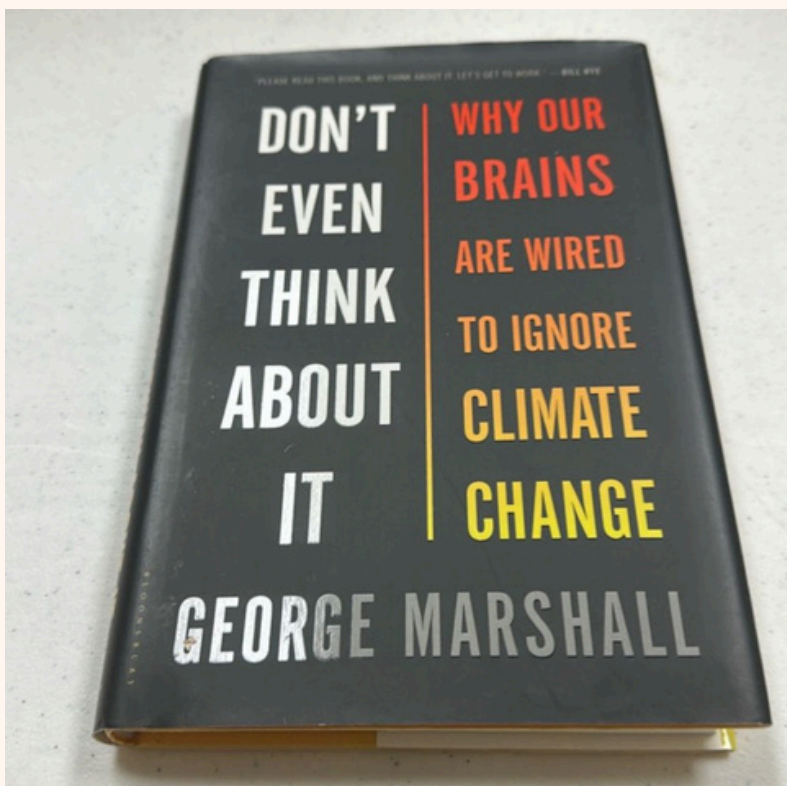




BOOK REVIEW

Don't Even Think About It

Why Our Brains Are Wired to Ignore Climate Change



TITLE: Don't Even Think About It:
Why Our Brains Are Wired to Ignore
Climate Change

PUBLISHER: Bloomsbury Sigma

EDITOR/WRITER: George Marshall

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Don't Even Think About It: Why Our Brains Are Wired to Ignore Climate Change explores the psychological and social reasons why people often fail to respond effectively to the threat of climate change despite overwhelming scientific evidence. George Marshall combines insights from psychology, sociology, neuroscience, and environmental studies to explain how human thinking patterns influence attitudes toward environmental issues.

The book argues that climate change is difficult for people to fully comprehend because it lacks the immediate, visible threats that humans are evolutionarily conditioned to recognize. Marshall explains that individuals tend to focus on short-term concerns, avoid information that challenges their beliefs, and seek confirmation of existing views. These psychological tendencies can make climate change seem distant, abstract, and less urgent than it actually is.

Drawing on interviews with climate scientists, environmental activists, politicians, communication experts, and members of the public, Marshall examines how climate change messages are communicated and why many campaigns have struggled to inspire meaningful action. He emphasizes the importance of storytelling, shared values, and emotional engagement in encouraging public participation in climate solutions.

Overall, the book provides a thought-provoking analysis of the barriers to climate action and offers practical insights into how climate communication can be improved. It is widely regarded as an important contribution to understanding the human dimensions of climate change and environmental decision-making.



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