pianin	<i>Washington Post</i>	9	1%	2%
<b>Total</b>		<b>226</b>	<b>33%</b>	<b>43%</b>

**Table 2.** *The Wall Street Journal's* most frequent opinion contributors on climate models

		*% of WSJ opinion texts (n=68)
1. Richard S. Lindzen	Alfred P. Sloan Professor of Meteorology, Dept. of Earth, Atmospheric and Planetary Sciences, Massachusetts Institute of Technology	7% * It isn't just that the alarmists are trumpeting model results that we know must be wrong. It is that they are trumpeting catastrophes that couldn't happen even if the models were right as justifying costly policies to try to prevent global warming. 12-Apr-06
2. S. Fred Singer	President and Chairman of the Science and Environmental Policy Project, Professor Emeritus of Environmental Sciences, University of Virginia and former director, U.S. Weather Satellite Service	6% The claim that climate models ... accurately reproduce the temperature record of the past 100 years, is spurious. True, the models employ enough adjustable parameters to mimic the global average temperature. But once the record is deconstructed according to latitude and altitude, agreement disappears. 10-Nov-03
3. Philip Stott	Emeritus Professor of Biogeography, University of London	4% ... models that strive to incorporate everything, from aerosols to vegetation and volcanoes to ocean currents, may look convincing, but the error range associated with each additional factor results in near-total uncertainty. 3-Feb-2007
4. Daniel B. Botkin	Professor Emeritus, Department of Ecology, Evolution, and Marine Biology, University of California, Santa Barbara	3% The climate modelers who developed the computer programs that are being used to forecast climate change used to readily admit that the models were crude and not very realistic, but were the best that could be done with available computers and programming methods. They said our options were to either believe those crude models or believe the opinions of experienced, data-focused scientists. ... But I hear no such statements today. Oddly, the forecasts of computer models have become our new reality ... 17-Oct-2007

**Table 3.** Index of preferred media outlets of high political knowledge audiences for 2007 derived from Pew Research Center for the People & the Press high knowledge\* audiences in 2006, 2008.

<b>Preferred media outlets of high-knowledge audience</b>	<b>2008 (%)</b>	<b>2006 (%)</b>	<b>Weighted avg. (%)</b>
Literary magazines	48	44	45.71
Political opinion magazines	39	50	45.29
<i>The Rush Limbaugh Show</i>	36	48	42.86
News magazines	30	41	36.29
<i>The O'Reilly Factor</i>	28	42	36.00
National Public Radio (NPR)	44	39	35.14
<i>The Daily Show</i>	30	38	34.57
Business magazines	36	33	34.29
Sunday AM talk shows	32	36	34.29
<i>NewsHour</i> (PBS)	33	32	32.43

\* Pew's telephone survey asked respondents to identify the majority party in the U.S. House of Representatives, the name of the U.S. secretary of state, and the name of a current head of state (the Russian president in 2006, and the British prime minister in 2008). Those who answered all three questions correctly were labeled "high-knowledge" respondents. In 2006 and 2008, this corresponded to 24% and 18% of the two samples, respectively. While Pew used the term "high-knowledge" to define this audience, due to the nature of the questions, "high political knowledge" is a more apt description.

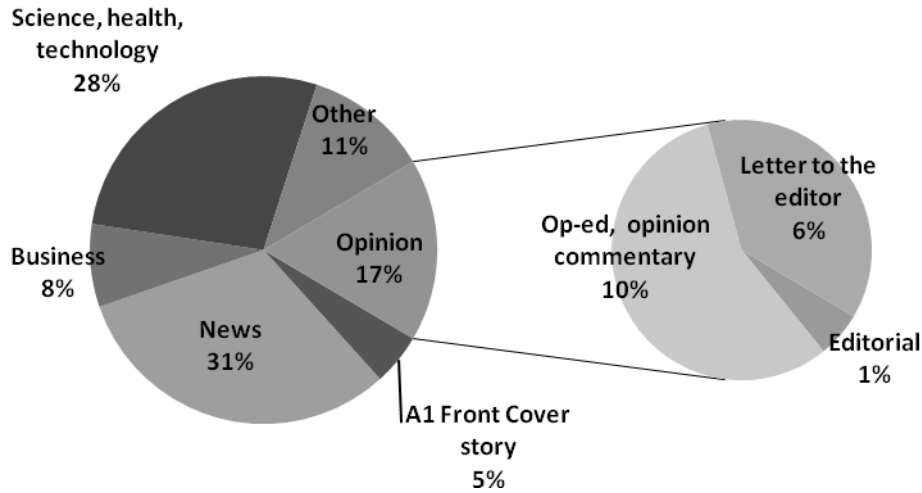
**Table 4.** Identification of top circulation titles within media genres cited in the Pew index.

<b>Leading political opinion magazines</b>	<b>Circulation 2007*</b>
<i>The Nation</i>	181,070
<i>The National Review</i>	166,285
<i>The New Republic</i>	65,779
<b>Leading business magazines</b>	<b>Circulation 2008**</b>
<i>Forbes</i>	926,899
<i>BusinessWeek</i>	925,226
<i>Fortune</i>	866,859
<b>Leading literary magazines</b>	<b>Circulation 2007***</b>
<i>New Yorker</i>	1.062 million
<i>Atlantic</i>	431,625
<i>Harper's Magazine</i>	209,356 (2008 data)
<b>Leading news magazines</b>	<b>Paid circulation (millions) 2007****</b>
<i>Time</i>	3.4
<i>Newsweek</i>	3.1
<i>U.S. News &amp; World Report</i>	2.0
<b>Leading Sunday morning talk shows</b>	<b>Viewership (millions) 2007*****</b>
<i>Meet the Press</i> , NBC	3.5
<i>Face the Nation</i> , CBS	2.6
<i>This Week</i> , ABC	2.6

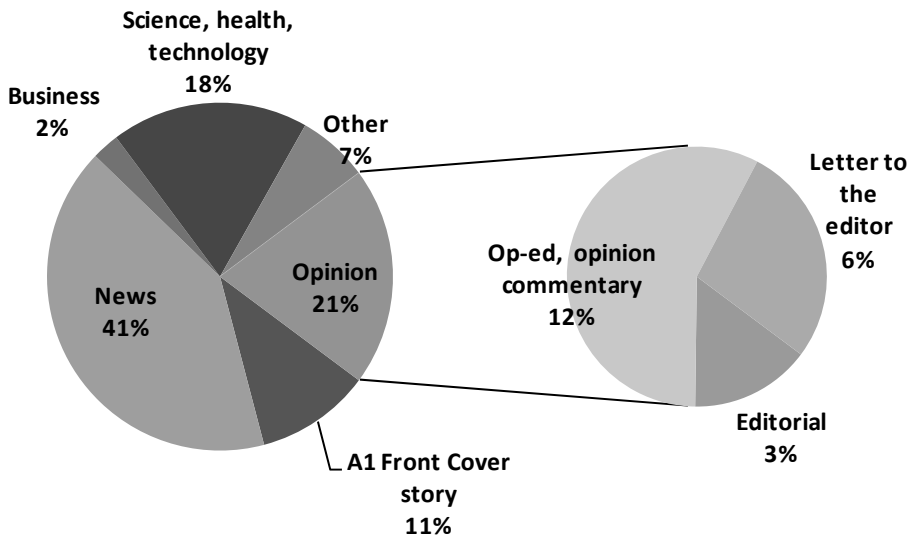
Sources: \*Project for Excellence in Journalism, 2008; \*\* Audit Bureau of Circulations, 2008; \*\*\* Project for Excellence in Journalism, 2008; \*\*\*\* Project for Excellence in Journalism, 2008, citing Audit Bureau of Circulations; \*\*\*\*\* Project for Excellence in Journalism, 2008, citing Nielsen Media Research data.

**Figures 1-4.** Where attention to climate models occurs in four U.S. newspapers, 1998-2010.

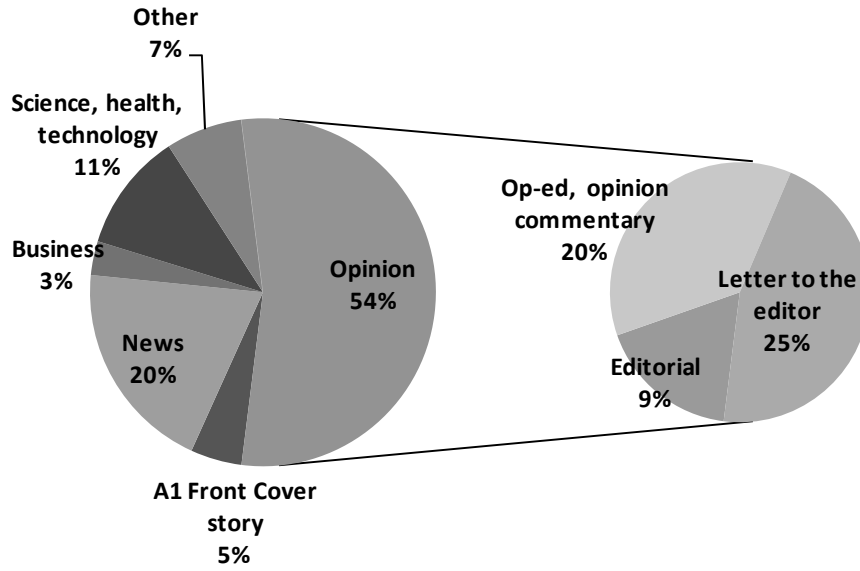
**New York Times**



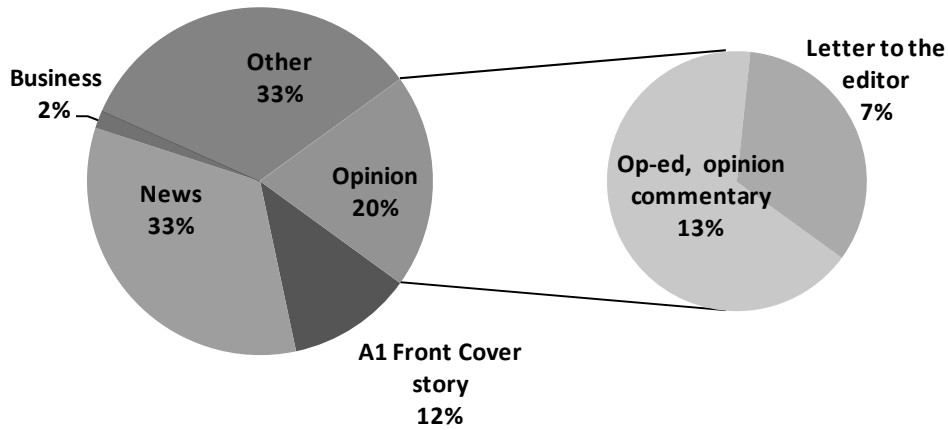
**Washington Post**



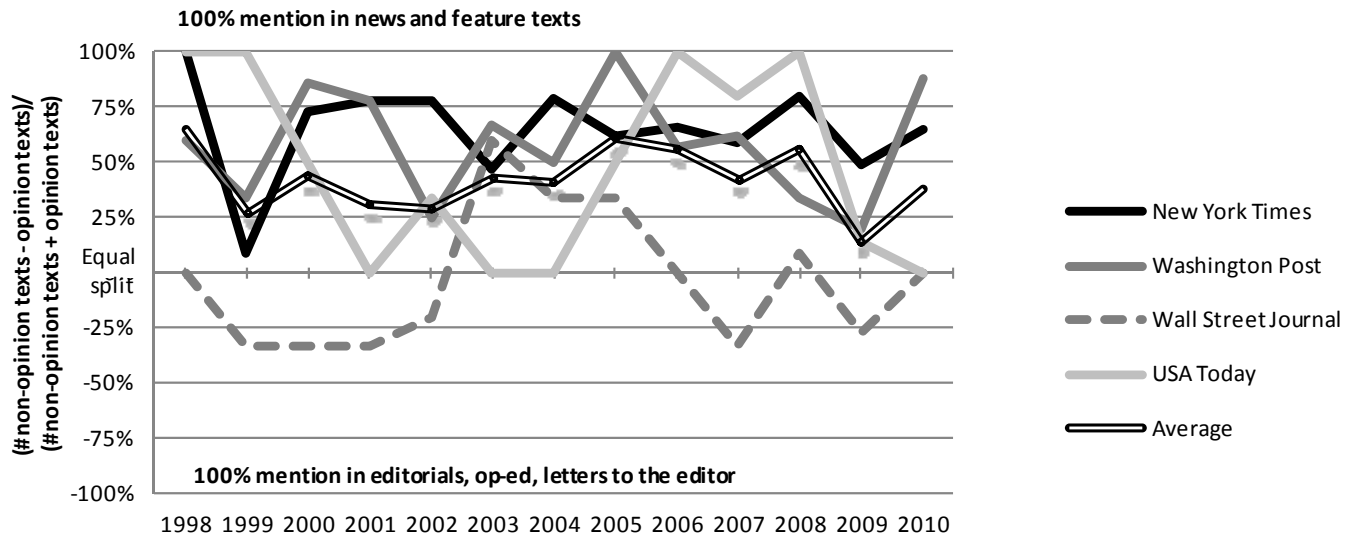
### Wall Street Journal



### USA Today



**Figure 5.** Climate models in newspaper news and features versus opinion content, N=694. The percentages represent the difference between the percent of climate model texts in news or feature sections and the percent in opinion. The counts are for populations of texts, so all differences are significant.



**Figures 6-9.** A longitudinal distribution of the number of climate model texts across newspaper news, science and editorial sections, 1998-2010.

