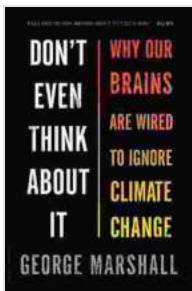


# Why Our Brains Are Wired To Ignore Climate Change

Climate change is one of the most pressing issues facing our planet today, but it's also one of the most difficult to talk about. That's because our brains are wired to ignore it.



## Don't Even Think About It: Why Our Brains Are Wired to Ignore Climate Change by George Marshall

★★★★☆ 4.6 out of 5

Language	: English
File size	: 570 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 273 pages
Lending	: Enabled



In her new book, *Why Our Brains Are Wired To Ignore Climate Change*, environmental psychologist Dr. Sarah Jaquette Ray explains why we find it so hard to face the reality of climate change, and what we can do to overcome our psychological barriers.

## The Psychology of Climate Change Denial

Dr. Ray argues that our brains are wired to ignore climate change for a number of reasons. First, climate change is a slow-moving threat. It's not

like a hurricane or a tornado, which can cause immediate damage and destruction. Instead, climate change is a gradual process that happens over time. This makes it difficult for our brains to register it as a real threat.

Second, climate change is a complex issue. It's not something that can be easily understood or explained. This makes it difficult for our brains to process information about climate change and to make informed decisions about what to do about it.

Third, climate change is a threatening issue. It can make us feel anxious, scared, and overwhelmed. This makes it difficult for us to talk about climate change and to take action to address it.

## **Overcoming Our Psychological Barriers**

Despite the challenges, Dr. Ray believes that we can overcome our psychological barriers to climate change. She offers a number of strategies that can help us to face the reality of climate change and to take action to address it.

One strategy is to **educate ourselves** about climate change. The more we know about climate change, the better equipped we will be to understand it and to make informed decisions about what to do about it.

Another strategy is to **talk about climate change**. The more we talk about climate change, the more we will normalize it and make it easier to talk about and take action on.

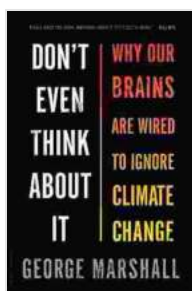
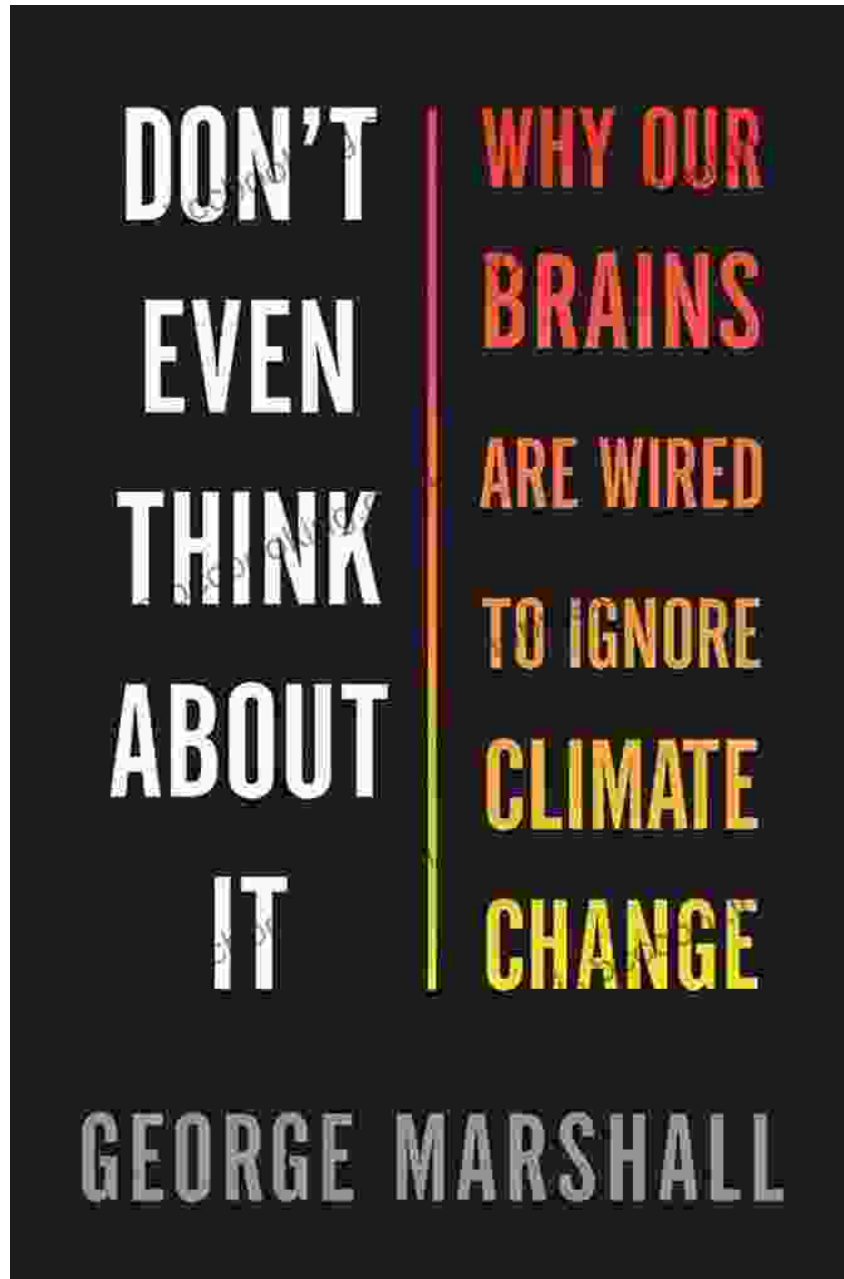
Finally, Dr. Ray encourages us to **take action** on climate change. Even small actions can make a difference. We can reduce our carbon footprint,

support renewable energy, and get involved in climate activism.

Climate change is a serious threat to our planet and our future. But it's not a problem that we can't solve. By understanding the psychology of climate change denial and by taking steps to overcome our psychological barriers, we can create a more sustainable future for ourselves and for generations to come.

*Why Our Brains Are Wired To Ignore Climate Change* is a must-read for anyone who wants to understand the psychology of climate change and to take action to address it. Dr. Ray's insights are invaluable, and her strategies for overcoming our psychological barriers are practical and effective.

Free Download your copy of *Why Our Brains Are Wired To Ignore Climate Change* today!



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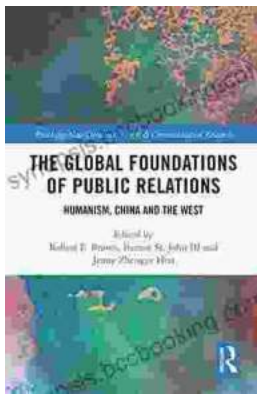
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