

UQ Nudgeathon Team - Challenge 2 (Misinformation)



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Rewiring the Nation is a monumental \$20 billion initiative that forms the heart of the Australian Government’s Powering Australia plan and is a key component of its 2023-24 budget. However, is misinformation guiding farmers to become an unnecessary roadblock to achieving this goal?

The presented solution will focus on transmission lines from the brief.

Problem Statement

How can we get people to stop spreading misinformation relating to clean energy infrastructure?

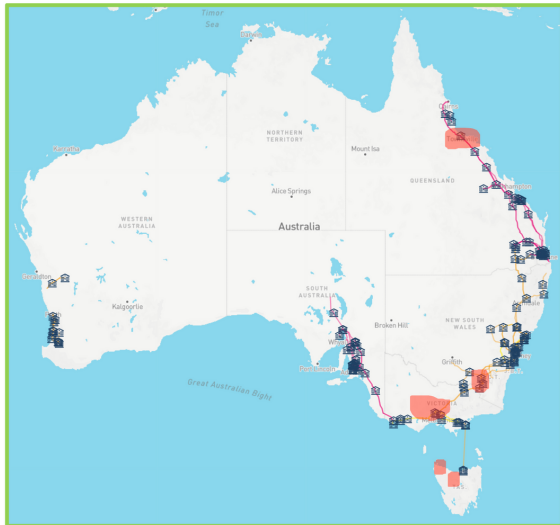
How do we prevent the future spread of misinformation



How do we challenge existing misinformation



Where is this misinformation going out of hand, with risks



Target Locations:

1. Waubra, High
2. Tourello, High
3. Newlyn, High
4. Coimadai, Low
5. Sydenham, Low
6. Blowering Reservoir, High
7. Townsville, Low
8. West Montagu, Low
9. Staverton, High
10. Daylesford, High

Key personas and stakeholders

Transitioning from a one-size-fits-all strategy and cultivating a more detailed comprehension of the members within the regional ecosystem impacted by the lines.

	Traditionalist	Skeptics	Environmentalists	Farmers
View				
Belief	Tradition and stability	Critical + question new info	Protect the environment	Passionate about land+ lifestyle
Concerns	Lifestyle & property value	Safety, costs & personal benefit	Landscape & wildlife, habitats	Crops, livestock & property value
Stakeholders	Media	Government	Unions	Landowners

Current pain points



Increased chances of fire



Disrespectful treatment of property



Negative Visual impact

Solution



Value Framing



Cobenefits



Regional Appropriation

3 Pillar Solution



Value Framing

There is a **value dissonance** between the government and rural stakeholders when it comes to many environmental infrastructure projects.

They are often not opposed to energy infrastructure projects but **do not value** and are even tired of hearing about green energy infrastructure projects. This disconnect can boost spread of misinformation, as stakeholders may not fully understand or appreciate the benefits of these projects.

Instead, for many of these communities, the **value messaging** behind such projects should be centred around a sense of **national need** and patriotism (invoke emotional response). Dialogue should be reframed as looking to build the infrastructure for the future of Australia (make **salient**).



Co-benefits

Prompting rural stakeholders to have a positive outlook on an environmental project from the **awareness stage** requires working with the communities to devise lucrative co-benefits to decide on an adequate compensation structure. This needs to be **tailored** to a community or interest-group level.

In some areas, agreeing to a local community centre upgrade in exchange for allowing undesirable infrastructure may be sufficient. Other interest groups may require direct and fair monetary compensation. It will be critical to **work closely with local groups** (co-design solutions) to uncover what co-benefit alternative will work best for them. The increased **utility** will mitigate the spread of **misinformation**.



Regional Appropriation

The delivery of a message can be just as important as the message itself when it comes to achieving stakeholder engagement.

Many rural stakeholders are naturally **distrustful** of government figures. They feel their properties and privacies have been **inappropriately impeded** by such actors in the past, leading to instant resistance to their presence and ideas (**anchorage bias**).

Shifting who the messaging (**messenger effect**) comes from in these communities by identifying and working closely with key leaders will have a positive impact on stakeholder engagement (**heuristics effect**).

Misinformation Journey Timeline

Awareness



The point where a climate infrastructure project enters their **'sphere of concern'** (Could be directly impacting them or indirectly impacting a friend or someone similar).

Interest



They begin to seek out and pay attention to information about this topic. This is the point where **misinformation** can begin to manifest.

Evaluation



Assess the credibility of the information they find and decide whether to **trust or distrust** it.

Decision



Form opinions about the situation. This can lead to a **reinforcing feedback loop** back to interest powered by **confirmation bias**.

Action



Behavioral change manifests on a spectrum from advocacy to opposition. When its opposition, this is where **implementation resistance** manifests.