

The Weather Matters in Human Health

Communicating with Diverse Integrity: Digital Environmental Communication Rhetoric

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RQ: How can digital platforms better align environmental knowledge and language to inspire action rooted in users' identities and environments?

Introduction

Tailoring information makes science, health, and climate messages more relevant. Analyzing TikTok posts by an environmentalist can improve how environmental issues are discussed. This analysis demonstrates how inclusive, regionally tailored, and participatory messaging can reframe environmental discourse for broader public resonance and accountability.

Theoretical Framework

My research offers *radical usability framing* and applies usability framing, and identity-based strategies to tailor environmental communication for stronger outreach. Identifying users and their environmental or cultural context enables digital platforms to deliver tailored environmental messages.

Artifact & Analysis

- Albert Peterlin's approach:
 - Accessible and responsive
 - Uses a diagnostic framework linking environmental conditions to daily life
 - Encourages two-way dialogue
- He uses simple, clear messages that connect weather and climate impacts to human experience.
- Frames climate change through relatable human experiences (Lakoff, 2010).

Digital Solutions

Pop-up surveys can gather user-specific environmental data (with consent) to improve outreach, understanding, and engagement.

Survey Questionnaire

- What are common climate conditions you experience in your area?
- What are some eco-friendly practices you are familiar with in your community?
- What best describes the environmental patterns of your area? (dry, humid, floods)
- What are common health issues you or your community experience?

Conclusion

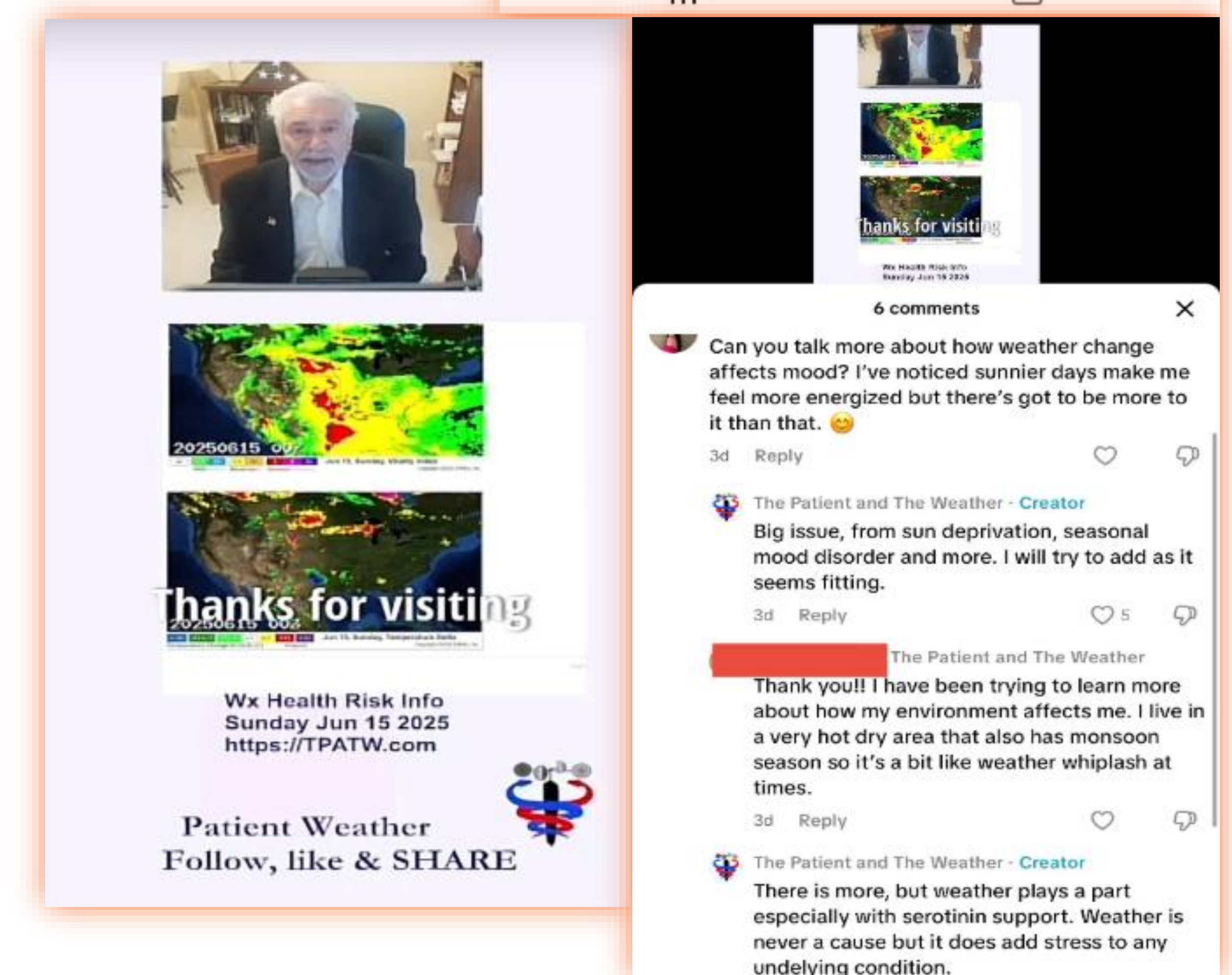
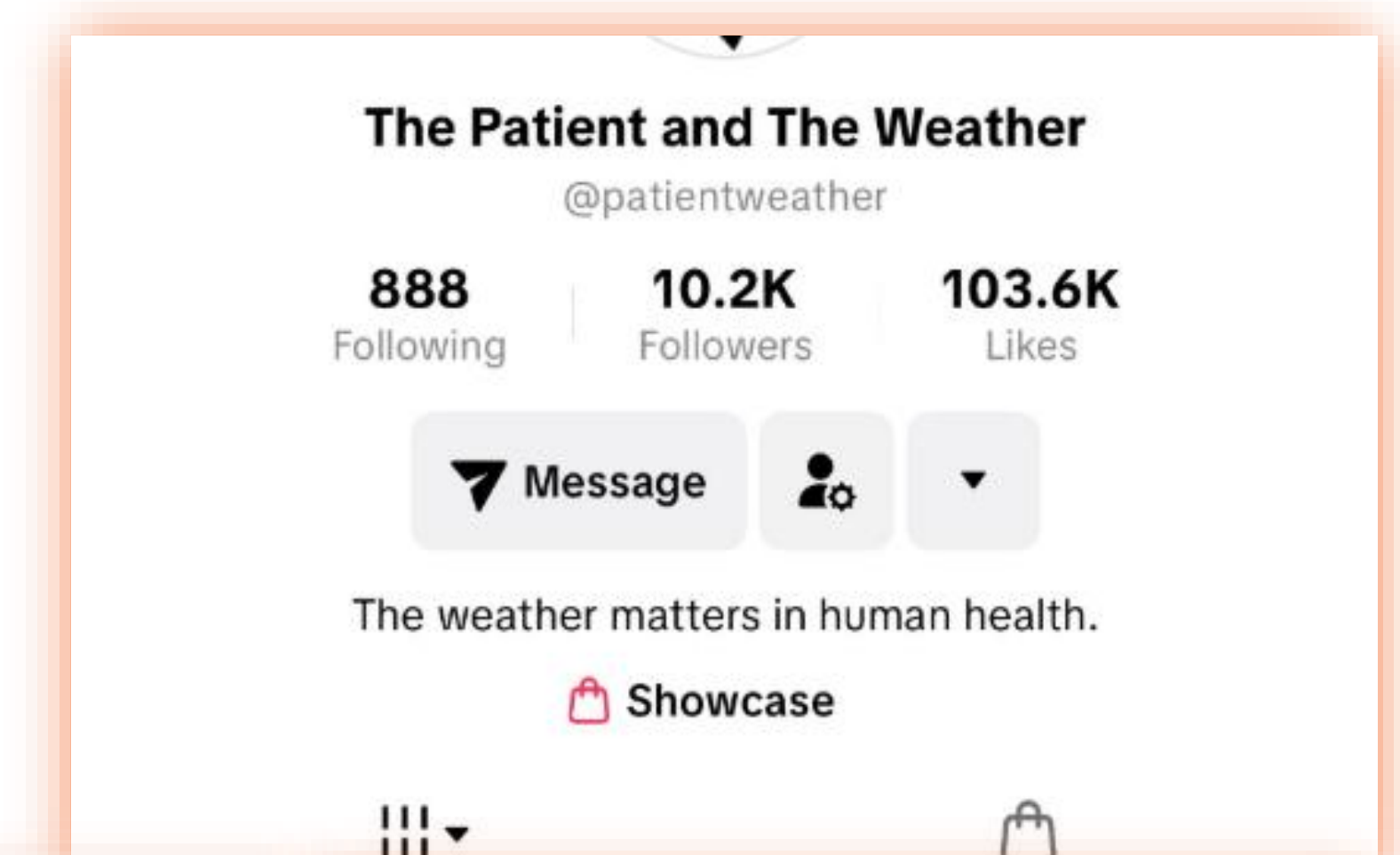
Radical usability frames make environmental messages emotive, urgent, clear, and action-driven. Tailoring messages to regional contexts helps digital systems provide relevant health and environmental guidance.

Ramler
2020

Platonova
(2016)

Lutkenhaus
et al. (2019)

Vu et al.
(2021)



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