ExxonMobil vs. Gasland
The Natural Gas Controversy

By: Andrew Cardello
What is Natural Gas?

* Uses of Natural Gas
* Controversial topic

Why is this important?
* Finding an alternative source of energy is extremely important for our society... but at what cost?
* The general public should be kept informed and protected.
ExxonMobil Advertisement

Hydraulic fracturing
Natural gas - safely and responsibly

Watch the video
Gasland Trailer
Methodology

- Two focus groups
  - Amount of information
  - Style of questions
**Major Findings**

* **Framing Natural Gas**
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  - **Pro:** “They’re trying to convince you that the natural gas and hydrofracking is safe, but a lot of people don’t really have a background.”
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  - **Con:** “It definitely opens up your eyes and definitely makes you see what is actually going on out there, and brings out the real truth.”

* ** Priming Negative Thoughts**
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  - ExxonMobil: “I don’t really trust big oil companies in general, so the fact that they have a commercial about ‘Hey, its safe!’ makes me like ‘Hey, this is probably not okay.’”
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  - Government: “That’s a common theme with the government. If they need something or think that something would be profitable or is profitable, so they do whatever they can to get it, even if its hurting people around.”
What does all of this mean?

- Preconceptions of oil and energy companies
  - Positive effects
  - Negative effects

- Will thoughts translate to actions?
Questions?