

† While I've only done cursory Internet searches and haven't plunged into the Press Archives, powerful climate-related messaging reaching the public in the twentieth century (from 1988) seems to be far less than the flood arising from about 12 to 15 years ago. And even where attributions are scarily extrapolated in the public domain, there is typically more hedging than in later years, leading to a curious duality. Plus there appears to be more space for alternate views and uncertainty. Nevertheless a tangle of overconfident attribution, fear, worry and some hope was getting out via high profile speeches and through particular segments of the media. See examples: [1988](#), [1989](#), [1990](#), [1991](#), [1992](#), [1993](#), [1994](#), [1995](#), [1996](#), [1997](#), [1998](#), [1999](#). Given the much more modest mainstream media presence on the Internet in the nineties, it is likely that emotional messaging viewed only through this window is under-represented (not to mention many links have simply disappeared since then). In the same era scientific papers claiming significant negative effects from climate change seem to be plentiful, some with emotional content, plus various government / UN agency documents likewise. Hence I assume emotional bias will be much more domain bounded within the 20<sup>th</sup> century, although not necessarily less for folks within the relevant academic / environmental / governmental / NGO circles, who sometimes will carry close friends and family with them.

It is also the case that emergent social narratives typically sweep up older memes and retransmit them in altered forms, and this can increase emotive content and add new adherents via the wider scope, for instance CAGW incorporates in some form: Malthusianism, anti-technology, the apocalyptic, 'the past is better', 'we are special', 'our times are special', some of which are millennia old at least and probably far older. But it can be difficult to discern when a particular meme migrated its way into a narrative umbrella from its more difficult life outside, or from its last beneficial host.