



Qualitative Research

Focus Group #4

March 12th, 2020

[inaudible 00:02:29]. Okay, we are all here, perfect. All right. Thank you for coming down tonight. My name is Interviewer and I will be leading our little discussion today. First, who's been in a focus group before? Most of you Cool. My last group was all focus group virgins, so it's just [inaudible 00:02:57] today.

Female:

And CK.

Interviewer:

And CK [inaudible 00:03:01] first time was excellent. So, the focus of this discussion as you may have heard from the screening questions we asked you beforehand, we'll talk a little bit about politics. The nice thing about focus groups is, everybody [inaudible 00:03:19] what you want to say. This is a safe environment, so it's like one of those times when you talk politics and we're not insulting anybody, because we're just sharing our own thoughts. And really what's important for me is to know that you ... I want to know what each of you have to say. [inaudible 00:03:37], if I point you out and say, "Hey, can you tell me what you think about that."

Interviewer:

It's my way of just making sure that everybody says something and then nobody's getting talked over anybody else. So that's how this will work. And just keep in mind I'm a total third party here. I have nothing invested in the outcomes of this research project. Honestly, I'm here today because I'm here in Spokane and everybody else couldn't travel. So, we're on a coronavirus protocol here today. I've just kind of stepped in and I'm running this group, so if you have any questions, I am working with my clients here on my computer. So if you see me typing something, just know I'm not ignoring you, I'm trying to get some feedback and we'd make a change in direction. So first I'd like to get to know everybody.

Interviewer:

And if you could just let me know your name and how long have you been in Spokane. And then if you could come up with a superpower for yourself, tell me what it would be. And if you can materialize like the invisible, just know that camera can still see you. We're just recording so that way we can have an archival purposes.

Male:

[inaudible 00:04:55].

Interviewer:

Yeah. The people [inaudible 00:04:58]. The visibility doesn't work that good but we are recording and everything, but this is a circle of trust. So everything that is reported is just for our note taking, because I would rather be engaged in a conversation than be sitting here tirelessly scribbling down everything you say. And nothing gets published anywhere. You're not going to be as famous, unfortunately. All right, so let's introduce ourselves. I want to start with AR.

AR:

My name is AR. I've been here since 2012. I came over there for school related purposes. If I had a superpower, I don't know. I think maybe it's in the air, I think flying would be pretty fun and open up a lot of other options that go with flying.

Interviewer:

NO.

NO:

I'm NO. I had lived in Spokane for three years. And my superpower would be to be able to change the probability of something happening-

Interviewer:

Step into over the future? MD.

MD:

MD. I've been in Spokane for a while, 30 years, no 25, something like that. And I'm going to go with invulnerability or immune to the effects of time. So I'd be able to stop time. Somebody try to shoot me, I can stop time and just step aside from the bullet or I keep my youthful looks forever.

Interviewer:

That'd be nice. You could be forever young. SH.

SH:

Hello, I'm SH. I've been in Spokane about four years. It's a hard question if I actually believed in one, so it'd definitely be being able to stop time.

CK:

I'm CK. Been in Spokane my entire life, so 28 years and probably healing ability like Wolverine.

RA:

I'm RA. I've been here 28 years of my life, but I guess I would just want to be [inaudible 00:07:26].

Interviewer:

[inaudible 00:07:30]. ED.

ED:

ED. I've been here for about 20 years since I was a kid. And my superpower I wish for it comes through, would be [inaudible 00:07:43].

RA:

Your wish is [inaudible 00:07:49].

ED:

No, I wish [crosstalk 00:07:50]-

RA:

[crosstalk 00:07:50] don't get too drunk. I hear you.

EM:

I'm EM and I grew up here. Let's see as far as the super power, I would say any Harry Potter fans? I would [inaudible 00:08:11] and go do it multiple times. Not necessarily change the outcome, but you've benefited from that time multiple times.

Male:

Different point of views each time.

EM:

Yeah.

Interviewer:

[inaudible 00:08:27] next time.

AR:

Do you like to rewatch movies?

EM:

No, but I like my job and I like spending time with my kids, so if I can help do my job and be with them all the time, some of that kind of thing where I don't have to make a choice and miss out on-

AR:

It's a different story each time.

EM:

Yeah, that would be cool.

Female:

All right, [inaudible 00:08:45].

Interviewer:

What does it mean? I can never decide on my superpower. Everybody always comes up with way better ones than me.

AR:

But you already have a superpower.

Interviewer:

What, being in charge?

AR:

Getting many opinions out of people [inaudible 00:08:56].

Interviewer:

That is a power. I am actually from [inaudible 00:09:02] born and raised, so you can judge me on that however you wish.

Male:

[inaudible 00:09:08].

Interviewer:

Right. Oh, I'm sorry. Sorry. Sorry. You drove [inaudible 00:09:15]. All right. Cool. So what I'm going to start out with, the first part of this discussion is quiet. It's a little bit of homework, but we're going to go through three different videos. And these are just ideas of videos. So we're not here to critique whether they're well-made or anything like that. That's for another focus group. We're focusing on really the messages and the ideas that they're sharing and just the story there. So I'm going to hand out these worksheets and we'll play them one at a time and I'll have you complete these worksheets as you watch each one. While we're watching them, do your best to keep your poker face and [inaudible 00:10:05].

Interviewer:

And I'll play each one twice so you have time to go through them a bit [inaudible 00:10:16].

AR:

So on the screen here.

Interviewer:

Yeah, there it is. I'm just going to [inaudible 00:10:36]. Yeah, there we go. I wish this screen [crosstalk 00:10:39].

Male:

[inaudible 00:10:39].

Interviewer:

Suddenly it comes down and you get LED screen. All right, so I'm going to start with video S. So S as in Sam if you want to put that in the first box.

AR:

Do you want us to take notes during the video or just watch it and then wait till after [crosstalk 00:10:58]?

Interviewer:

I'll give you plenty of time to fill it out. What you're trying to look for in each of those is answering those five questions at the top. What is your reaction to the video? What are they trying to tell you? What's the main message? What new things did you learn? How is it unique from other videos you may see on the topic? How much does it motivate you? And honestly, I'm having you write these down because you'll probably forget what you saw at the beginning later on. So it just really helps you go back to what you saw. All right, that's [inaudible 00:11:33]. (music playing) (silent). All right, we feel good about S. All right. Next we're going to do L as in Larry. (music playing) (silent)

Female:

[inaudible 00:15:59], right?

Interviewer:

Yeah. Real creative. This should be my superpower. (music playing) (silent) All right the one is P as in Paul.

AR:

Oh, you didn't say Peter, you picked this guy [inaudible 00:20:59], Peter Parker.

Interviewer:

Well, I don't want to show anybody [inaudible 00:21:04]. (music playing) (silent). [inaudible 00:24:04] if I remembered to mention it, these kinds of videos that the things would be like the types of videos you might see on Instagram or social media or both. As you finish that, put a star next to the video that makes you most want to go vote for candidates that support climate change action or learn more about them. So that's the star next to the video that makes you most want to go vote for candidates that support climate change action or learn more about them. We all feel good? You can feel free to if you think of something else as you're [inaudible 00:25:31], but it should be helpful for you as we continue on through. So I want to take the temperature of the room. Who starred S? One, EM. And who starred L? Okay, four, my right side of the table said L.

AR:

Get them off the table.

Interviewer:

Got my four L over there. And then P, I want to say is AR, [inaudible 00:26:02] and three. Perfect. I'll start with S. I'm sorry, EM to pick on you because you're the lone ranger on that one. And I want to unpack each of these videos. So why is that one that your star?

EM:

Because of course of political ads over the last, however many seasons, negative ones are a huge turnoff. And so this one was super positive. It felt very empowering, that some of these solutions are actually within our reach if we go and vote. It had like an action focused kind of feel to it, very positive empowering. And if I saw that I would be like, "Oh, who sponsored that? I want to get behind somebody that's going to be really positive, solution focused." That makes sense.

Interviewer:

All right. My L people. Why is that your star? Why is the L video your star?

Male:

I just liked that it showed, so with all those smoke it showed what the weather changing and stuff, how it impacts our everyday lives especially the smoking one opening up to me. I personally took that job when we had the really bad fires and stuff. I had to work outside and it was really bad and stuff like that. So it's just like, that kind of just personally hit and then driving around and floods and stuff just last year had to do it for a little bit. And then towards the end it mentioned job opening. So like that, just that part where it showed just where it hit you personally and stuff and then the job openings. I was between S and L for the personal parts, especially [inaudible 00:28:03] when it showed [inaudible 00:28:04] and stuff like. That got me [inaudible 00:28:08] a little bit.

Interviewer:

Okay. That makes sense. RA.

SH:

So, I would also say the reason why I chose L because we were actually being able to see the pollution we were creating and how it can make a difference. You always hear about, people that want to do climate change. A lot of people don't actually care enough because they don't actually see what is actually going on. So the rivers or the lakes [inaudible 00:28:39] that were very polluted, we can do something about it if we actually try-

Interviewer:

Seem sustainable.

SH:

Yeah.

Interviewer:

MD.

MD:

I'm going to be the sore thumb here, but it was just my least hated. I didn't really hate him, but it was my least disliked.

Interviewer:

[inaudible 00:29:01] to the circle of truth. You can [inaudible 00:29:03].

MD:

Well, it's not that I had a strong dislike, it's just I didn't really care about the videos and it wasn't too much information, so I didn't really know what to think. But I knew that it was trying to make me feel a certain way. And this was the one that feels like it was the least [inaudible 00:29:22]. I found it interesting though that it seemed that it lives on presenting the issue of energy sources as a controversy. That was a little surprising to me, which made me look ignorant. But I don't think people are really against the idea of alternative energy. [inaudible 00:29:42] who's supporting that idea. So all the videos have the togetherness, which I liked. I just wanted to know more info really.

Interviewer:

That makes sense. NO.

NO:

I liked that it focused on Spokane. The pictures and the videos were of Spokane, where the other two are more America focused. And this was really more Spokane focused.

Interviewer:

Cool. All right. And then P, I'll just keep going around a circle. AR.

AR:

So I put that beginning of it, it was a little bit dramatic, I said, but that was fine. But then I liked how it just was blunt about the issues that climate change is happening. It wasn't trying to put blame necessarily on where it was coming from. It just said, "This is what's happening. There's options to fix it. Go vote for whoever you think is going to be the right one." It felt the least political out of the three, which was refreshing. They didn't mention red or blue, Republican, Democrat. They said candidate and voting. And just simply provided a solution for the inevitable issues. So it was a little dramatic at the beginning, but sure yet whatever but I really like the last two thirds of that.

Interviewer:

That makes sense.

Male:

[inaudible 00:31:14] repeating exactly what he said.

Interviewer:

That makes sense.

AR:

Yeah, yeah.

Male:

The problem I had was [inaudible 00:31:20]. The rest of them were a little more calm, more loud, but it made sense because it's showing the dramatic images of flooding, the fires, all these things. These are the results of what's happening and then it's about our solution to do something about it based on your belief. So provides those pain points and provides a solution to those pain points, it's not saying blue, red or blue or Democrat or Republican, just vote for somebody who is saying, "Hey vote, do something about it," which is the most attractive ones.

Interviewer:

That makes sense. RA.

RA:

Yeah, I liked it because it highlighted that it should be a nonpartisan issue, because I think L says like, "Stop subsidizing fossil fuel companies," which might turn off conservatives and people like that. Whereas I feel like this aims truly down in the middle. I didn't really like any of them. I think they all play to emotions, but we know they're the facts.

MD:

I'm sure that the final product would be a little more tuned, but yeah, for the sake of what we're seeing, it's lacking.

RA:

I think everybody agrees that alternative energy sources are good, but some people don't like hearing like, "Oh, it's all because of fossil fuels." We just need to stop that right away. That's going to turn some people off for sure.

Interviewer:

Right, [inaudible 00:32:46].

RA:

Yeah. That was the one thing that turned me off with L is that they mentioned the fossil fuel thing and I'm like, "Urgh."

NO:

[crosstalk 00:32:58].

RA:

Yeah, exactly.

NO:

Why are you mentioning all the money [inaudible 00:33:12]?

Interviewer:

Yeah, that makes sense. When it comes to talking about jobs, does anyone do a better job of talking about the jobs point?

Male:

Within the same clip in all the videos?

Male:

[crosstalk 00:33:26].

Male:

Not for me at least.

AR:

But when it showed the foreman with the blueprints.

Male:

Oh, okay.

AR:

It's white hat.

RA:

The L one mentioned it directly.

Male:

Yeah, that one mentioned it directly. The other one didn't. I thought it hinted at it. So I think, L if you're talking to [inaudible 00:33:50] especially in P showed the foreman foeman. But that's really only one job where it's like, "Okay, where's the rest of them?" You have three guys walking together where L made it more broad like directly, "Hey, openness jobs." But he doesn't say which jobs specifically. It could be all out.

Interviewer:

What do you think about the believability of any of those clips? Was any of them more or less believable than anything else?

Male:

[inaudible 00:34:30].

Interviewer:

[inaudible 00:34:30] so that you guys can answer the question.

Male:

[inaudible 00:34:33].

Female:

I [crosstalk 00:34:34].

Male:

I guess. I think I like P the most because I think that like the other ones undermined their points by showing that they're partisan, even though they're promoting nonpartisanship. So it makes you not want to trust the matter.

Interviewer:

To you, how do you feel [inaudible 00:34:46] their partisan-

Male:

Go ahead.

Male:

I know L it said, it pointed the finger at fossil fuel companies. And I think that there's people that are saying like, "Okay, well if you want to stop subsidizing on this right away, that's going to make us like economically non-viable in a world MDet." Everybody [inaudible 00:35:16] fuels. And I honestly, they're so not memorable. I don't remember what happened in S. It seemed to me [inaudible 00:35:24], I remember it happening like a left feel to it.

Male:

Yeah. I was just going to say the same with them, L the whole blame game on the fossil fuel thing ... I understand why those, that lobby for it. But as a company, you look at the end of the video where it's all the natural fuel. You can clearly see who's behind the lobby of all these videos. L's just a little bit more Democrat about it because of how they started out. And so I only agree with, like you're saying that that turnoff of blaming the fossil fuel. It's like [inaudible 00:36:09], but whatever about the beginning part but I can compartmentalize [crosstalk 00:36:17].

Interviewer:

[crosstalk 00:36:17], I guess the mention of fossil fuels already.

Male:

I mean to me, if you look at climate change when it was impacted, when it started and when it really accelerated it's due to fossil fuels. So subsidizing those industries to me is not, I mean it's not something we should do. They're profitable industries. So in my mind eliminating that and then focusing those subsidies on something that would potentially benefit is a positive thing. And then it looked like it just mentioned that, and then it moved on to going back to jobs and focusing on that is the beneficial thing, which are positive things in my opinion.

Female:

I think that-

Interviewer:

NO.

NO:

I wanted to say that. So in L, it's talked about like the examples of climate change that we are seeing in our region, the fires and the flooding where P didn't do that. And it just said, "Oh there's climate change." But it didn't tell us how it's actually affecting us into the new Spokanites. How do we know what the weather patterns are doing here that's different than how it has been the last 30 years. And it felt ... I was watching it and I felt like, we know that there's lobbyists and I was like, "This doesn't ... I wouldn't want to vote for that person because I was they're going to get bought anyway." And at the end, because it was like, "Oh Americans have to change." We have to band together for us to change. Whoever we vote in place isn't going to do that. We have to do it. And it felt more like that to me.

NO:

And in the last line it was like at the end it said, "Vote for the candidate who will do what's best for us. And in that two second pause and for our planet, so now our planet was last, where the whole commercial is about our planet.

Interviewer:

That makes sense.

NO:

And so to me I was, that's why I didn't like P because it was really confusing of, "Oh Americans have to band together and change this, but vote somebody in who will change it," after you just told us that we have to be the ones to do it.

Male:

I felt like the message was there, you're either with us or against us. Do the right thing or else. Felt very threatening.

Male:

P did?

Male:

Yeah. It definitely

Interviewer:

Do you think the message is attainable, whatever the message was?

Male:

The clean energy, I think it's attainable. It's just where I do think P is a good video, not necessarily the water politics. I think it's just a good video. If you look at the many, like the vote for someone, just band together, be a team or together, I think S and P showed both of those, like gathering recyclables and stuff, it did that a little bit. So I think it's attainable, we just as Americans it's pretty obvious we're lazy as hell.

Male:

[inaudible 00:40:04] Spokane [inaudible 00:40:07] anyway.

Male:

It is attainable, it's just a matter of our Americans need to stop being lazy and do it.

SH:

I was going to say, I used live in California and there's actually a law that you have to recycle, otherwise they charge you extra if they find a milk jug in. they give you the recyclables [inaudible 00:40:26], if they find like a milk carton or a milk jug in your trash, you get charged.

Male:

That makes sense.

Male:

Pretty soon up here plastic bags at grocery stores are going to start costing money, if you don't bring your own.

Male:

[inaudible 00:40:39] together.

SH:

In a way, yes, if someone does vote for someone who actually like sets rules in place, you're going to have to do it otherwise you're going to pay extra money for wanting to destroy the planet further.

Interviewer:

How much information or details need to be in those videos for them to be believable?

Male:

[crosstalk 00:41:07].

Interviewer:

What are you hunger for?

Male:

You've got to ask what the purpose is. Is the purpose is for you to go out and vote for somebody, or is the purpose for me to be informed about all the reasons climate change is being done, or all the different ways-

Interviewer:

I want to motivate you to-

Male:

[crosstalk 00:41:26].

Interviewer:

I want to motivate you to take some action.

Male:

Because this is the year of taking action and I'm sure they could get it. If it's to inform you on the different ways of finding [crosstalk 00:41:37] or whatever [crosstalk 00:41:39]-

Male:

[crosstalk 00:41:39] or five top five easiest ways to take action, just put or it doesn't have to be [inaudible 00:41:46], but like what's the easiest way is that just middle-class people can take action. We're not all rich. We can all open up a business and just start [inaudible 00:41:57] energy. What's the quickest way and I mean ... Honestly, recycling and doing that stuff is obvious but what are other ways?

Male:

And I don't think that was trying to tell us what to do about climate change. It was sending just tell you to go vote. That was the only purpose of that video, in my mind was go vote. And it's just a matter of what angle are they trying to approach you to vote. It wasn't the options of what to do or how to face or a way and get out of it.

NO:

I'd like to see data. I like to see numbers. With Germany moving to climate change, how many jobs did that open, net jobs that it did open because we know the jobs closed, right? So how many net jobs.

Male:

[inaudible 00:42:38] on 32nd-

Male:

Yeah, that's [crosstalk 00:42:43]-

Male:

[crosstalk 00:42:44] commercial.

Female:

Maybe [inaudible 00:42:47] but [crosstalk 00:42:49].

Male:

But nobody's going to watch it. How many times do you have to click on [crosstalk 00:42:55]?

Male:

I would definitely put some kind of [inaudible 00:42:57] because like an example I give is like, there used to be anti-drug ads all the time that were saying like, how terrible pot is, you'll lose all your motivation. But they never told you any facts about it. And now weed's legal and teenagers don't give a crap because we didn't ever tell them the truth. And I think that that's how a lot of people feel all the time up here, is that they're just giving me talking points. So I think that you need to respect the intelligence of the viewer and give them something real, even saying a few numbers.

EM:

What the intentions of the app is being social media, a lot of them did really well. I would say all three of them did a good job of showing me images that kind of got you thinking like, "I wonder what that's about.? I wonder what that's about?" So if this is the time we have, I think it did enough to get us interested to, if you were clicking through or something that you'd want to go and understand more about what they're getting at.

Interviewer:

Do you feel like voting is a form of taking action?

Male:

Yeah.

Female:

In theory?

Interviewer:

In theory.

Male:

I was going to say definitely in theory, because we're voting for somebody to truly take the action. So that's where it's like voting is taking the action, but let's vote and then also physically do the action ourselves, don't just count on somebody else to take that action for us.

Interviewer:

What to you would create an urgency to vote or even an urgency to take action? What would light a fire for you?

AR:

I actually did a sense of urgency with that L, that there are areas of problems and they're getting intense. So that message was clear to me there.

Male:

I mean, especially how many summers that we had with smoky summers, the last [crosstalk 00:44:50].

Male:

We're just coming ... We're in that cycle of getting screwed over now, because [inaudible 00:45:05] we didn't burn stuff off, like nature intended. So fires are becoming super fires now for the next little bit. The smoke thing it's like yeah. it's here but it's not ... that one to me isn't like the .. I don't know, that's not a big pull for me at all.

Interviewer:

Does the content in the story need to be specific to be important to drive action with you?

Male:

L was wanting that.

SH:

I think it was pretty specific to that climate change the.

NO:

To tell us how life has changed.

SH:

It kind of can't do that after the 30 seconds.

NO:

In the last five years, this is how many more acres have burned. In the last five years this is how much more rainfall we've had or less rainfall we've had.

Interviewer:

In [crosstalk 00:46:18]?

NO:

No, like in Washington.

Male:

But like why and what's the purpose? What really those numbers? Is that really [crosstalk 00:46:26]?

NO:

We're voting for a president of the United States not a president of Spokane. So it's not just about making change here [crosstalk 00:46:34].

Male:

I guess you got to say is that the president or is that the governor?

NO:

Yeah, that's another thing.

Male:

Technically.

NO:

[crosstalk 00:46:40].

Male:

That's why they mentioned candidates. They don't say presidents. They don't say-

NO:

Right.

Interviewer:

Is there a difference in the message that if it's a local candidate versus a federal candidate, when it comes to just urging you to vote?

Male:

You would just expect more ... I guess you would expect pictures of Spokane if it was somebody running for the mayor of Spokane, versus if they were running for president. You'd understand if it was pictures of all across the country [inaudible 00:47:20].

NO:

National disasters.

Male:

Truly, I care about the federal [inaudible 00:47:25]. I sometimes feel approved [inaudible 00:47:29].

Male:

I [inaudible 00:47:32], yeah.

Male:

[crosstalk 00:47:34].

Male:

Also on the, like for local like it needs to be smaller scale. They're showing the forest burning down, and then I'm the guy who's going to say, "You should do something to change this." It's like realistically the action needs to be a smaller and more tangible thing ,or does it demonstrate something that's smaller, more federal thing that could be more widespread grandiose as well?

EM:

Yeah, I would agree with that when they say subsidize fossil fuels, I'm thinking like that's at a super high level that I probably don't have a lot of reach on my own with my own vote.

Interviewer:

Sure. That makes sense. You're kind of shaking your head but specifically is it too important to you?

EM:

Yeah. For that reason, when they say big grand terms like subsidized fossil fuels, that's a very large idea with a lot of people behind it. And this one election is not going to necessarily have the power to change all that, because even if you had a president that was very against it, it's not going to change the whole lobby system and how all that's-

Male:

[inaudible 00:48:37].

Interviewer:

As in saving things like [inaudible 00:48:41] it's not to change like this election but maybe being voted for that for the next four elections, like [inaudible 00:48:49].

EM:

I think.

Male:

Cross offenders.

Interviewer:

All right. Does this articulate the direction of the current administration in an objective, factual, nonthreatening way encourage you to take action? And I've got a couple examples because this is kind of hard one. We're [inaudible 00:49:15].

Male:

I'm going to ask you to repeat the question.

Interviewer:

[crosstalk 00:49:26].

Male:

[inaudible 00:49:29].

Interviewer:

these are a couple of examples statements, but does do statements like these encourage action? Did you know the current administration has opened public lands for drilling and mining? Are you okay with reversing clean air standards and allowing greater levels of mercury to be released? Would you rather have the clean water rules protecting your family, the same rules are undone by the current administration?

EM:

Those are very pointed.

Male:

[crosstalk 00:50:03].

EM:

I feel like they're structured in a way to get the answer that clearly they're searching for.

Male:

Yeah, exactly.

Interviewer:

Does it-

Male:

[crosstalk 00:50:19].

Interviewer:

Yeah. It makes you feel something. Does it encourage you to do something?

EM:

Find out who is sponsoring this.

Male:

What's your question exactly?

Interviewer:

Do using statements like this encourage you to take action? Does it encourage you to vote? Does it encourage you to take any serious action towards positive or negative I suppose for power or against any of these statements?

NO:

Unfortunately, I'm still under the belief that it doesn't matter how I vote. Our politicians are still backed by the people money. Even though this is happening, and all of the people that are going to say that there for a change, we are still seeing no change, or we are seeing change in the opposite direction that's still going towards the people that have money and want money.

Male:

They don't get me out to go vote if that's what you're asking. I look at them online-

Male:

I felt manipulated.

Male:

Yeah, [crosstalk 00:51:26] behind those statements, but I don't even necessarily ... I don't know care or fully agree with those.

Male:

You probably [inaudible 00:51:37].

Male:

I won't care necessarily that some of the public, the private lands have been opened up for [crosstalk 00:51:45]. Honestly the whole water thing it doesn't affect me, so I'd be a little oblivious to it. But you can't expect everything in the government. There is a time limit. When something's not going right, you need to move to an area where it's better for you and your family. Pick up and move to some people. You say you can't, but others did. And if he gets bad enough you can too. I know that thing is going to piss a lot of people off, but that's where I'm at with.

Interviewer:

Anything else ... Do statements like that alienating you in any way?

Male:

Oh yeah. And it was very manipulative so it's like why would I want to even support you if you're trying to twist my ...I don't, they just came off [crosstalk 00:52:35].

Male:

It goes through a certain crowd and a certain crowd will definitely get up in arms about that and that is not my crowd to say the least.

Male:

Some people will be put off with the very first statement and then some people would be put off by the rest. I thought the second two statements were actually like, "Okay, those are the issues." But what's wrong [inaudible 00:52:56]? Because there's something inherently wrong with drilling for oil. For some people [crosstalk 00:53:04]-

Male:

It goes against the whole first ad [crosstalk 00:53:06] the clean energy stuff.

Male:

Is that really realistic economically?

Male:

Technically [crosstalk 00:53:08] it is, but [crosstalk 00:53:18].

Male:

Some people [crosstalk 00:53:19] it might be a problem.

Interviewer:

Anybody want to expound on any one of them?

AR:

I felt like the other one [inaudible 00:53:32].

Interviewer:

I think that's maybe your new coding.

AR:

I felt it did grab my attention. It hooked me, but it didn't really reel me in all the way. Again, it was just lacking information. So I'm not sure what's going on it's obvious that they're trying to catch people off guard. If they weren't aware of this, that might alarm you a little bit.

Interviewer:

Do those very ... I take you as a researcher, like somebody that wants to research things when you see them. Tell me if I'm wrong. So when something like that, that's where you do research?

AR:

Mm-hmm (affirmative). Yeah.

Male:

Honestly I've never had [inaudible 00:54:15] really like shocking but not necessarily inflammatory facts [inaudible 00:54:20] me to do something, because if it's a hard fact that you won't be able to refute or anything easily, but it's not going to be so partisan or whatever that ... Like how I was saying that some people are [inaudible 00:54:35], but some people that will actually just piss them off. That's where partisanship comes in.

Interviewer:

Okay. All right. So in that kind of empty space on the sheet, I want you to do a score. So I just want to go on a scale of zero to 10. So zero is not at all urgent.

Male:

Is that at the top right corner of here-

Interviewer:

Yeah, [crosstalk 00:55:20].

Male:

... in this empty space?

Interviewer:

Yeah, yeah. I think that space looks good. We're going to [inaudible 00:55:24] on the same spot that I try to figure it out. And then 10 is extremely urgent. I'll read this statement to you and you give it a score.

Male:

And they're release statements?

Interviewer:

This just one thing.

Male:

Okay.

Interviewer:

How urgent do you think it is for people, companies or governments to take action to take care of the environment and relieve human impact on the earth?

Male:

What's the last phrase?

Interviewer:

I'll read the whole thing. How urgent do you think it is for people, companies or government to take action to take care of the environment and relieve human impact on the earth? Alright. And I'll just go around and I'll put your numbers on here and then we'll play with them. We'll check my math, [inaudible 00:56:42]. All right, RA, what's your score?

RA:

Seven.

Interviewer:

Seven. Okay, Kevin?

Kevin:

Eight.

Interviewer:

Eight.

SH:

Nine.

Interviewer:

Nine.

MD:

Seven.

Interviewer:

MD says seven.

NO:

Seven.

Interviewer:

NO?

NO:

Seven.

Interviewer:

Seven. AR?

AR:

I said three-ish. I'll go with three then.

Interviewer:

We're going to go with three-ish. EM?

EM:

Nine.

Interviewer:

Nine and-

Male:

Seven.

Interviewer:

[inaudible 00:57:30] 10.

Male:

Now there's stuff going out.

Interviewer:

We've got one 10, one three and three seven's one eight and two nine's. I've got a challenging question for you AR. Why is it a three and not a zero?

AR:

Because I feel like there should be a basic level of concern for the population. It's kind of why, when we go to a war, we don't nuke each other because we as the globe decided that that's going to be a bad idea. And so there's some level of, even in the war there's a certain basic level of law.

Interviewer:

But is it still a basic need?

AR:

Yeah.

Male:

I think he wants to fill his gas tank up cheaply but not be able to fill it up.

AR:

And then I feel like, yeah, there's an inevitability to climate change and whether we're a smaller or slightly bigger small portion of the change, eventually we're going to start to run out of this stuff. Eventually people are just going to change naturally. It's not kind of mechanical change. It hasn't always been this way. And you look at the grand scheme of thing as it has been for too long, it's not that ... I have a general sense of awareness for the planet but I I don't care to go overboard about it.

Interviewer:

Right, that makes sense.

MD:

Sorry, that was rude to [inaudible 00:59:07].

AR:

No, I mean, [crosstalk 00:59:09]-

MD:

[crosstalk 00:59:09].

AR:

I don't even think ... I understand that oil is not even necessary. It came from the fact that the guy that discovered oil, he found it under his farm from drilling, he was pumping into the Lake and he was a rich guy in town. And he's like, "What can we do with this?" And they found out that it could be burned and used. And so then they got rid of the more natural resources and started pumping in the oil and using it. That's the foundation of where it came from. So I understand completely that there's alternatives, and you could run it all with it.

AR:

And generally, it can get to the point where it's basically free for everybody, but there's a lot of steps and a lot of different things that money can be made of before we get to that point. But of those that have that technology pattern too and how they'd say ... They're using it, but we'll get it there and it's going to come when they're ready for it to come. So, they have a general awareness of it, but it's not that.

Interviewer:

At what point does it become, and maybe my 10s and 9s and 8s can get involved. At what point does it become an urgent pattern. What makes urgent?

AR:

Well, at that point it's already urgent. At 9 and 10, they're already-

Interviewer:

It's extremely urgent now. So, at what-

Female:

Actually it's nine, because I feel like we're getting the point where there are some things that never go back to more of their natural, healthy state. Don't ask me to pick an example, but I just know ... Like when you were talking about plastic in the ocean [inaudible 01:00:46]. Well, like I said, you got this as an example. Even some of the finest chemistry training can't take all that plastic out.

Interviewer:

Right, [inaudible 01:00:54] plastics?

Female:

Yeah. So, there's some things that at this point we've just gotten so far that even if we stopped everything, we can never clean it up again. So that's why I would choose a high number like nine.

Male:

Like plastic, that's completely replaceable. There's other materials that would 100% replace plastic, but the industry working behind it and the ease of use to it, and partly because of the political laws that outlaw what you can use do it go into play, and that's why [inaudible 01:01:28] have been outlawed to go out to plastic, maintain its status. And so it's like, yeah, that's absolutely concerning this plastic and it absolutely could be 100 replaced, but you've got several more years before they're going to let that one go.

Male:

But on the case of action towards this sentence, should you allow perfection prevent some sort of action? Do I need to be 100% at my goal or should I get to 10% and then 15%, then 20%?

Female:

Take baby steps. And a lot of companies, if we stopped buying plastics, they would go out of business and that maybe is going to be a matter of time when they came out with the alternative. And let's say we spent our money there, they don't have a choice but to ... They're going to go out of business, so it's all on us really, regardless if we're not going to make a change in the next month, but it's progress toward the-

Male:

And I said 10 because it is extremely urgent at this point. And we're starting to see some of the dramatic repercussions of it between the fires in Australia this year-

Male:

[crosstalk 01:02:39] last year in California.

Male:

California last year. The hurricanes are pretty [crosstalk 01:02:45].

Male:

But again, the years prior to that and the fire. And if you even it all out and everything, it's like there's no surprise. It all was predicted to happen and it's our own fault that it all happened the way that it did, because there were so few in the past years [crosstalk 01:03:05].

Male:

So why don't we start making the changes to perfect it?

Male:

Because people don't want to do fires and because people don't like burning what needs to be burned, so we don't burn it until nature says, well [crosstalk 01:03:17] they burn.

Female:

What if they find a decent way to do it? If they find another way to get rid of this and don't burn it, they can prevent fires. There's other alternatives to [crosstalk 01:03:27] just don't make a change.

Male:

The fires are [crosstalk 01:03:29] of why it's urgent. It's happening more frequently and more heavily than it did in the past. Bush management is an issue in the North ... Most of the North West, in California, that's part of the fires there. In Australia that's not the issue. The fires are just more self-accelerated by the increased temperatures and all these things that are not allowing them to be dampened. And the storm irregularity is there.

Male:

We haven't had a really strong winter. Winter is shifting to February, March, April, like the last few weeks and all the way and it's been a consistent thing for the last five years. It's not instantaneous, it's not a specific shift, it's just kind of drifting that way.

Male:

But that's all because of the pollution in the ocean and the salt amount and the rain content when that happens. And it's going to know anyway. And if you break it down, it's like the only way to reverse that is to take out the fresh water out of the ocean or add more salt to it. That's the only way you're truly going to change the climate and the seasons back to where they were and that's not going to happen.

Interviewer:

If the issues were more local, does that change the urgency to them?

Male:

Absolutely.

Interviewer:

Because we're going to keep reverting to these big-

Male:

Like I said earlier, if it was local, I'd move. So if it's not local, I'm obviously less concerned about it. Other people can speak to themselves, but-

Female:

But there's always going to be something somewhere.

Interviewer:

[inaudible 01:04:59] I was wondering.

Female:

It is easy to detach yourself from the issues when it's California. They're close, but it's not our home. So it's a little bit easier to detach yourself and feel less of a pull to take action when it's not right here.

Male:

In my mind when we talked about just moving, most of the world's population lives very close to the coastline, with sea levels happening to rise and they're continuing to rise. If the last sea level goes up five feet, they're now having to shift miles inland and a good bulk of the population has to shift inland. They're already ... There's already limited space. It's causing a significant impact in those regions. It's going to cause more refugees. It's going to burden other areas and other countries as well.

Male:

But you're talking like that's coming anytime quick, where like it all happened fast. Even five feet, it's not going to be an overnight thing nor would it be anything ... Yes, technically they say that if everything were to drop, the max that the sea will rise 200 feet. And if you think about 200 feet on the sea level, that would be 100. But you compare that to what they say, 20, 30,000 years ago when the sea level was 400 feet lower. There's different events that are going to make it rise, sure, but it's going to happen slowly.

Male:

I don't think the scare tactic of, this is all happening next year is worth it.

Interviewer:

It's not worth it. It doesn't work for you?

Male:

No.

Interviewer:

So, what are the reasons to take action and take care of the environment? What are the reasons ... How do they benefit humans?

Male:

Well, the environment the other day, it would be fine. [crosstalk 01:06:47] we've existed as humans for 200, 000 years.

Female:

We keep polluting the air that we have to breath in. Is anybody seeing the [inaudible 01:07:00] that it is happening? They would buy it at the MDet price? Does it happen? Do you need to buy air? We have to breathe. We have to live here. If we tear up the planet we have, then how does the world do that right now [inaudible 01:07:16].

Male:

I always think the [inaudible 01:07:16] instead of the best, planets find the people rift.

Interviewer:

Which is more concerning, pollution or climate change?

Female:

I think both.

Female:

I think pollution drives climate change, and so if you worked on pollution, it would slowly correct the climate change.

Interviewer:

Do you think environmental concerns or just primarily liberal ideals and objectives that come with this left, right, red and blue baggage?

Male:

No, I just think they have a tendency to be more extreme I guess, more concerned.

Male:

[inaudible 01:07:59] in the last 40 years has become politicized and it's a concern for everyone, but look, politicians use it, so if you look ... if you believe this, you'll probably also believe this as far as the [inaudible 01:08:15], right?

Male:

Time is ... Oh, sorry.

Male:

If you look at, like Nixon is the one that Clint passed the EPA or traded the EPA. He's the one that passed the Clean Water Act and he was a Republican. So it's not actually a left, right issue but it's become so.

Female:

And it's identified definitely more with Republicans? I'm sorry, opposite of what I'm saying like [crosstalk 01:08:38].

Female:

Working for definitely towards the ... I do.

Male:

I think climate is such an easy one for people to ... That you can take pictures of drastic climate somewhere and you can very easily scare people with it. So, if you want to get something across over climate, climate change is an easy one for this, for some people or also your own. It's a good trigger.

Interviewer:

Are there any terms that specifically set you off? If I call all of you in this room in environmentalist, does that spark any fire?

Male:

Just factually inaccurate. That is the easy term.

Interviewer:

Not like other terms I can think of that are also [inaudible 01:09:31] political. For example, if you call this [inaudible 01:09:34] or something like that, I think the act might get people more anxious or feeling a certain way, but I think ... I don't think there's the same kind of way accurate [inaudible 01:09:46].

Male:

I'm not at the moment behind this, but I know what I am and you call them what you want, but if you're going to call me something and I'm not that, I'll tell you you're wrong and if you don't want to believe me then we're done talking at that point. There's no point. It's back to like, you know that's actually wrong or the only issue is trying to believe that whatever, but I'm moving on.

Female:

I don't think it has a negative connotation anymore like it used to.

Interviewer:

You mean like it used to? MD, you're the one troubling it down.

MD:

I'm not really sure I understand the question, but I guess it would depend on the case you're making. If I was to come at you and say you're just an environmentalist, how would you feel? Oh, that would probably be just dismissive of you and you're not really taking anything serious.

Interviewer:

Or even just the fact that you consider climate change as an issue, now you're an environmentalist.

MD:

Well you're just being minimalistic.

Interviewer:

Who do you think should be responsible for taking action?

Female:

Everyone.

Interviewer:

Why?

Female:

Because the one person can't do it on their own. It's just like someone taking or digging off [inaudible 01:11:00] or someone that's throwing the dirt back into the hole and they're digging.

Male:

It's this guy. He's the one that the flying power so he can go up there and values the cards the way they should be.

Male:

It's the old game about of 30-ish %, the basis covered, what we get as a planet.

Male:

Yeah. Also I would be like rollout tending to grant the government any more power or anyone money to do something about that, because when you get more power they tend to not use your money wisely in general. So, if you know something about yourself your probably saving yourself a bug [inaudible 01:11:36].

Male:

And I don't want to pick on you, I'm sorry.

Male:

But I find it funny, it's like here's the canon too. Nobody is buying all of this stuff. We recycle, but they aren't buying it anyway. We don't recycle anymore here. So it's like, then there's a lot of other places that we have now because we don't have the room or the space because of people not buying recycled anymore products, the countries and things like that. And so there's certainly more people now that are burning it, but people, they don't exactly make that public knowledge and they still are big on recycling when they then mix it all together and burn it at the same place, especially here.

Interviewer:

Right. Well, [inaudible 01:12:22] you got to trust the government to do the right thing and share it with everyone. I'd like to unpack a little bit about the distrust of the government portion of it if we can and just add that. I agree with what you're saying, but do you think the responsibility should be on the authority or the corporations that are contributing to it in some way, since the bulk of the things [inaudible 01:12:47]?

Male:

I think it's [inaudible 01:12:47] perception of the government. We are the government. They work for us, they represent us directly. So, there's no point in paying a middle man to do your job, when you can

just do your job because you're always going to segue way that way. And there's no better way for me to describe that. Whenever, this happens all the time. Did the Patriot Act really help anybody in preserving those rights? I don't know. It might cut some [inaudible 01:13:15] but everybody lost some of their rights in that.

Male:

And if you want to do that, that's always going to be the change. It's some of your rights or more security or somebody taking care of the problem for you. But it depends if you want that. I feel like that's kind of an American way of thinking about things. Do you know what I mean?

Male:

And there should be a limit too. This should have somehow gotten there as-

Male:

Oh, for sure.

Male:

This is good, but like you're saying, once you give them-

Male:

Their [inaudible 01:13:40], so it should be socialized.

Male:

They only do so much. And once you get past that limit, it's like what are you really doing with the money at that point? What are you really [crosstalk 01:13:48] that down?

Male:

You want to control so much, that I would be hesitant to hand them more or give them more money when there's probably a solution to where everybody can get on the same page and be doing the same things, preserve the environment. You're probably going to make a larger impact.

Female:

And I was going to say, and I think that has a lot to do with the government. And if we could get someone that actually helps people stick to certain ways, like they're charging you for not recycling, incentives that would help you, of course we can't make people who can do what we can, but it helps to have some other things [crosstalk 01:14:24].

Male:

Yeah, I think that people talk about this stuff I think a lot, but not to judge, but I doubt if anybody even cares planting a tree lately. I haven't. So it's a lot of waste of time, whereas if you go stand up and do something, thing can change.

Female:

I think it takes somebody to start the lead and change the mindset though. I remember visiting Eugene, Oregon a couple of winters ago and I was surprised to learn that I had nothing to carry my [inaudible 01:14:56] or my groceries and I'm like, okay, well, I'll see whether I could carry with my arms, but it was an experience that, because they don't have a lot of plastic bags and I was a visitor, so I didn't carry my own bags or anything. It was an experience that was enough of a surprise that it stuck with me.

Female:

And now that's something I think about. I don't use plastic bags anymore. I always bring my own.

Male:

[inaudible 01:15:19] states anything, but [inaudible 01:15:19] plastic bags.

Female:

But it's somebody starting that with something like [inaudible 01:15:24].

Male:

I think it starts with paper bags [inaudible 01:15:26].

Female:

And I'm also thinking [inaudible 01:15:27].

Male:

I think it's better thought if you can make people feel like it's their idea, because obviously not [crosstalk 01:15:34] going to do that though. Because it's like, oh, you're going to inconvenience me. I know you don't want to shop in your store [crosstalk 01:15:43].

Male:

And the last [inaudible 01:15:48] eight cents is what they're looking at. So they're going to outlaw plastic and the paper will be eight cents a bag and they're pushing for that next year.

Interviewer:

Next question. What are your reactions when you hear candidates talk about climate change actions and policies?

Male:

You won't vote. That's-

Interviewer:

That's your reaction, it's what [crosstalk 01:16:12].

Male:

What are the policies going to be? Name the policies.

Interviewer:

What do you see?

Male:

We were talking about at a certain level, because-

Interviewer:

From the local just candidates, when they talk about climate change actions and policies.

Male:

I'm sure there's nothing new they can say. It's all been said and it's just like, are you going to go with [inaudible 01:16:33] the most dramatic? Are you going to with [inaudible 01:16:35], now, we're good either way. Are you going to go as a little bit directed with general?

Female:

I'm going to say, when it comes to [crosstalk 01:16:43].

Male:

Well, [inaudible 01:16:43] parts, but it's all the same stuff.

Male:

It really depends on the green new deal, right? Where there's a bunch of stuff in [inaudible 01:16:52] a thousand, because trends that are bringing ... It's just like a plan really that are going to full on a bill. But basically it had a bunch of identity politics stuff in it and things that were very, very partisan and I feel like that really affected that, that whole idea because anything getting there about helping lead environment was really hurt by all kinds of social programs that are actually outrageous.

Male:

Like she said, things like [inaudible 01:17:22] people that were unwilling to work. Not unable, but not just universal basic income as a form of like ... So it just that kind of outrageous socialist thing. Or if could be talking about the environment and she's like a member Congress.

Female:

My initial thoughts when you said that were, "That's a nice idea," but there's so many cogs in the mechanics that, that's a great idea, but I don't see that any one person can start that and have the power to make those changes. So when I hear that in a political statement, I'm like, okay, so you're putting a lot of energy into this idea that people like, but I don't really believe that you have the power to chose [crosstalk 01:18:08].

Interviewer:

But then NO, you had something to add?

NO:

My belief is that if you wanted something that's going to change, you have to look at the local level because I don't think anything's going to happen at the bigger level. Big oil and big pharma are too

involved at that level to do anything that is going to negatively impact them, unless all of the little local levels were able to get their teeth in and start changing things, to where at the national level, big oil can't bite as hard or pay as much. That's the only way it's going to change.

Interviewer:

So if [inaudible 01:18:52], if say you're looking at a candidate and they talk about climate change actions and policies, how does that impact your decision to support the candidate when it comes to the voting day?

Male:

I'd check the box. If they talked about climate change, like all candidates have to,

Male:

I think it would be really [inaudible 01:19:15]. All of them say world peace. [crosstalk 01:19:18] like this, how are you going to address it? [inaudible 01:19:22] that.

Female:

I just think, is there a different agenda that you're actually going to do that you're not telling us about? Because this is the thing that people want to hear and develop. [inaudible 01:19:32] an agenda-

Male:

Yeah, very vague. [inaudible 01:19:36] is almost overworked at this point, that nobody can ... If you can't come up with anything new at this point, it's like beating a dead horse as a candidate. Everybody got that one covered.

Male:

Yeah, [inaudible 01:19:52] tracks that are right with the right crowd.

Interviewer:

Well, tell me specifically what you're going to do. Are you going to-

Female:

I'm going to say, if you don't have a plan as to how you're going to do [crosstalk 01:20:00].

Interviewer:

Let's say not just clean energy, but hey, I want to have X number of more solar panels in Spokane in the next two years. Take on a specific, don't say, ooh, climate change because we've heard it with people.

Female:

Instead of just actually getting to the point.

Male:

What's one thing that kind of deals with that, we are very focused on actionable specific items from people or from candidates. We're also involved in a research group because we're more likely to be

more interested in these details than perhaps the general population would be. So I think that it does make sense to try to get people to support these ideas without being too granular, because then you're attracting or you're turning away people that are like, oh, these numbers, I don't give a shit, at the end of the day. I don't care. What are you doing? Things that [crosstalk 01:20:55].

Male:

Like the [inaudible 01:20:55] ideas.

Male:

Yeah. Do you actually care a little bit about what you're saying, cool, or other things that you are saying? I care about more of just something that's nice, it's like a little cherry on top to some people.

Female:

To support your point, also I think when those are the messages that helps people prioritize, they set their own core values or prioritize their own decisions like [inaudible 01:21:16] things. I think that's just something is like a [inaudible 01:21:20] on your own.

Female:

I was going to say, I started teasing out of using plastic bags. I didn't have a lot of reusable bags, but right now it's not a good diet for everybody, so I have a bunch of them and then I leave them at home [crosstalk 01:21:30].

Male:

It's certainly been grilled in my head tonight to go get my own [inaudible 01:21:42].

Male:

I was just going to say, I'd like to hear a candidate say specifically how are we going to make these technologies economically viable?

Male:

I think that was just getting there, because like Tesla is one of the first companies that I can think of that's like, all electric [inaudible 01:21:57] fuels and they're actually making [crosstalk 01:22:00]. So I think the only thing that I could think of that actually does that sort of thing. So it's just becoming viable. And if you're not economically viable and you're hurting the economy or trying to [inaudible 01:22:12] without ... And taking good care of the fossil fuels, you have a problem.

Male:

These Teslas are a fantastic idea, but how much should they cost right now?

Male:

[inaudible 01:22:22] on the front end get that right. Some people really want to try that, so you just can't pull the rug out from underneath people when ... Or the fossil fuels, you know what I mean?

Female:

Yeah.

Male:

Everybody's involved with that right now.

Male:

And it's not necessarily that those things took a while for them to get out. It's that, there's no point in releasing model 10 when you got one through nine to make money off of. So if you can drag out one for a while and build it up, keep 10 in the storage while you're working on 11, go ahead and release two, that's unfortunately how the MDet works with those companies.

Female:

And just so that I understand the room to buy correctly, does your reactions to candidates and their talk about climate change and how it impacts your decision to vote for them, does that vary if they're a local candidate versus a state candidate, versus a federal candidate or is your opinion on that pretty much the same?

Female:

I think it varies.

Female:

I think it varies.

Male:

It doesn't matter now.

Male:

Yeah, [inaudible 01:23:32].

Male:

And how is it going to impact, right?

Interviewer:

When it cause climate change?

Male:

That's part of the plan.

Interviewer:

So, you're saying that [inaudible 01:23:37] we can't impact climate change.

Male:

[crosstalk 01:23:37] for climate change [inaudible 01:23:41] locally, but that's just because we may not know.

Male:

So, what else [inaudible 01:23:51] going to believe?

Male:

Yeah.

Male:

Well, I think that it doesn't matter to me what level they are just like NO was saying. Noble action is going to impact [inaudible 01:24:01] action, as long as everybody's starting lead that way. It's the right way to go, right? So if everybody's doing it, eventually it trickles up and it's going to trickle down and it goes both ways. So there has to be some leadership at the top. That's cool. It's important to get that idea generated and then it has to be actionable really to actually implement in a sense.

Male:

I think also like a lot of the year we just see hypocrisy all the time, instead of when Bernie has like [inaudible 01:24:28] dollars, but he's always talking about business and what [inaudible 01:24:30]. \$1 million would be a lot for me, you know what I mean?

Male:

It's also 80 years old.

Male:

I know, but I'm just saying it's not just on the lattice, on both sides. All the time, you're seeing people take a private jet to go and talk about.

Male:

Oh, yeah.

Male:

And we're thinking it's like, well, I don't want to hear anything from you at all, not really, you know what I mean? Anything like the little guy you don't want to be talked down to, right specifically.

Interviewer:

Yeah, being [inaudible 01:24:56].

Male:

[inaudible 01:24:56] anybody for a clinical candidate.

Interviewer:

So, we're going to look at some different messages. These are just some additional statements about ways to impact climate change. So, I'll have you read through them and just to circle like two that you

think are honestly the most ... That they fall along the same line for what we're talking about. That are promote cause you to think about taking action for [inaudible 01:25:30] that resonate the best with you.

Interviewer:

And also along [inaudible 01:25:33] a little bit, get into the weeds that obviously with you.

Male:

[inaudible 01:25:41]?

Interviewer:

Just circle two that you are [crosstalk 01:25:43], the two that resonate the most with you. Just so that you don't forget which ones they are and so that I know which ones you think they are, later.

Interviewer:

[inaudible 01:26:52] provide that aren't. And I used to learn a few [inaudible 01:26:56] things [inaudible 01:27:15] temperature that changes each factor [inaudible 01:27:20] it still the same. All right. So I just want to ... I'll just go through each of these statements one by one, just for you to maybe to tell me if you circled and then I'll get to tally and we'll [inaudible 01:27:32] from there. So, who circled the air pollution? Good, two. And who circled water springs, dryers, hot summers? One. Anybody circle in 50 years, the average temperature? One?

Female:

Two?

Male:

Two.

Interviewer:

Okay, I'll count [inaudible 01:27:59] again.

Male:

No, I think we're just two [inaudible 01:28:01].

Interviewer:

How about, who did coal, gas, oil, who circled that? All right, two. And [inaudible 01:28:11].

Male:

Wait, wait, [inaudible 01:28:14] sorry.

Interviewer:

How about average savings of solar power? One. I'm now going to get my real math out, although one, so that's seven. And then solar and wind power adding jobs at a faster rate? Two, interesting.

Male:

Oh, it's [inaudible 01:28:37] pointing on the jobs early?

Interviewer:

Well, that the one-

Male:

I didn't know [inaudible 01:28:44] is fine.

Male:

I didn't know if I circle it, just like [crosstalk 01:28:46] part of that, but so? It's a fun fact, but that's not getting me to vote for it, because it's creating jobs. It's a fun fact.

Interviewer:

It's not driving action for you?

Male:

It felt like the solar panel one might. I know a lot of people that [crosstalk 01:29:03].

Male:

Who want to save money, yeah.

Male:

Put that on top of your house, great idea. Sure. Make those more affordable [crosstalk 01:29:08] so more people can put them on their house. We're good, but the jobs being-

Interviewer:

All right. We'll work on-

Male:

[crosstalk 01:29:15] and that we're good.

Interviewer:

What are ... I'll just take the ... There's one that's clearly most popular and that's, in Washington state, the accurate statements of how just solar power solved what is \$10,483 a year. So, what are your reactions to this statement?

Male:

Mine drags everybody?

Interviewer:

Money?

Male:

Or it's like, I guess that goes to saving other stuff. I just think that if you want your numbers, there's the fun fact. Put solar panels on your roof. It does actually help you save money. If they don't tell you the cost, it's \$25,000 to do it. So, it'll take you three years to pay itself off. But then after that you're earning money, you're saving yourself. So, pass laws that will make that more affordable. And if you want to make solar ... That would actually maybe make me think, oh you want to make solar panels more affordable, more people are going to get them.

Male:

That'll drive more jobs, fun fact. There we go, but that's nice. Nice to do something like that.

Male:

It's just like the last two in here are actually telling us things that we can do about the problem, because everything else on the sheet is just telling you what the problem is. So it's kind of like a how [crosstalk 01:30:40].

Male:

I never [inaudible 01:30:41] to be a scare tactic. It's one of those 50 ... In 20 years-

Interviewer:

Yeah, sure.

Male:

... we're all going to be 15 feet under water and it's like, whatever.

Interviewer:

I could have wrote that in the margins for you, because of what I already know about you.

Male:

AR [inaudible 01:30:54] like this, but I'm thinking whatever.

Interviewer:

Of all the big statements, is there anything in them that's surprising?

Female:

This one. I wrote follow-up questions after these, because the second one, Spokane has been experiencing water springs all by dry or hotter summers, but by how much, right? In 50 years the average temperature will be 10 degrees warmer. Well, what was it 50 years ago, right? Well, what is that trend looking like?

Interviewer:

Right. Is it from 95 to 105, is it from 102 to 112?

Female:

Right. And then coal and gas and oil companies are legally allowed to produce more pollution today, by how much? A cubic foot? 50 tones?

Female:

Or does it mean because they're just producing more stuff?

Female:

Right, yeah. Is it per factory? I think-

Male:

I think that's actually [inaudible 01:31:56] have to produce more. [inaudible 01:31:58] and the world population is way bigger, so it makes sense. And now just back in 2000, 20 years later that our population is more, so obviously they're going to produce more. So it's just-

Male:

Although I think further it's based on parts per million on carbon [inaudible 01:32:16], so it's all proportional. I don't know that obviously, but if there's legal limits, it's usually limited based on a specific percentage. Like you're allowed to produce X percentage. So, if it's increased population, the percentage would remain the same. It would just be a larger amount to do that.

Male:

Number one's going to be pretty hard to prove. But sure, throw it up there, it doesn't scare a lot of the people then you have to prove it. It's going to be pretty easy to come up with something that says you're right, but it's going to be impossible to prove definitively that [crosstalk 01:32:59].

Female:

I would really like to see the case study on that and all of the independent variables on this.

Male:

And I got the specific acknowledgement that they're saying [inaudible 01:33:06] number. I would say that the air pollution model and the coal, gas, oil companies were allowed to produce more pollution.

Male:

They both could definitely be misleading. And so, there's a lot of room for error. That's why I wouldn't put any confidence [inaudible 01:33:20] saving.

Interviewer:

Sure. Is there anything extremely believable or even unbelievable, believable about any of these statements? Any red flags or I guess even stars?

Male:

I encircled the solar panel savings. I don't think that's a very typical average.

Male:

How many people were spending \$1,000 a month on [inaudible 01:33:47]?

Male:

That and the increasing by 9.5 degrees in 50 years, that sounds like I don't know for sure.

Male:

That seems in line with what I've seen, so I've had [inaudible 01:34:01] to do exact.

Male:

[inaudible 01:34:02] with it.

Male:

I think that it's perhaps a little more, but not too much.

Interviewer:

Yeah. The reality is these statements are true, but I'd like to understand what else ... What needs to make them resonate and really what helps, that helps you-

Female:

Content.

Interviewer:

Yeah, and back to [crosstalk 01:34:21].

Male:

Two is misleading as well as above two. It's like it's happening, but it's not like for that to change, there's nothing that you [crosstalk 01:34:35] you two do that one, because of why that's happening. But they make you feel like you can, but that one's not ... You're not-

Male:

And now we could go back to what you were [inaudible 01:34:45] approach management. The fires could be increasing because of the lack of burns and lack of controlled burns versus their hardest earners, but that could be the cause or it could be that they're not burning regularly and control.

Interviewer:

Yeah. I think to what you would do, these things that sound good, I'd like to know why they're true, right? So, if I told you why they are true, would you trust ... How do I tell you the truth and have you trust that that's the truth?

Male:

[inaudible 01:35:17].

Interviewer:

From what? How do they [inaudible 01:35:21]?

Male:

Your sources.

Female:

Yeah, from peer review journals.

Male:

Yeah, [inaudible 01:35:24] physical.

Interviewer:

Are you the type of person to find that information? Do I need to shove it with this content? How-

Male:

I really think that an ad should have the ascertainment down for these [inaudible 01:35:40] pretty reasonable, but I wouldn't [crosstalk 01:35:41].

Male:

I feel at least once, you don't necessarily need multiple resources, but at least you have one resource for that, that pushes other people to research. Okay, is this the one person that is on this or are there more out there. Or if you have none, then we're just going to pass by and say, okay, whatever.

Interviewer:

But even if you find out more ads and you put a really vague generic website, which then had the citations and the links for these papers instead of the really long, super address that we are not going to memorize in 0.2 seconds. But give us the, find out more apps.

Male:

Because [inaudible 01:36:23], I'm sorry.

Male:

Now you go first.

Male:

That show where [inaudible 01:36:27] ruins everything, it doesn't go well. It pops up with a ... And at the end they'd give you a website when they have a list of citations and it's like, if you want to learn and see where we got this evidence.

Male:

Did you see Joe Rogan? Joe Rogan goes [crosstalk 01:36:43].

Male:

Yeah, absolutely. [inaudible 01:36:44].

Male:

Yeah, you should have something in citation.

Male:

So on these, I think in the particular field that these people that are running, the fact that they're in the political field running for this, if they're going to make a statement as a part of that, they do have to have some place to go to that [inaudible 01:37:06] or some sort of place to go to describe that, because my son's in fourth grade and he could do this for an assignment. If he didn't have to write in the back and just list bad things that were happening, list six of them, he gets an A plus.

Male:

Now, but he's not running for ... Anybody can just start off scary or fun facts.

Male:

Tell him to go back to math class, where you got to prove your work.

Male:

Yeah, because of that field that they want to be in, there's a little bit more that I think they're obligated to back up their bullet points.

Male:

Also, I would make sure to cite real scientific journals, because you can't trust the New York Times anymore. You know what I mean? There's all kinds of things. People are extremely skeptical of media and they should be. So, I would certainly [crosstalk 01:38:03].

Male:

Coronavirus.

Male:

Yeah, because if you're trying to get people that are real skeptics of this kind of thing, which are usually going to be to the right, you're going to want scientific data. That's what's going to ... If you're actually trying to convince people and not just win the argument. Do you know what I mean?

Interviewer:

Yeah.

Male:

That climate change is real, [crosstalk 01:38:22].

Interviewer:

How do you [inaudible 01:38:23], you quickly identified that it means scientific information as you're being referred to.

Male:

Quicker?

Interviewer:

Yeah.

Male:

Well, you have a cell phone, so [crosstalk 01:38:36].

Male:

I think that's a model of ... Oh, definitely what those scientific articles that back up things that have same issue.

Female:

Don't trust things that are .org, some .coms, maybe it just depends on how well [crosstalk 01:38:50] at the time.

Male:

[inaudible 01:38:51] it's related to your backup. It'll come down ultimately to what your beliefs are, as to what scientists believe a lot of things. And if you look hard enough, you'll be able to find one that backs you. But I think, yeah, look at-

Male:

There's some solid ones that [crosstalk 01:39:10] will identify reputable news sources, that will like, they test them against each other and against ... And they have certain criteria and things like that. So if you want a test how often this source gets facts wrong or how often they fix the issue corrections if they have a problem or if they [inaudible 01:39:31] or whatever, or if they're up to that or not. So those are ways to [inaudible 01:39:36] get an idea.

Interviewer:

I really don't know how to phrase this question.

Male:

[inaudible 01:39:49] to share it.

Interviewer:

What if I need [inaudible 01:39:50]? So, if one of these statements is strong enough, that it's something that you're really behind. We've got the right sources. We've got the right same material and you agree with it, it's what you have. It could be an AR statement, because I know he's already rolling it out [crosstalk 01:40:09]. So, if there's an AR version of this one, but then-

Male:

All right.

Interviewer:

But it's for the opposite side. You're red but it's a blue statement or your blue and it's the red statement. Are there statements like that, that would cause you to cross party lines when you're running?

Male:

In [inaudible 01:40:34] of that, I do finish the article, statements that I fully agree with.

Male:

Are there any statements of this nature that would make you vote against [crosstalk 01:40:38]?

Male:

One statement?

Interviewer:

If you've got a candidate that's on the other side and he's got one of these climate or any environmental statement that you really believe to, that we've kind of built out here.

Male:

Climate change is not the topic that's going to make me vote-

Female:

[inaudible 01:41:00] they would have to be like-

Male:

... for one way or the other.

Male:

I think that has to be a really strong statement or it has to be multiple statements, because one mediocre statement that my whole heart would agree with, but it's not going to make a huge impact, isn't going to sway me to go the other way.

Male:

[inaudible 01:41:20] also think that most people have a single issue.

Female:

And that's just to say, and that's why [inaudible 01:41:25] would be, I didn't vote for my person, but if I feel really strongly that this statement goes for the other person, then I'm going to be calling my person and say, okay, but you need to vote on this issue. This needs to happen.

Male:

Climate change is not [inaudible 01:41:48] pushing me over.

Interviewer:

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Is the climate and the environment for any of you an issue big enough that would motivate you then?

Male:

Not based on a statement.

Male:

Yeah, not based on a statement.

Male:

[crosstalk 01:42:02] that would be tremendous action [crosstalk 01:42:04].

Interviewer:

How about this issue in general, rather than any of the things that I presented?

Male:

Is it something you'd vote for? I need to ask.

Male:

When you brought up the idea of climate deniers, climate change denial, completely, that's going to make me go the opposite direction, but a strong action for, or a lukewarm action for, or a reform action again just, it's doesn't necessarily going to make me completely disagree. It could make me disregarded the idea. It's going to be like well, the logic is flawed or there's something else going on because this is just self-evident that something is happening or you believe it's called [inaudible 01:42:38] or not, that's a different argument.

Male:

So if you're just denying-

Male:

Completely denying it, yeah, that's [inaudible 01:42:43]. We're just saying that [crosstalk 01:42:44].

Interviewer:

So you're just going for end of the spectrum elements. Those are the types of things that could swing [inaudible 01:42:51].

Male:

Those are the only people that think it's not happening at all [inaudible 01:43:05].

Male:

They just think it's a very small element.

Male:

I don't think it's a very conservative level, or even the most conservative stage.

Male:

Something's happening.

Male:

I don't know.

Male:

I've been [inaudible 01:43:05] mad people then they have accused me of denying climate change. But like what you were saying earlier, what's the cause of it? I'm not denying it's happening, but it's like, so what? It's going to happen, who's causing it? How much? What [inaudible 01:43:24] sure, but [crosstalk 01:43:25] I'm not denying that's happening, but at what level in the cycle.

Male:

But the credit goes to the party. It just seems like we're accelerating this.

Male:

This is really [inaudible 01:43:35] the bad portion of the cycle. Of course [crosstalk 01:43:39] lot of scientists that could tell you exactly this much, we're increasing the climate change. Nobody can get you exactly the answers and that's the problem is the ambiguity of all this [inaudible 01:43:50] this partisanship. If anybody could say, this is exactly what's happening, that'd be great. That's why I think you really need to defer to experts and not the politicians on this effort.

Interviewer:

All right. So, there's another sub message in the video segments and that was about people working across party lines and working [inaudible 01:44:15] together. How likely would you be to vote across parties to support a candidate that just promises to work together with both parties to address climate change? If it's just working together, is that any different than a specific hot topic to you?

Male:

Every candidate says, I'm willing to work with the other party on climate change. They don't usually finish with it saying, as long as they agree with me on most of it. But every candidate to my knowledge has said, I'm willing to work with the other party on this.

Female:

They usually say that about a lot of things because they want you to vote for them.

Male:

But they don't [crosstalk 01:44:54] usually say, as long as they agree on this [crosstalk 01:44:56]. But that's going to make you check your box. Other clients are going to say, you'll be nice about it and check your boxes, it's political.

Female:

It doesn't mean [inaudible 01:45:05].

Male:

I don't know which you had in common, so I don't know.

Female:

[inaudible 01:45:08] and I've got to stretch further for that. It's not important. Well, it's important but it's not believable, I guess.

Male:

Yeah, it's believable.

Male:

It's beating a dead horse at this point. It needs to much.

Male:

The politician doesn't say, "I'm not willing to work with the other side."

Male:

Exactly.

Female:

You're not going to vote for them, so-

Male:

It'll be total nonsense. It's like-

Interviewer:

Is there anything in the videos or even in the statements that has either changed or reinforced your thoughts on just voting in general? It doesn't matter who you vote for, what you vote for, just the fact that you would vote.

Male:

Yeah. It seems like nothing's changed. It's just a bunch of talk and going through your emotions and it just makes me trust less.

Male:

I guess it might notify you that election time's coming up. I think that might be the only notification you have. Oh hey, it might be time to vote because I'm going to be seeing ads on whatever feed is the only one that you're watching on your phone or how do you get your news source from, because a lot of those local elections that happen every other year or having them on the different minds that aren't the presidential election, you might not hear about those unless you see at least one ad saying, vote on the [inaudible 01:46:30] somebody voting for something now.

Male:

So, I guess it's just the ads.

Male:

I think they help motivate you to vote for a certain candidate if, say you're already planning on voting or whatever, but if you're up in the air on voting in general, none of this is going to push you to just vote. But in my opinion, it's not pushing me to just vote. It might push me to go one way or another, whoever is going the way that I [inaudible 01:47:00] or about, but it's not going to push me to just vote in general.

Male:

Yeah, that wouldn't motivate me at all. That stuff in the notification, it doesn't motivate me, and I also thought those ads were not good at all [inaudible 01:47:16], yeah, not at all. They just seem like very typical BS, the same kind of stuff that you hear all the time. If you want to really tell me this, just to placate it to me, that's the kind of thing that makes me not want to participate.

Interviewer:

Sure. It's another part of that. It doesn't get the engagement.

Male:

It will put me off. It just made me feel like they're out of touch. They're just like bloomers.

Female:

So the thoughts, those were actually the ads that were running '92. It doesn't make me want to go any more than I was already going to vote.

Male:

To me, it's them just checking their boxes. They have to cover that topic.

Male:

[inaudible 01:47:57]. You got to tell people something that they don't know that actually excites people if you want them to do something. That's just definitely not going to do for anybody, all the same in any of those apps in my opinion.

Interviewer:

Well, thinking about ... Let's throw climate and environment out the door. What's the one thing that's most influential just to you in your decision to vote? What influences you to vote?

Male:

I want the most people to get the most good possible, if you're [crosstalk 01:48:31]. That whole ... You don't have to be perfect, but I want the ability to help the most people, most often. It doesn't need to help everybody. It doesn't need to help with everybody perfectly and it doesn't need to solve every problem. But our goals should be [inaudible 01:48:49]. Yeah, it's very utilitarian. We should be able to strive and vote for things, the things that I want or the things that are going to help the average person more often than not.

Male:

I think that voting is a good example. Personal responsibility, which is a huge thing for Americans and if you're not going to participate, then you can't bitch later. And [inaudible 01:49:12] it will, like the Walmart center.

Male:

Yeah, that's [inaudible 01:49:13].

Male:

Do you mean voting in general or voting for a specific candidate?

Interviewer:

Just voting.

Male:

Just voting in general.

Interviewer:

Yeah.

Male:

What motivates you to vote?

Interviewer:

Yeah, the most influential thing [inaudible 01:49:27] about?

Male:

Usually it's just an important issue. Then it's something I have to say something about.

Interviewer:

Is it an issue that's personal to you? Is it an issue that's community-oriented?

Male:

Yeah, a larger picture.

Male:

If I believe there's an actual change that can be made by the person, that's what gets me to vote. And I know that it takes a lot. It takes a lot for that person to be in a position to actually make the change, so that's very few and far between, I guess when I do vote, but when I vote it's because I believe that the person actually in a position to make something-

Interviewer:

To make that [inaudible 01:50:16] change.

Male:

You ask them for what quality do I want [inaudible 01:50:20], but what issue?

Interviewer:

I just want to know what gets people off the couch.

Female:

[crosstalk 01:50:24] if they sit on the couch.

Male:

[crosstalk 01:50:28] anyway, I just think that would definitely.

Male:

I think that we found that personality is what gets people off the couch honestly.

Male:

I felt like America is ... To me America is a business, and so someone that can run a business is what we needed. So I was excited for that, but that's ... And I felt like they could be changed then. That's why I voted.

Female:

I vote because I feel like it's my job as a citizen to contribute in that way. And the times that I haven't voted, it's because either all the candidates to me are the same. I don't feel like it's going to make a difference or I'm not going to, at this time, put enough research into it to feel like I'm making [crosstalk 01:51:09] decisions, but it's always my goal to vote, because I feel like it's my duty.

Interviewer:

What about NO, what are your thoughts?

Female:

I feel like it's [inaudible 01:51:20].

NO:

I agree with them, it's to help people.

Interviewer:

When I ask this last question, I want to remind you that everything we say and do in this room stays in this room. So, question for you, some of the examples of the pollution and the videos was a smoke and [inaudible 01:51:46] that kind of stuff, but to get some local intel here, can you think of any organization that's local to Spokane that you would say is a fossil fuel polluter, that is impacting the environment here? Can we think of anything?

Male:

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I drive by it pretty much almost every day, but the [inaudible 01:52:17] all along.

Interviewer:

Yeah, [inaudible 01:52:17] up?

Male:

Yeah, that's the only one that I know in person. I just go ahead and drive by it every day and you can smell it like a mile away.

Male:

That makes me think of all those free newspapers that are thrown at your door or on your lawn and nobody even bothers to pick them up [crosstalk 01:52:29].

Male:

That's because they do a lot of hydro [inaudible 01:52:33]. They have a very huge portion of [inaudible 01:52:36], but they want [inaudible 01:52:36] on hold, and that's obviously [inaudible 01:52:40], so that's probably one of the bigger ones.

Female:

As well as-

Male:

[crosstalk 01:52:45] on this one, I'm sorry.

Interviewer:

Huh?

Male:

I don't know about any on this one, I'm sorry.

Interviewer:

Yeah, any good ideas.

Female:

I suppose your working like that.

Male:

That's the people to blame for-

Interviewer:

For fossil fuels.

Male:

I thought you were going to blame dairy farmers, mEDE gas.

Female:

MEDe gas too is [crosstalk 01:53:04].

Male:

I think it's like I don't [inaudible 01:53:08] ... It's whatever is there.

Female:

I think STA is getting better and they're starting to get more hybrid buses and things like that.

Female:

I think about the delivery companies and the instant gratification of [inaudible 01:53:21] the crime and all of the shipping that's happening now.

Male:

And the deliveries, like the [inaudible 01:53:28] Uber.

Male:

Yeah, Uber and [crosstalk 01:53:32].

Male:

Well, if we release the engine that runs on water, then we'll be all over it and yes, it doesn't exist, but we have to go through electricity before we get to them. We're not done with oil, so it's like, it's all a big process. We'll get to that eventually, but it's not going to ... It's [inaudible 01:53:48] out.

Interviewer:

And I'm really going down a rabbit hole here. Say we address the Spokane paper plant, right? Do you have any concerns about correlating a local business like that with pollution and fossil fuel emissions? One thing that a lot of people will probably face [inaudible 01:54:15] is jobs and you're just trying to save one thing, but you're ruining something else.

Male:

Oh, absolutely. That's probably why nothing-

Female:

Is done.

Male:

... is done because exactly, you're ruining people's lives if you shut down a company in a sense.

Female:

And you can't laterally transfer them over if they don't have the skills to work [inaudible 01:54:35] else.

Male:

I find that hilarious. There's the politicians that are like, "Well, all of you that lose your job here, you can all have a job over here." It's like, you really think that all of them can go do this. Exactly, no, they can't. They can go [inaudible 01:54:49] and then they can go and work [crosstalk 01:54:50] somewhere else where it's better.

Male:

Where they can.

Male:

And that's great, if there's not a job in the area, then I'm sorry, move. Find somewhere that works for you.

Interviewer:

All right.

Male:

There used to be a lot of farms, now there's not a lot of farms because the economy shifts based on what that production ... Our productivity has gone up significantly. There's fewer people needed in the job when there's a new job created. I don't know what that's going to be, but it happens because humans are ... People are very creative. People have a lot of ingenuity and they're going to find something to spend their time doing. If you eliminated these jobs, yeah, the short-term, it's painful and it sucks, but there should be some support system during that time to make sure people are taken care of.

Male:

But we don't even do that, right. That's really so you really think they're going to do [inaudible 01:55:42].

Male:

We got to fix that. [crosstalk 01:55:44] that's not about like, yes, you're right, but the answer to not then we shouldn't just say, screw it [inaudible 01:55:50] anything.

Male:

No, I agree with what you're saying. There should definitely be a process put in place. I'm just saying, if they're not going to plan something [crosstalk 01:55:57] now when they're doing it and just start doing it because we're not laying business off, yeah, it's-

Male:

No, they're not into it. That's part of what voting is and it's a part of what's pushing people are into what you want. It's that the only way change happens is that you affect change. It's not going to happen naturally, because businesses make money from these things and that's where the pressure is being put. If you put pressure in the other direction, it'll go that direction. It just takes time and effort and it's hard.

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Male:

Yeah, it definitely takes a nudge there to really get people ... To get them to agree and stuff. It's not like capitalism, where it'll naturally go that way. It's not cost effective right now, but the plan is for, hopefully it will be. And if we can get any of this-

Male:

Well, it's not cost effective because they are not allowing it to be. They have technology to, but there's steps between now and then [crosstalk 01:56:45].

Male:

I just agree with that very strongly, because in a capitalist MDet, we exist and if you have a product that is going to dramatically change the MDet, you're going to capture the entire MDet, like the iPhone did. It captured basically the entire cell phone MDet, and now it's dominated the United States at least.

Male:

But they have the next several models already developed.

Female:

It's a matter of people [crosstalk 01:57:05].

Male:

And they're not releasing them because they haven't made money off of the more inferior models.

Female:

Well, what do you say [crosstalk 01:57:12] wants to spend money on it regardless if it's [inaudible 01:57:14].

Male:

It's not, so they need to make money before they release this sort of thing, but they're already having a go to do that.

Female:

I just feel that is worth [inaudible 01:57:24].

Male:

I still got a few minutes on my watch.

Female:

Oh man.

Female:

[inaudible 01:57:29] 42.

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Interviewer:

I made you guys work way too hard. I want to thank you so much for taking the time to come hang out with me tonight. And just like [inaudible 01:57:40] with everything here is in our circle of trust. My friend Audrey is good. You have her thank you. She'll meet you in the hallway and leave everything right where it is. I'll tell [inaudible 01:57:52]. Okay. [inaudible 01:57:56].