

Climate Matters in the Newsroom

A 2020 Census Survey of
Society of Environmental Journalists Members



**Climate Matters in the Newsroom:
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September 2020

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Introduction

This report provides the initial findings from an online census survey of Society of Environmental Journalists (SEJ) members. SEJ is the only North American membership association of professional journalists dedicated to enhancing and extending coverage of environment-related issues. SEJ's mission is to strengthen the quality, reach, and viability of journalism across all media platforms to advance the public's understanding of environmental issues.

This survey was conducted to gain insights for the continued refinement of *Climate Matters in the Newsroom*, a National Science Foundation-funded collaboration between George Mason University, Climate Central, Climate Communication, NASA, NOAA, SEJ and other professional journalism societies—the aim of which is to enable local, science-based reporting about climate change. In the survey we explored SEJ members' views of climate change, their experiences and interest in covering climate change, and their familiarity with and use of *Climate Matters in the Newsroom* reporting resources.

This survey was conducted in early 2020. All 1,494 SEJ members were invited to participate in this survey via an email sent on January 6th; five additional requests to participate were sent throughout the month. When the survey closed in early February, 592 SEJ members had participated, yielding a survey participation rate of 39.6%, and 505 people completed the survey, a completion rate of 33.8%.

Not surprisingly, we learned that most SEJ members who participated in the survey are interested in reporting on climate change; indeed, most have reported on climate change in the past year. Lack of time for field reporting was their most commonly identified important obstacle to reporting on climate change. Most SEJ members have strong trust in a range of science-based sources for information about climate change, but few currently have strong trust in US government agencies as sources. Most believe that some degree of future climate change can be avoided, and harm averted, if mitigation and adaptation actions are taken.

We wish to thank SEJ for its support in conducting this survey. We also sincerely thank the 592 SEJ members who took time out of their busy schedules to participate. We hope they will find the information in this report enlightening and useful.

Funding for this research was provided by National Science Foundation Award #DRL 1713450. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

Notes:

Due to rounding error, the figures in this report do not always total to 100%.
Open-ended responses will be coded and reported at a future date.

Summary of Findings

Climate Change Reporting Interests and Recent Experience

- More than 8 out of 10 (81%) participating SEJ members are very interested in reporting on the impacts of climate change. The specific stories they are most likely to be very interested in reporting on include impacts on ecosystems (67%), local wildlife (60%), drought and water shortages (60%), forests (59%), extreme precipitation and/or flooding (58%), sea-level rise and coastal flooding (57%), energy (55%), extreme heat events (51%), human health (50%), and wildfires (50%). Large minorities are also interested in reporting about impacts on air quality (47%), the economy (46%), infrastructure (43%), hurricanes and storm surges (42%), crop and livestock consumption (39%), and transportation (36%).
- More than 8 out of 10 (86%) SEJ members are very interested in reporting on solutions to climate change. The solutions stories they are most likely to be very interested in reporting on include adaptation and resilience measures (70%), renewable energy (58%), policy responses (56%), sustainable communities (53%), sustainable food production and consumption (53%), and negative emissions or drawdown solutions (52%). Large minorities are also interested in reporting about impacts on equity and empowerment (44%), public awareness and education (44%), and energy-efficient homes and buildings (36%).
- Nearly 9 out of 10 (86%) SEJ members have reported on at least one climate change-related story in the past 12 months. Of those who have, nearly 7 out of 10 (69%) reported 5 or more stories, and 25% reported more than 20 stories.
- Of those SEJ members who have reported one or more climate stories in the past 12 months, the most commonly reported climate impact stories were related to ecosystems (64%), energy (63%), local wildlife (60%), extreme precipitation and/or flooding (58%), forests (57%), sea-level rise and coastal flooding (53%), infrastructure (52%), drought and water shortages (52%), and the economy (50%). Large minorities have also reported on air quality (49%), extreme heat events (45%), wildfires (45%), hurricanes and storm surge(s) (42%), transportation (39%), crop and livestock production (38%), and human health (35%).
- Of those SEJ members who have reported one or more climate stories in the past 12 months, the most commonly reported climate solutions stories were related to adaptation and resilience measures (73%), policy responses (70%), renewable energy (59%), and public awareness and education (53%). Large minorities also have reported on sustainable cities and communities (48%), negative emissions or drawdown solutions (45%), sustainable food production and consumption (45%), energy-efficient homes and buildings (35%), and equity and empowerment (30%).

Confidence in Taking Actions to Cover Climate Change

- SEJ members are fairly confident in their ability to understand climate impacts well enough to report on them (mean of 83/100) and slightly less confident in their ability to: report on climate change in ways that will interest their audience (78); convince their management or

supervisors to allow them to report on climate change stories (74); and understand climate change solutions well enough to report on them (74). They are least confident in their ability to have the time necessary to report on climate change stories in an engaging manner (63).

Barriers to Reporting on Climate Change

- More than 7 out of 10 (71%) SEJ members identify the lack of time for field reporting as an important obstacle in reporting on climate change—which, by a large margin, was the most frequently identified obstacle. Almost half (49%) say a lack of time or space in their news outlet is an obstacle, while more than 4 out of 10 (44%) say emotional fatigue from covering climate change is an obstacle. Fewer say a lack of training in climate science (34%), lack of news management support (31%), lack of general management or owner support (27%), lack of access to role models for climate change reporting (23%), lack of audience support/hostile audience (20%), lack of access to local sources (20%), lack of access to experts (11%), and lack of access to trusted scientific information (10%) are important obstacles to climate change reporting.

Trust in Potential Sources of Climate Change Information

- Two-thirds or more of SEJ members have a strong trust in the climate information provided by Society of Environmental Journalists (71%), the United Nations Intergovernmental Panel on Climate Change (70%), professional science societies (69%), and the National Academies of Science, Engineering, and Medicine (67%). Approximately half have strong trust in universities and colleges (55%), journalism professional societies (43%), science advocacy organizations (41%), and Climate Central (40%) as sources of climate change information. Conversely, only small minorities strongly trust US government agencies (22%), non-partisan think tanks (19%), environmental organizations (19%), liberal/progressive think tanks (9%), and business advocacy organizations or conservative think tanks (less than 5%).
- More than 8 out of 10 (81%) SEJ members say their trust in U.S. government agencies as sources of information about climate change has decreased slightly (36%) or strongly (45%) during the current Presidential administration.

Views about Climate Change Mitigation and Adaptation

- More than 9 out of 10 (93%) SEJ members think that at least some amount of additional climate change can be averted over the next 50 years if mitigation measures are taken worldwide. About 3 out of 4 think a moderate (49%) or large (26%) amount can be averted.
- More than 9 out of 10 (93%) SEJ members think at least some harm from climate change can be averted in the United States over the next 50 years if adaptation measures are taken. More than 3 out of 4 think a moderate (50%) or large (27%) amount of harm can be averted.
- Nearly all SEJ members are very (88%) or somewhat (11%) worried about global warming.

Climate Matters in the Newsroom: Awareness and Experiences

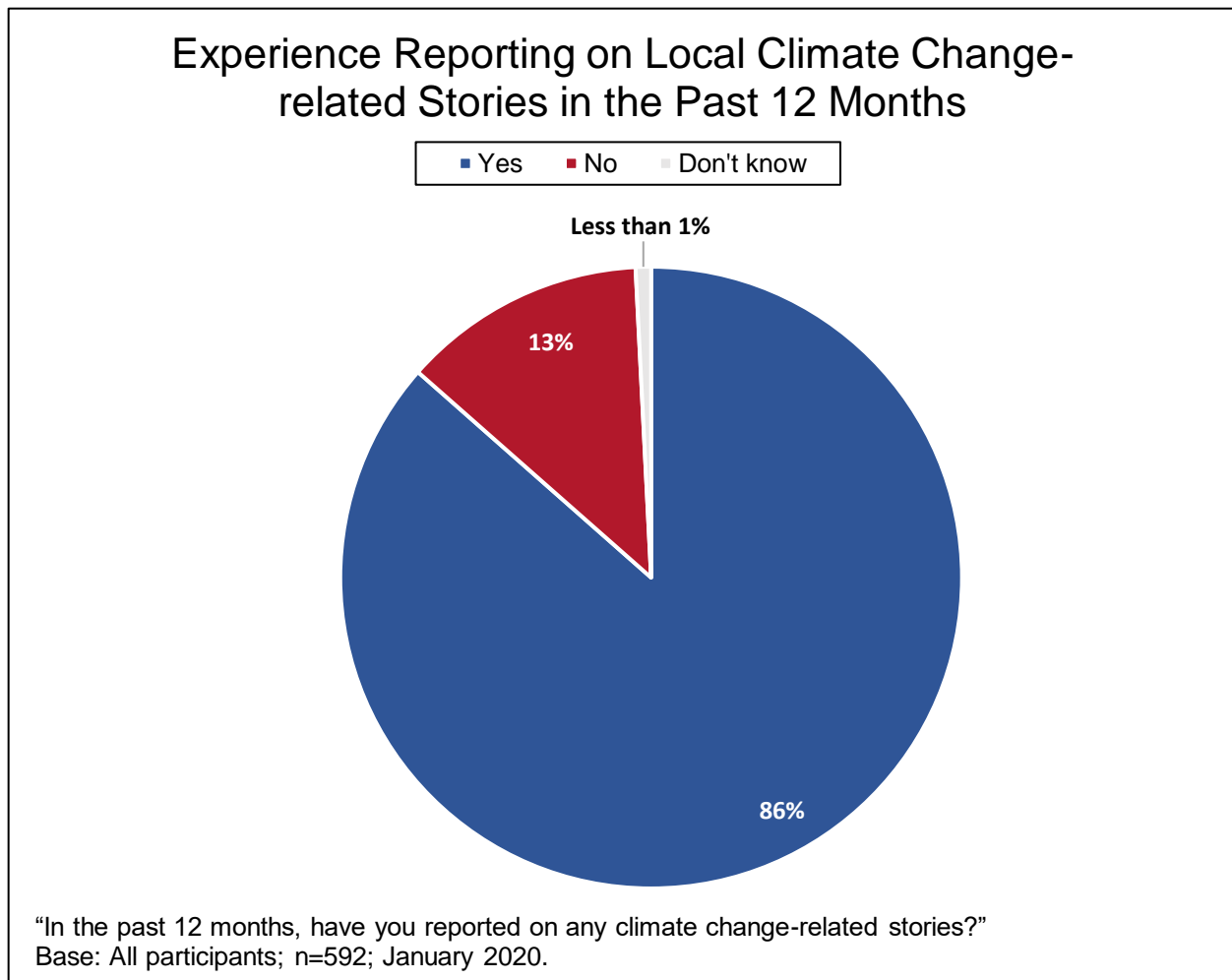
- Fully 4 out of 10 (40%) SEJ members had heard of *Climate Matters in the Newsroom* prior to the survey; 42% of those who had receive *Climate Matters in the Newsroom* materials, and 23% have attended a *Climate Matters in the Newsroom* workshop.
- Of those SEJ members who currently receive *Climate Matters in the Newsroom* materials, more than three-quarters (77%) have used the materials in their reporting once or twice (44%) or more frequently (34%) in the past 12 months.
- Nearly, three-fourths (74%) of SEJ members are interested in attending an hour-long webinar about climate science. They are most interested in attending webinars about climate solutions (85% are interested), followed by webinars on climate impacts (79%), and climate science (74%).

Climate Change Reporting: Experience, Interest, and Expectations

Surveys of the public reveal that most Americans do not read or hear much about climate change in the news.¹ Central to the purpose of our survey is determining SEJ members' level of interest in reporting on climate change and how much they are currently doing. To that end, we asked SEJ members a number of questions about their experiences, interests, and expectations regarding climate change reporting.

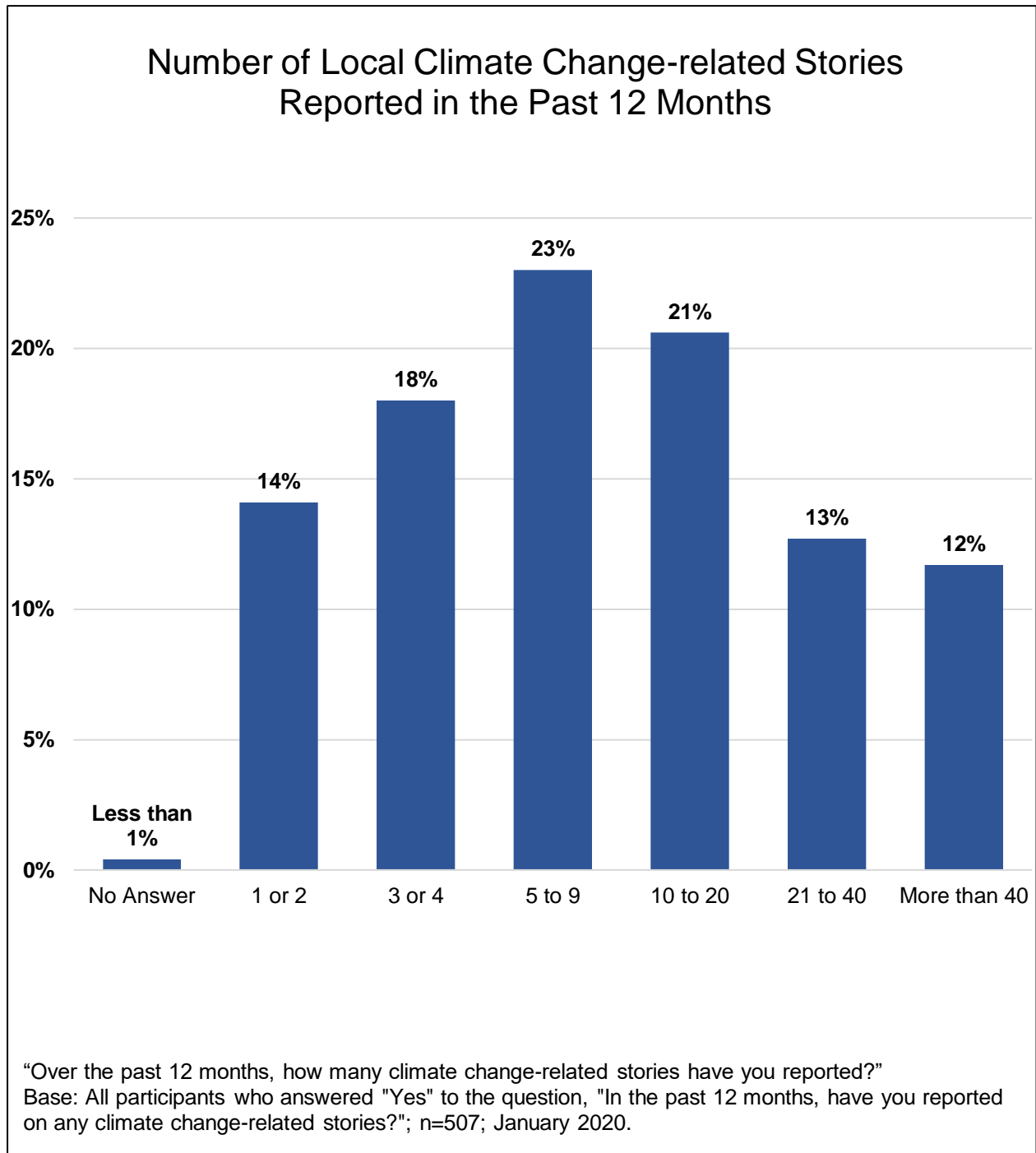
Experience Covering Climate Change

Nearly 9 out of 10 (86%) SEJ survey participants had reported (or supervised) a climate change-related story in the past 12 months.



Frequency of Covering Local Climate Change

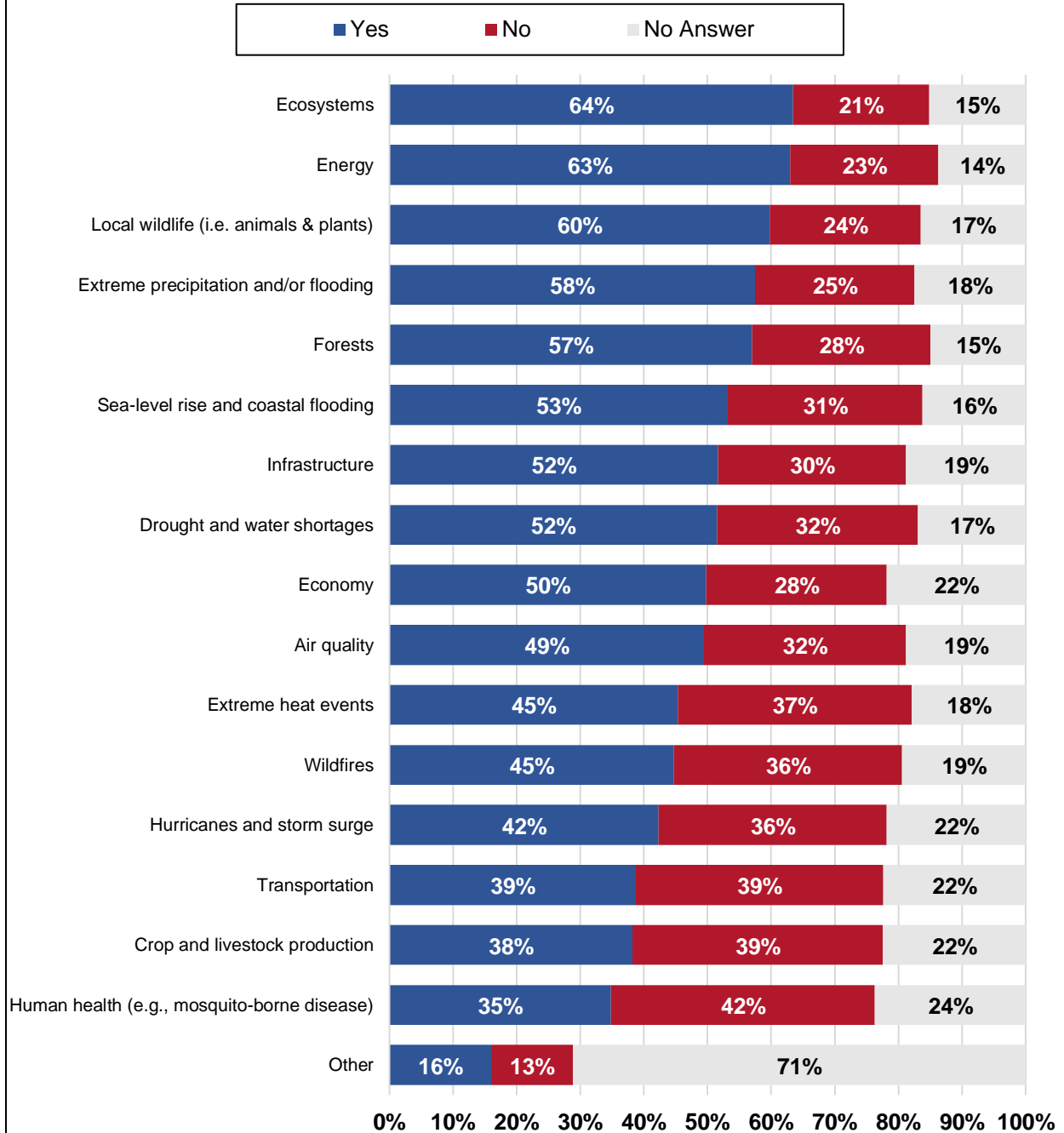
Of those SEJ members who had reported (or supervised) a climate change-related story in the past 12 months, nearly 7 out of 10 (69%) reported at least 5 climate change-related stories in the past 12 months, and more than 1 out of 10 (12%) reported more than 40.



Climate Impacts Stories Reported in the Past 12 Months

Of those SEJ members who had reported one or more climate stories in the past 12 months, more than 6 out of 10 had reported on climate impact stories related to ecosystems (64%) and energy (63%). About 6 out of 10 had reported on stories related to local wildlife (60%), extreme precipitation and/or flooding (58%), and forests (57%). About half had reported stories related to sea-level rise and coastal flooding (53%), infrastructure (52%), drought and water shortages (52%), the economy (50%), and air quality (49%). About 4 out of 10 had reported on extreme heat events (45%), wildfires (45%), and hurricanes and storm surge(s) (42%). Fewer than 4 out of 10 had reported climate impact stories related to transportation (39%), crop and livestock production (38%), and human health (35%).

Climate Impact Stories Reported in the Past 12 Months

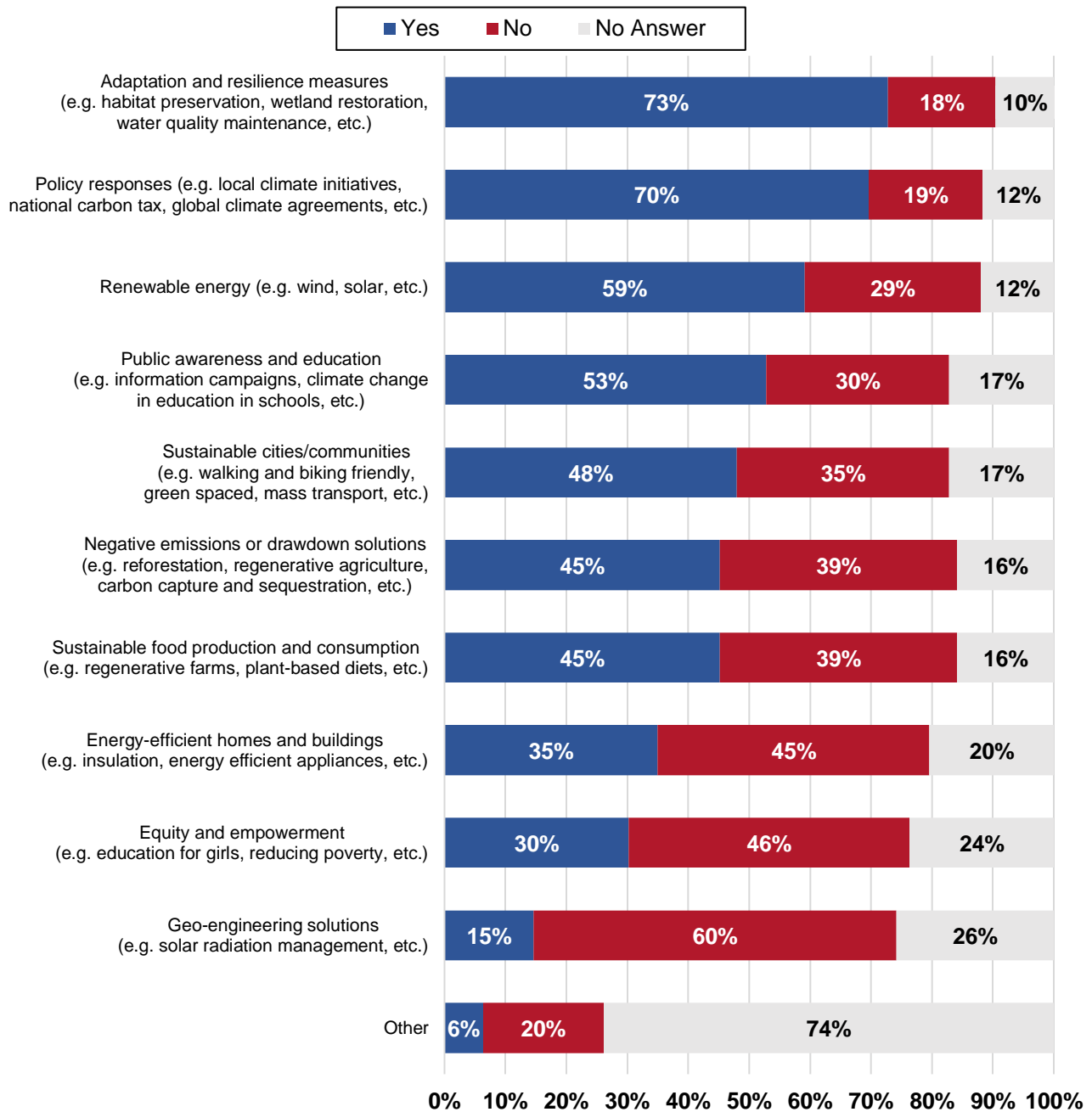


"Which, if any, of the following climate impact stories have you reported on in the past 12 months?"
 Base: All participants who answered "Yes" to the question, "In the past 12 months, have you reported on any climate change-related stories?"; n = 468; January 2020.

Climate Solutions Stories Reported in the Past 12 Months

Of those SEJ members who had reported one or more climate stories in the past 12 months, about 7 out of 10 had reported on solutions stories related to adaptation and resilience measures (73%) and policy responses (70%). Nearly 6 out of 10 (59%) had reported on renewable energy, and about half had reported on public awareness and education (53%) and sustainable cities and communities (48%). Other solutions topics reported on included negative emissions or drawdown solutions (45%), sustainable food production and consumption (45%), energy-efficient homes and buildings (35%), equity and empowerment (30%), and geo-engineering solutions (15%).

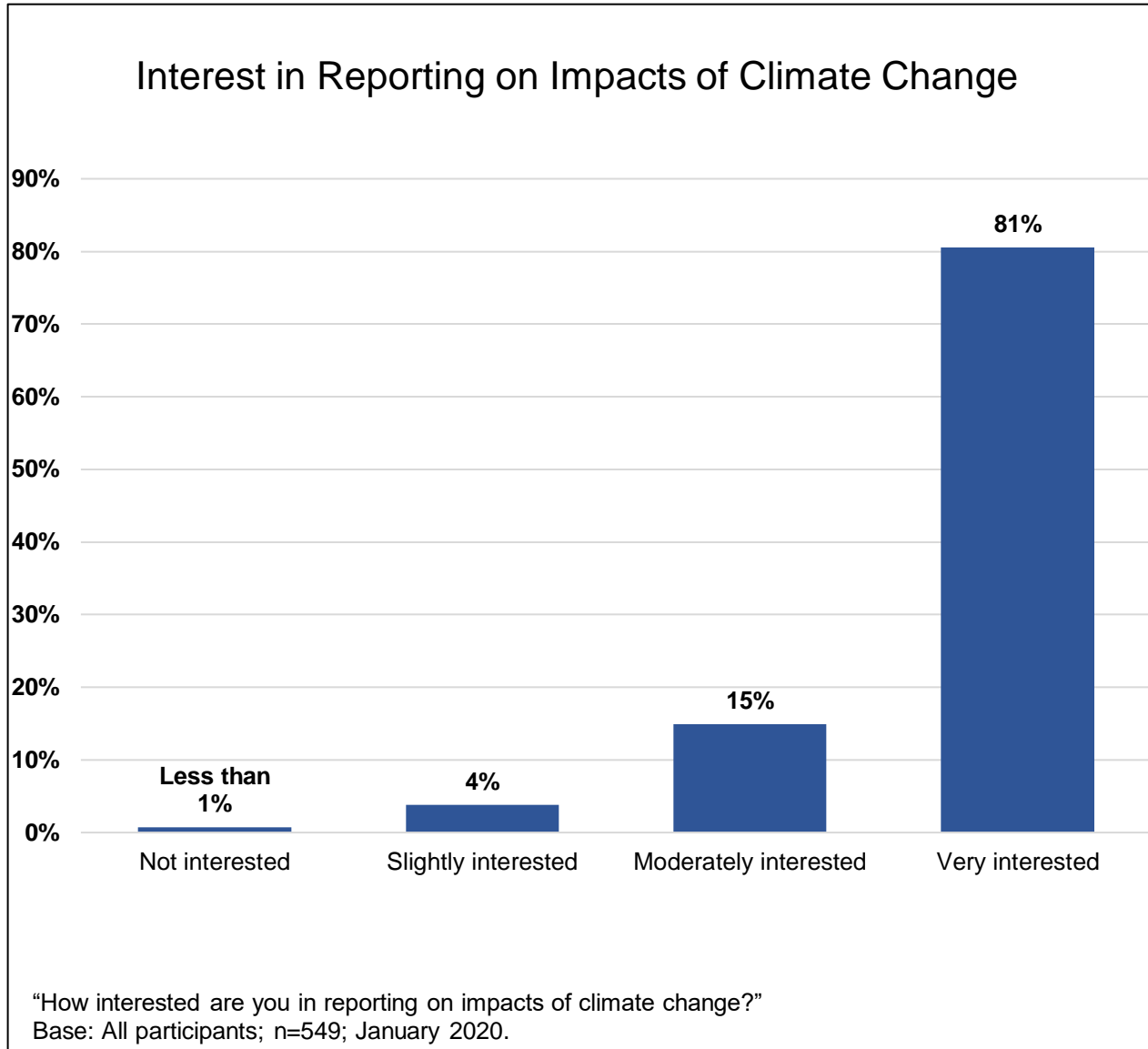
Climate Solutions Stories Reported in the Past 12 Months



"Which, if any, of the following climate solution stories have you reported on in the past 12 months?"
 Base: All participants who answered "Yes" to the question, "In the past 12 months, have you reported on any climate change-related stories?"; n = 460; January 2020.

Interest in Reporting on Impacts of Climate Change

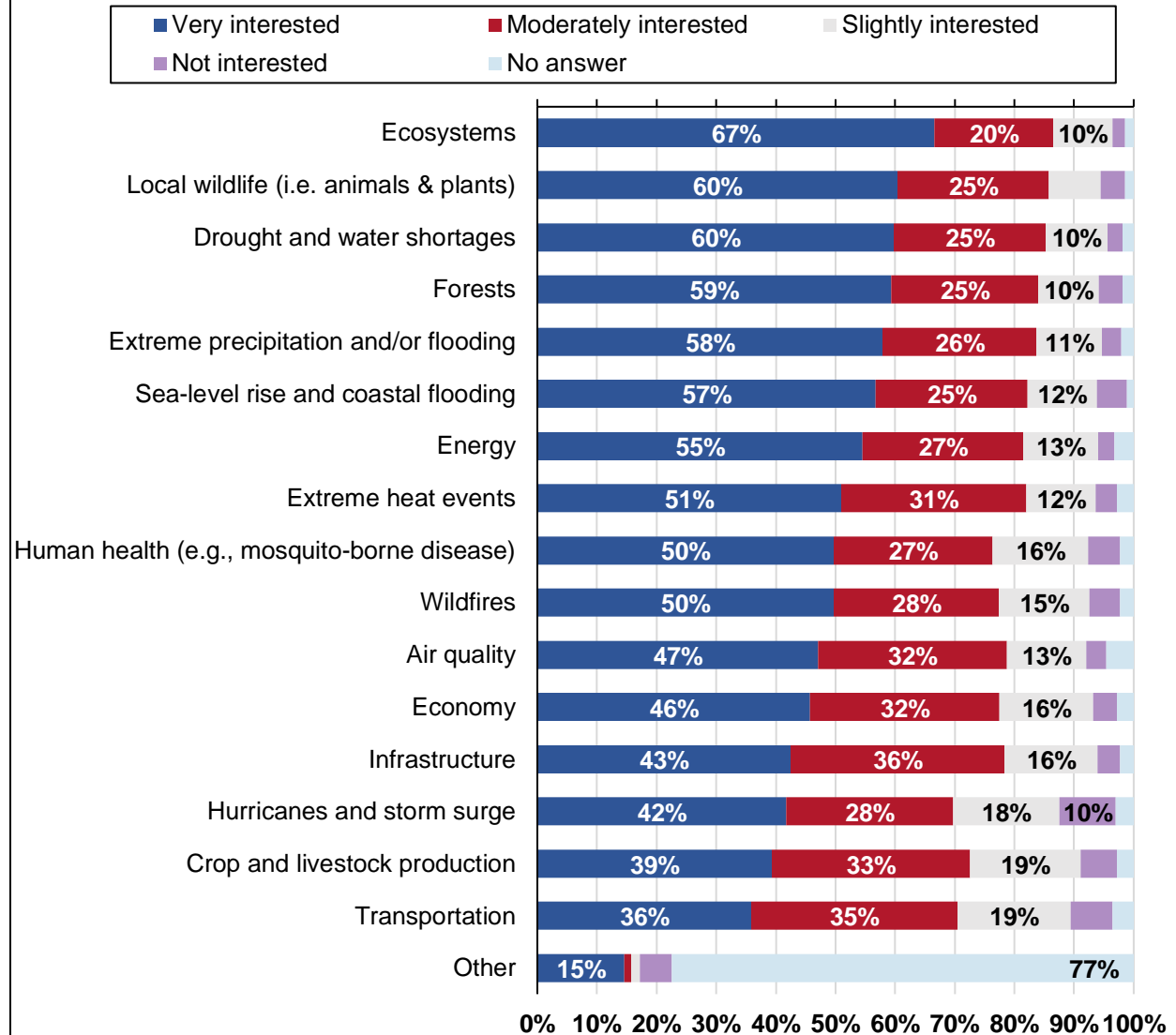
More than 8 out of 10 (81%) SEJ members are very interested in reporting on the impacts of climate change. Conversely, few (less than 1%) are not interested in reporting on impacts of climate change.



Interest in Reporting on Specific Climate Change Impacts

More than two-thirds (67%) of SEJ members are very interested in covering climate change impacts on ecosystems, while about 6 out of 10 are very interested in reporting on the impacts on local wildlife (60%), drought and water shortages (60%), forests (59%), extreme precipitation and/or flooding (58%), and sea-level rise and coastal flooding (57%). About half are very interested in reporting the climate change impacts on energy (55%), extreme heat events (51%), human health (50%), wildfires (50%), air quality (47%), and the economy (46%). A sizable minority are very interested in covering climate change impacts on infrastructure (43%), hurricanes and storm surges (42%), crop and livestock consumption (39%), and transportation (36%).

Interest in Reporting on Specific Climate Change Impacts

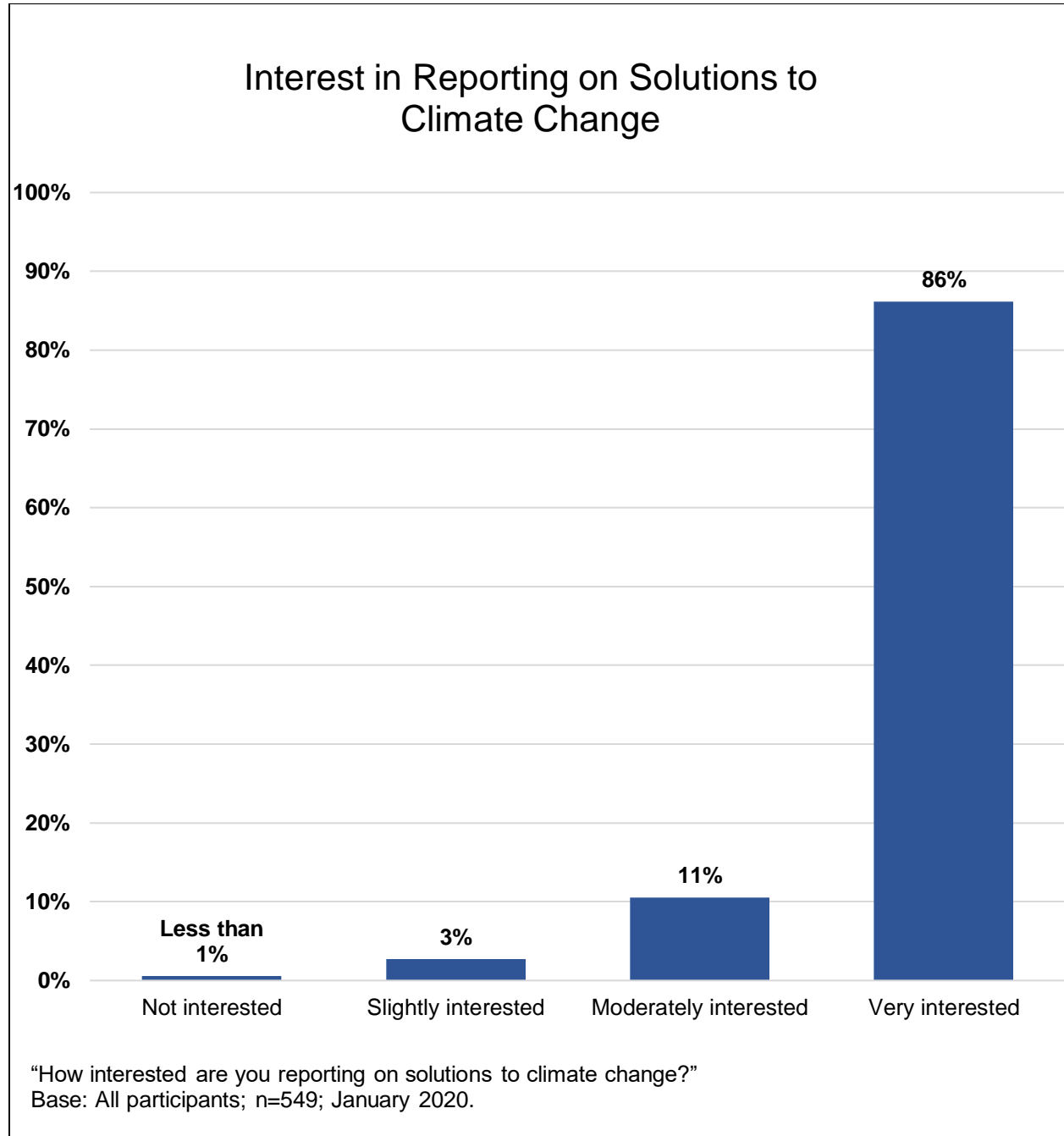


“How interested are you in reporting on the following climate change impacts?”

Base: All participants; n=527; January 2020. Data labels are not pictured for amounts less than 10%.

Interest in Reporting on Solutions to Climate Change

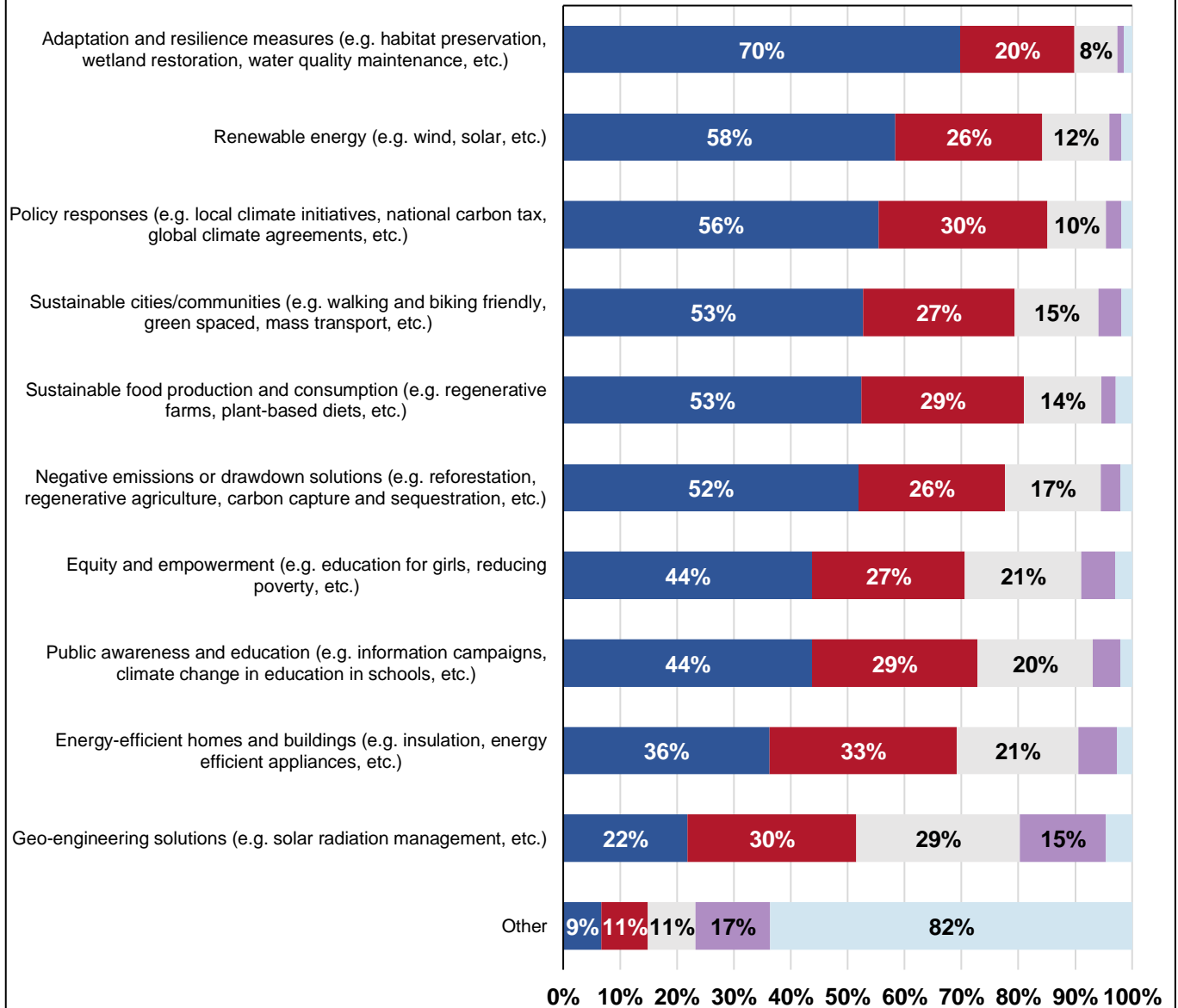
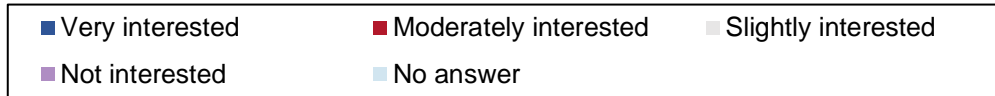
More than 8 out of 10 (86%) SEJ members are very interested in reporting on solutions to climate change; few (less than 1%) are not interested.



Interest in Reporting on Specific Climate Change Solutions

Seven out of 10 (70%) SEJ members are very interested in reporting climate change solution stories on adaptation and resilience measures, while slightly less than 6 out of 10 are very interested in reporting on renewable energy (58%) and policy responses (56%). About half are very interested in reporting on sustainable communities (53%), sustainable food production and consumption (53%), and negative emissions or drawdown solutions (52%). Fewer than half say they are very interested in covering equity and empowerment (44%), public awareness and education (44%), energy-efficient homes and buildings (36%), and geo-engineering solutions (22%).

Interest in Reporting on Specific Climate Change Solutions



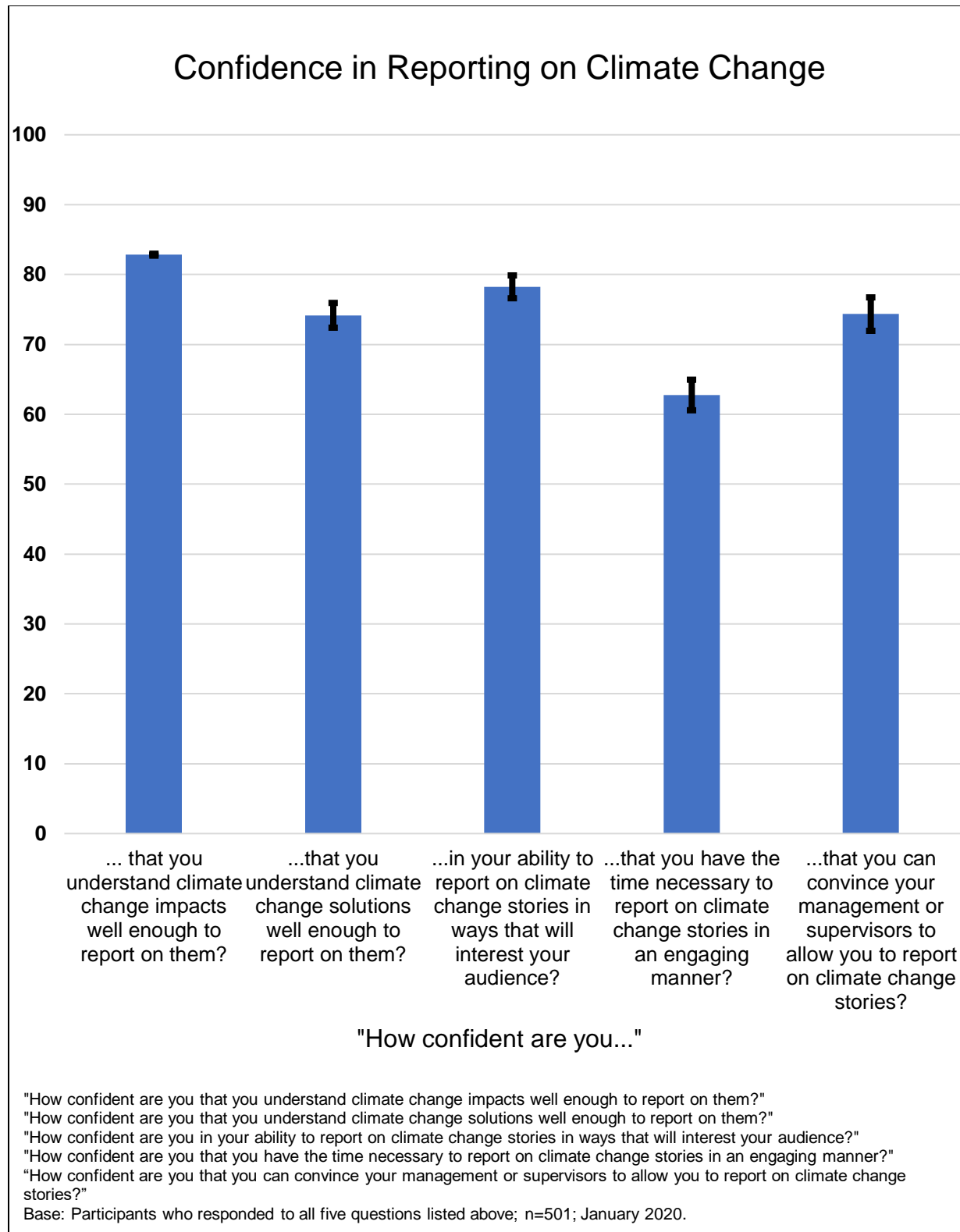
“How interested are you in reporting on the following climate solutions?”

Base: All participants; n=526; January 2020. Data labels are not pictured for amounts less than 5%.

Confidence in Reporting on Climate Change

We assessed SEJ member's confidence (i.e., their self-efficacy) in their ability to take various actions related to reporting on climate change. Extensive prior research has shown that self-efficacy beliefs have a powerful influence on people's behavior—including the behavior of professionals in a variety of occupations—such that strong perceptions of self-efficacy foster the performance of the relevant behavior.²

The figure below illustrates the mean scores of survey participants' confidence in their ability to take various actions related to reporting on climate change; the error bars represent the margin of error. On a scale of 0 (not at all confident) to 100 (extremely confident), SEJ members are most confident in their ability to understand climate impacts well enough to report on them (mean = 83). They are slightly less confident in their ability to report on climate change in ways that will interest their audience (78), convince their management or supervisors to allow them to report climate change stories (74), and understand climate change solutions well enough to report on them (74). They are least confident that they have the time necessary to report on climate change stories in an engaging manner (63).

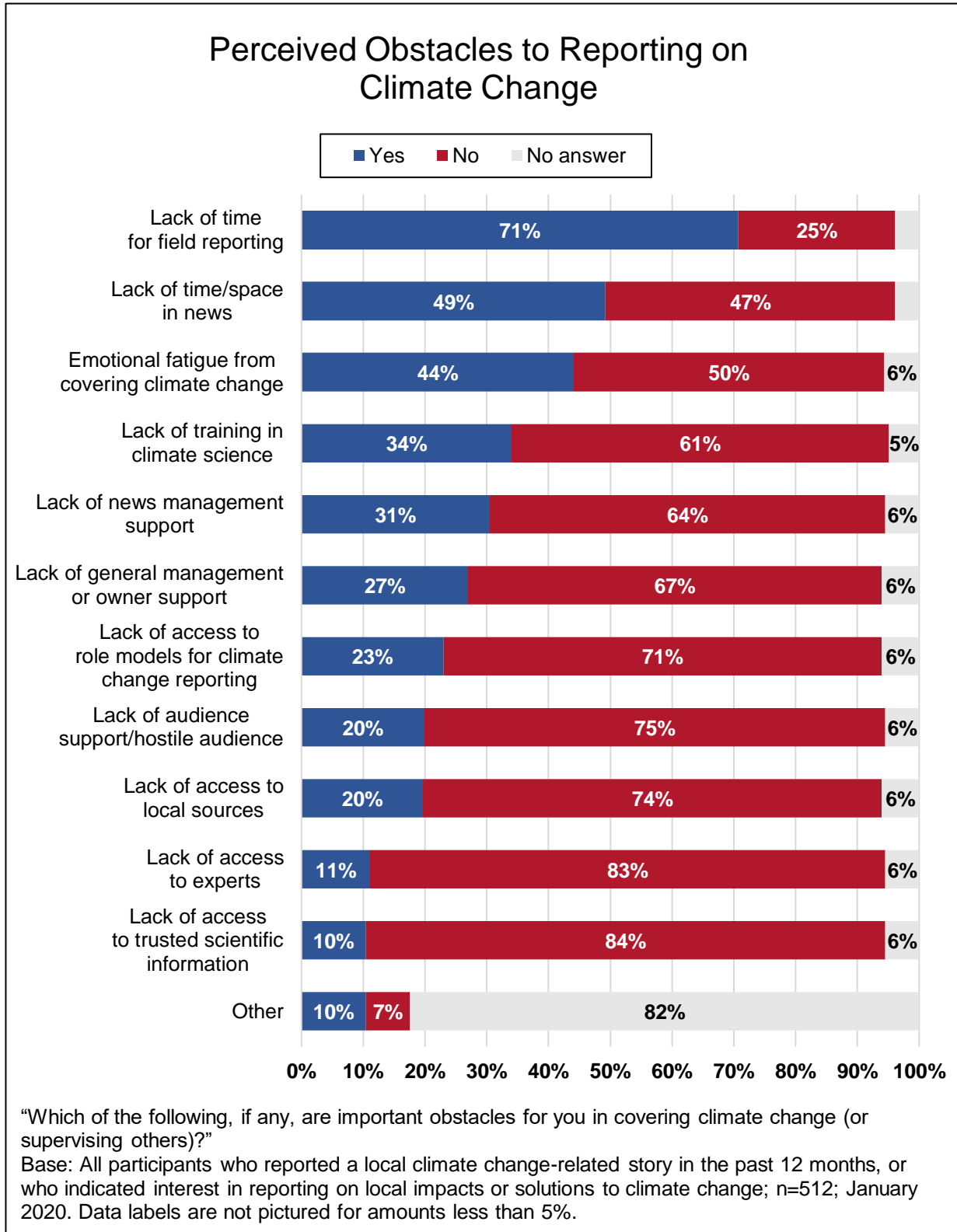


Obstacles to Reporting on Climate Change

Behavioral science research consistently shows that—across a broad range of beneficial behaviors—many people fail to perform the behaviors not because they do not see value in them, but rather because they find the behaviors to be difficult to perform. Identifying what makes a behavior difficult to perform—that is, identifying the obstacles to behavioral performance—can lead to important insights about how to design resources that make the behavior easier to perform. We asked SEJ members about various potential obstacles to reporting on climate change.

Most Frequent Obstacles to Reporting on Climate Change

More than 7 out of 10 (71%) SEJ members identify the lack of time for field reporting as an important obstacle in reporting on climate change—which was the most frequently identified obstacle by a large margin. In addition, almost half (49%) say a lack of time or space in their news outlet is an obstacle to covering climate change, while more than 4 out of 10 (44%) say emotional fatigue from covering climate change is an obstacle. Fewer say a lack of training in climate science (34%), lack of news management support (31%), lack of general management or owner support (27%), lack of access to role models for climate change reporting (23%), lack of audience support/hostile audience (20%), a lack of access to local sources (20%), lack of access to experts (11%), and lack of access to trusted scientific information (10%) are important obstacles to climate change reporting.



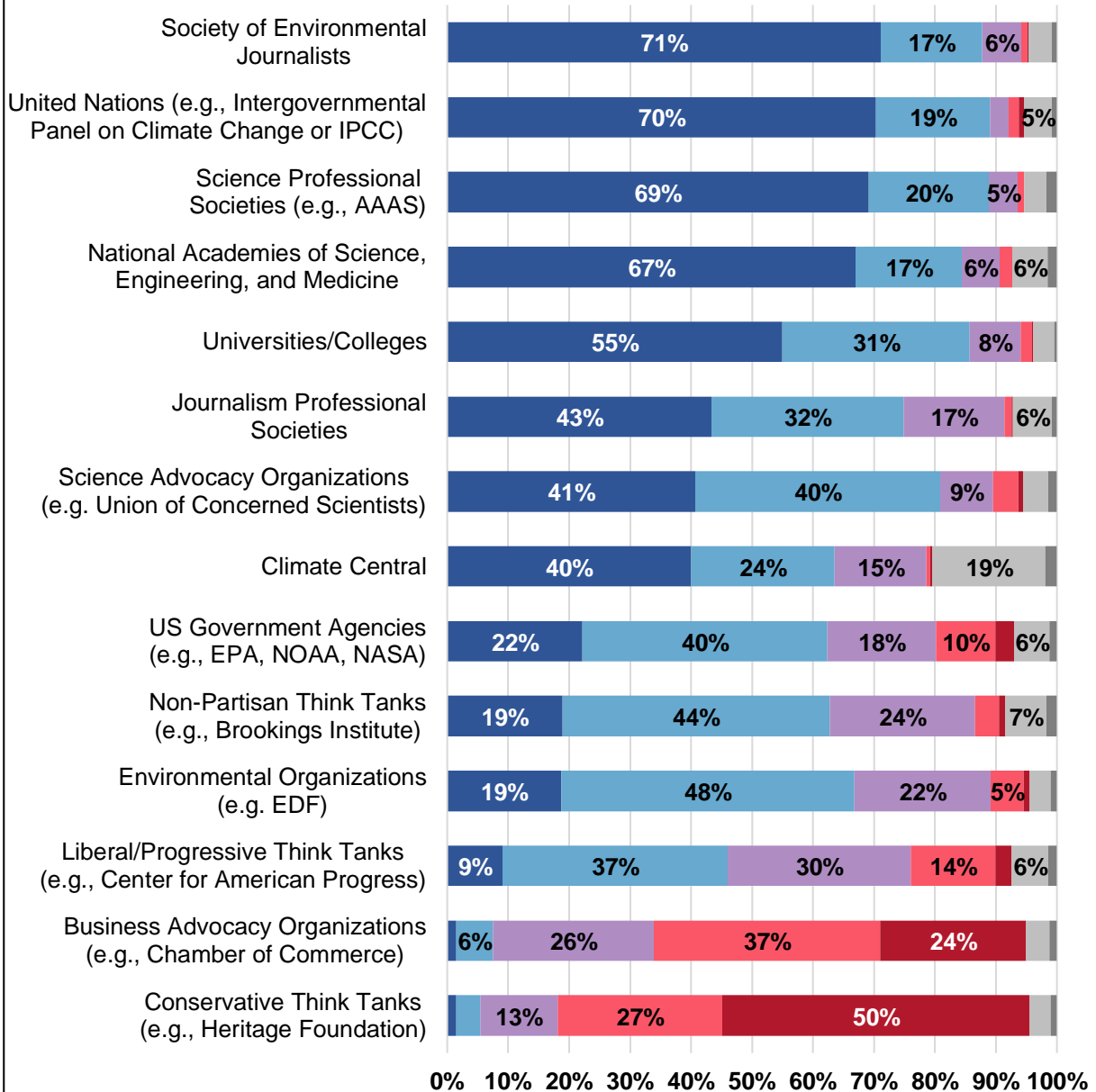
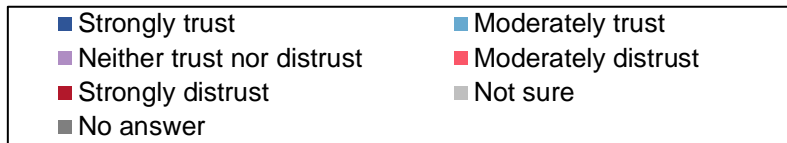
Trust in Potential Sources of Climate Change Information

Trust in sources is a key consideration in journalism and in all social interactions. We asked SEJ members about their trust in a wide range of potential sources and asked follow-up questions to assess if their trust in federal agencies had changed under the current Presidential administration.

Trust in Potential Sources of Climate Change Information

Two-thirds or more of SEJ members have strong trust in the climate information provided by Society of Environmental Journalists (71%), the United Nations Intergovernmental Panel on Climate Change (70%), professional science societies (69%), and the National Academies of Science, Engineering, and Medicine (67%). More than half (55%) have strong trust in universities and colleges as sources of climate change information. About 4 out of 10 have strong trust in journalism professional societies (43%), science advocacy organizations (41%), and Climate Central (40%) as sources of climate change information. Around 2 out of 10 say they strongly trust US government agencies (22%), non-partisan think tanks (19%), and environmental organizations (19%). Less than 1 out of 10 (9%) say they strongly trust liberal/progressive think tanks, and even fewer (less than 5%) say they strongly trust business advocacy organizations or conservative think tanks.

Trust in Potential Sources of Climate Change Information

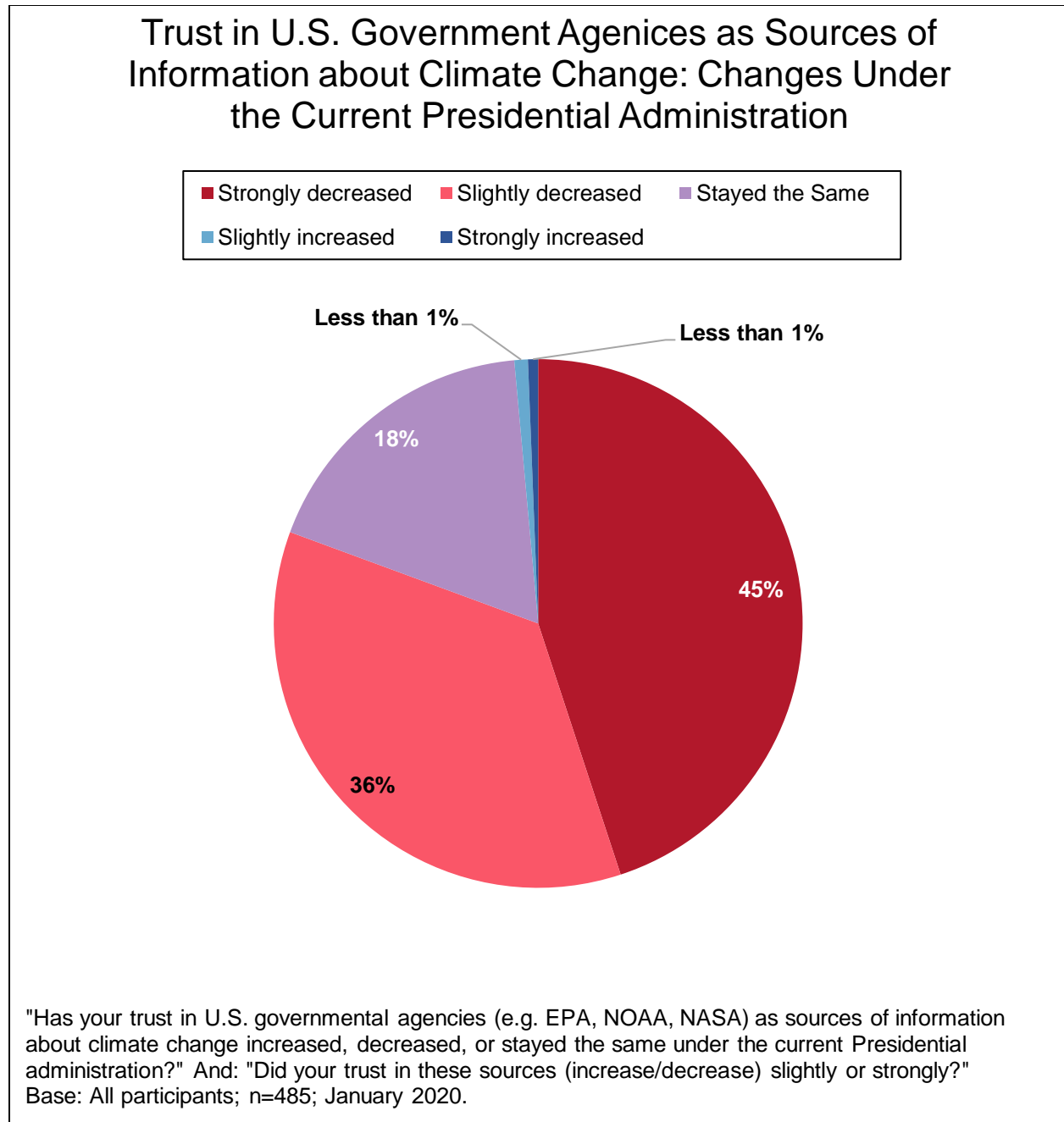


“In general, how much do you trust or distrust the climate change information currently provided by the following organizations?”

Base: All participants; n=518; January 2020. Data labels are not pictured for amounts less than 5%.

Change in Trust in Government Agencies as Sources of Information

More than 8 out of 10 (81%) SEJ members say their trust in U.S. government agencies as sources of information about climate change has decreased during the current Presidential administration, while about 2 out of 10 (18%) survey participants say their trust has stayed the same; few (about 1%) say their trust has increased. Those participants who reported decreased (or increased) trust were asked: “Did your trust in these sources decrease (increase) slightly or strongly?” Overall, almost half (45%) of survey participants say their trust strongly decreased, while about one-third (36%) say their trust decreased only slightly.

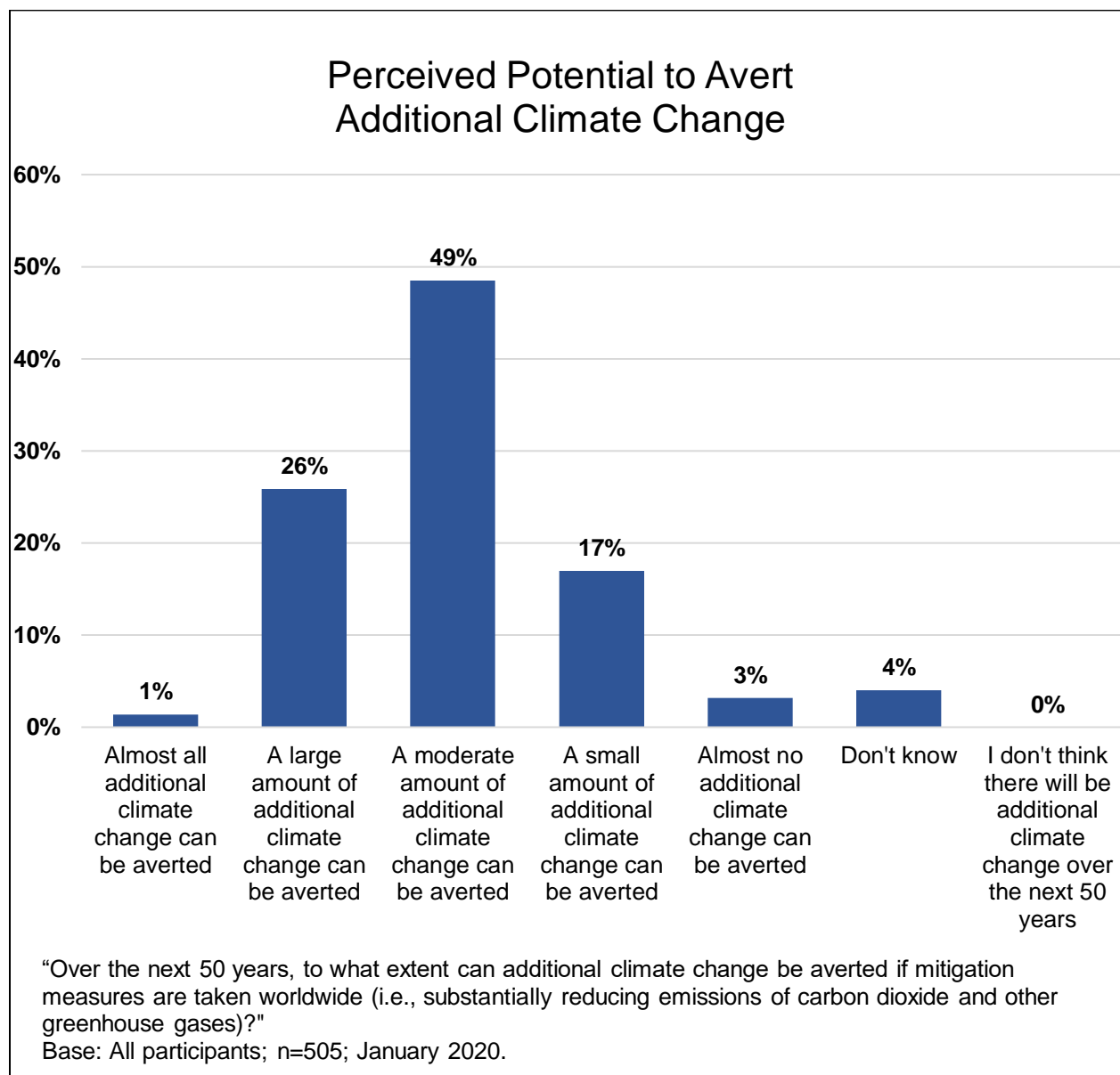


Perceptions of Climate Change Mitigation and Adaptation

The current impacts of climate change are a matter of facts. Future impacts, however, are less certain and will be largely influenced by human decisions and actions going forward. We asked SEJ members for their views on the extent to which climate change can be prevented and harm averted if appropriate actions are taken.

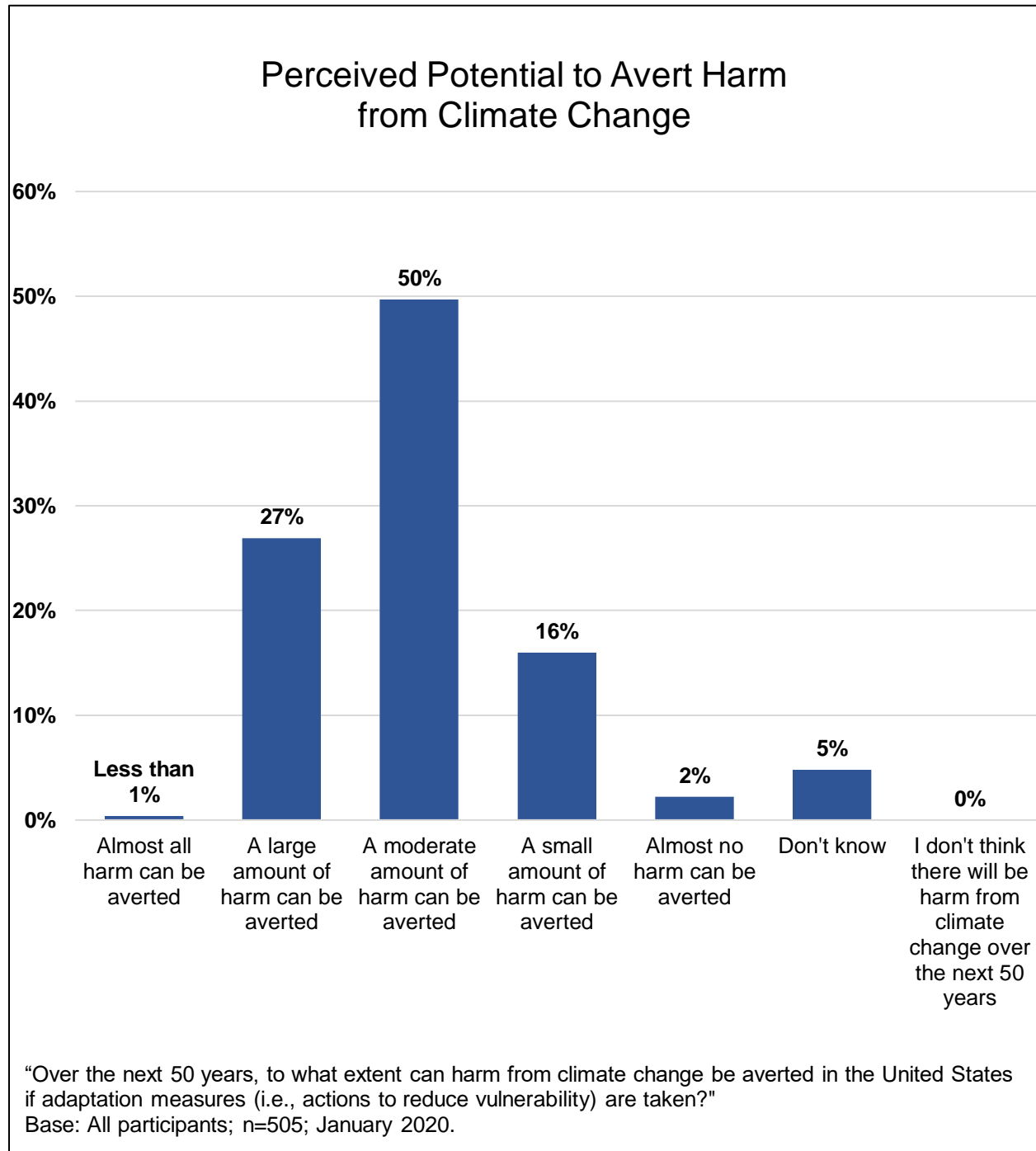
Averting Additional Climate Change

More than 9 out of 10 (93%) SEJ members think that at least some amount of additional climate change can be averted over the next 50 years if mitigation measures are taken worldwide—about 3 out of 4 think a moderate (49%) or large (26%) amount can be averted.



Averting Harm from Climate Change

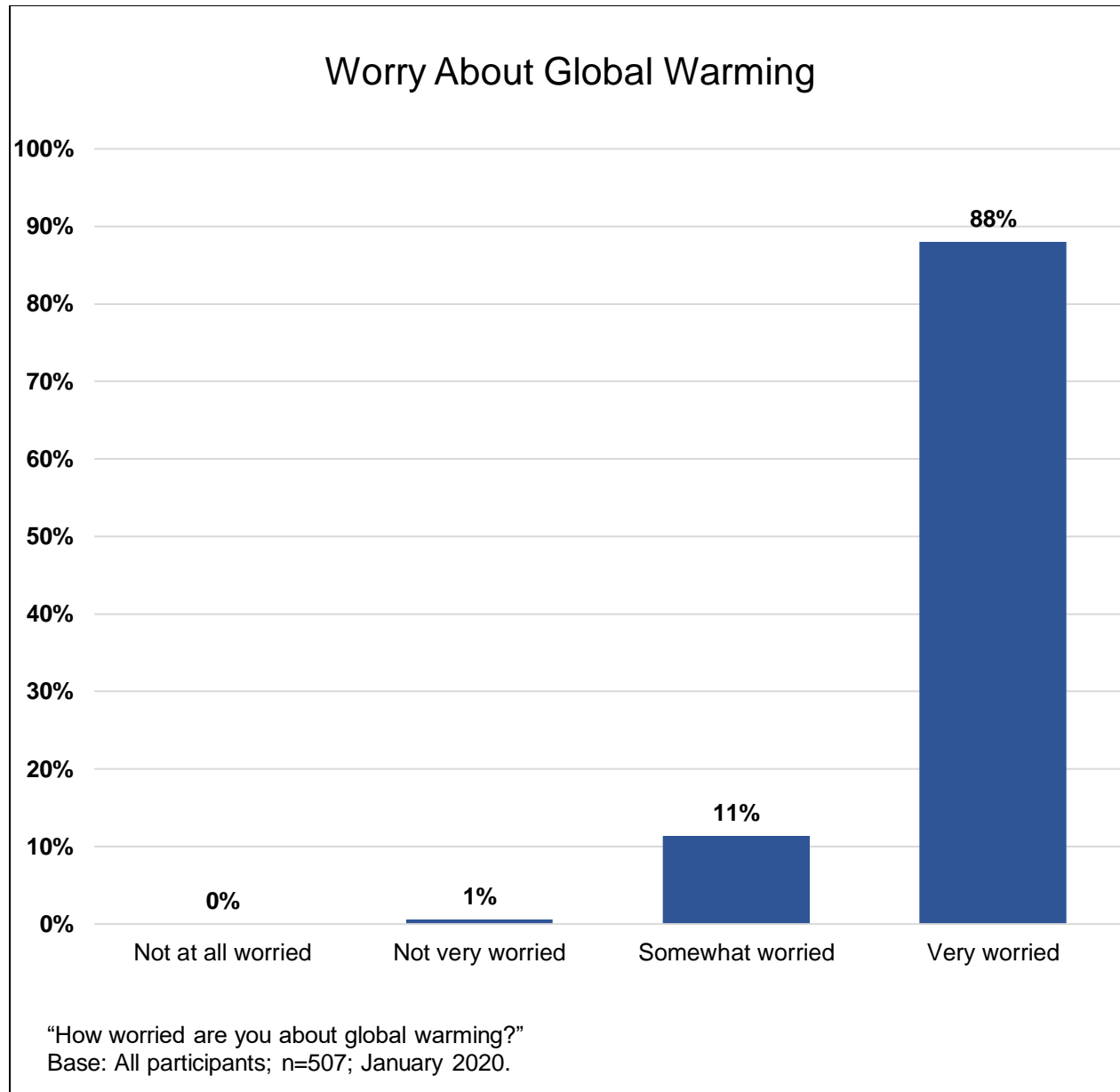
More than 9 out of 10 (93%) SEJ members think at least some harm from climate change can be averted in the United States over the next 50 years if adaptation measures are taken, while more than 3 out of 4 think a moderate (50%) or large (27%) amount of harm can be averted.



Worry About Global Warming

Worry is a negative emotion caused by concern or unease about the future. Research has shown that worry about global warming is highly correlated with attitudes and actions in support of climate solutions.³ We asked SEJ members how worried they are about global warming.

Nearly all survey respondents are very (88%) or somewhat (11%) worried about global warming.

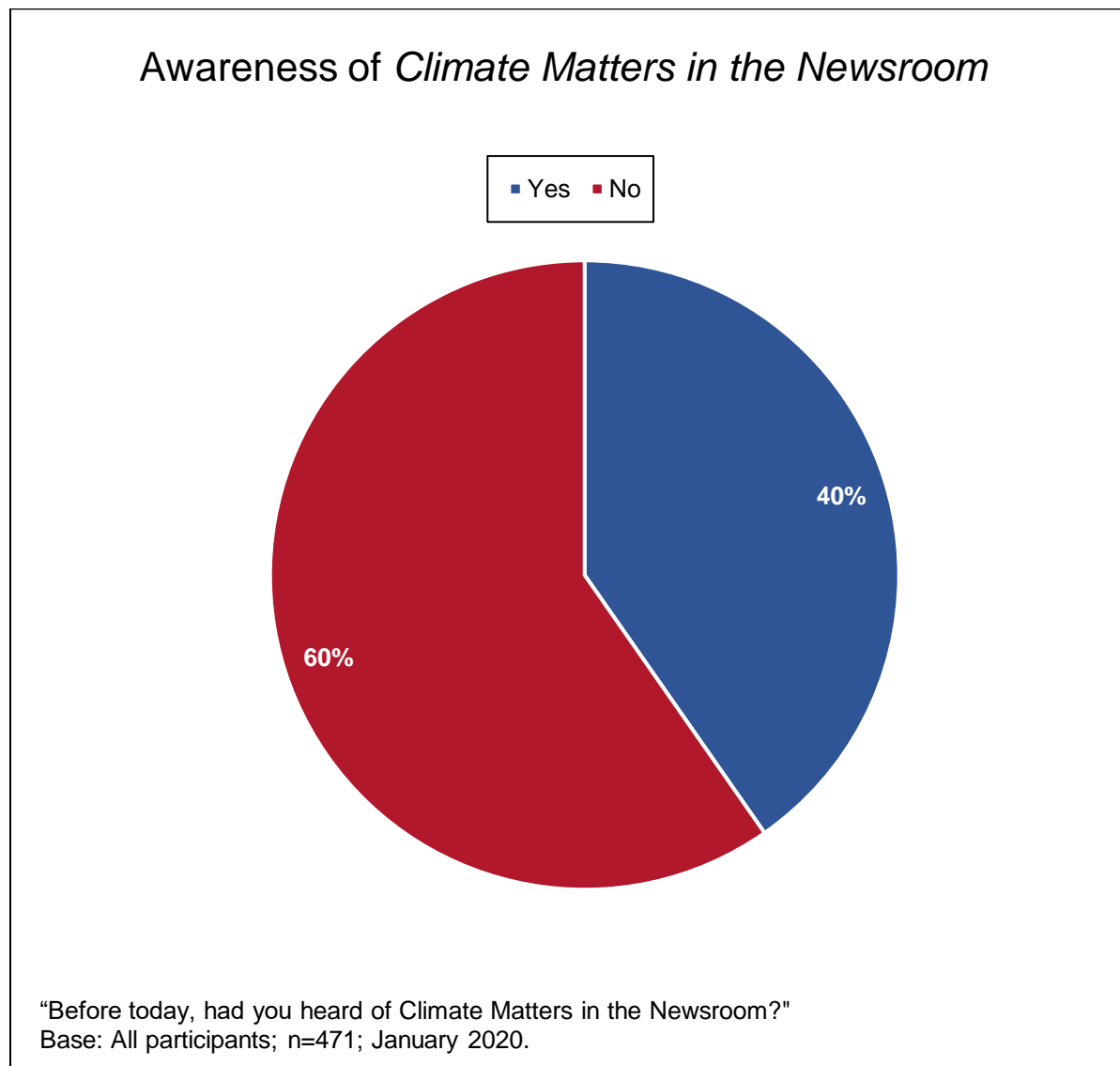


Climate Matters in the Newsroom: Exposure, Use, and Interest

Climate Matters in the Newsroom provides journalists with localized climate change reporting resources. It is funded by the National Science Foundation and produced by Climate Central in partnership with George Mason University, Climate Communication, NOAA, NASA, SEJ and other professional journalism societies. We wanted to know more about SEJ member's awareness and use of *Climate Matters in the Newsroom* resources.

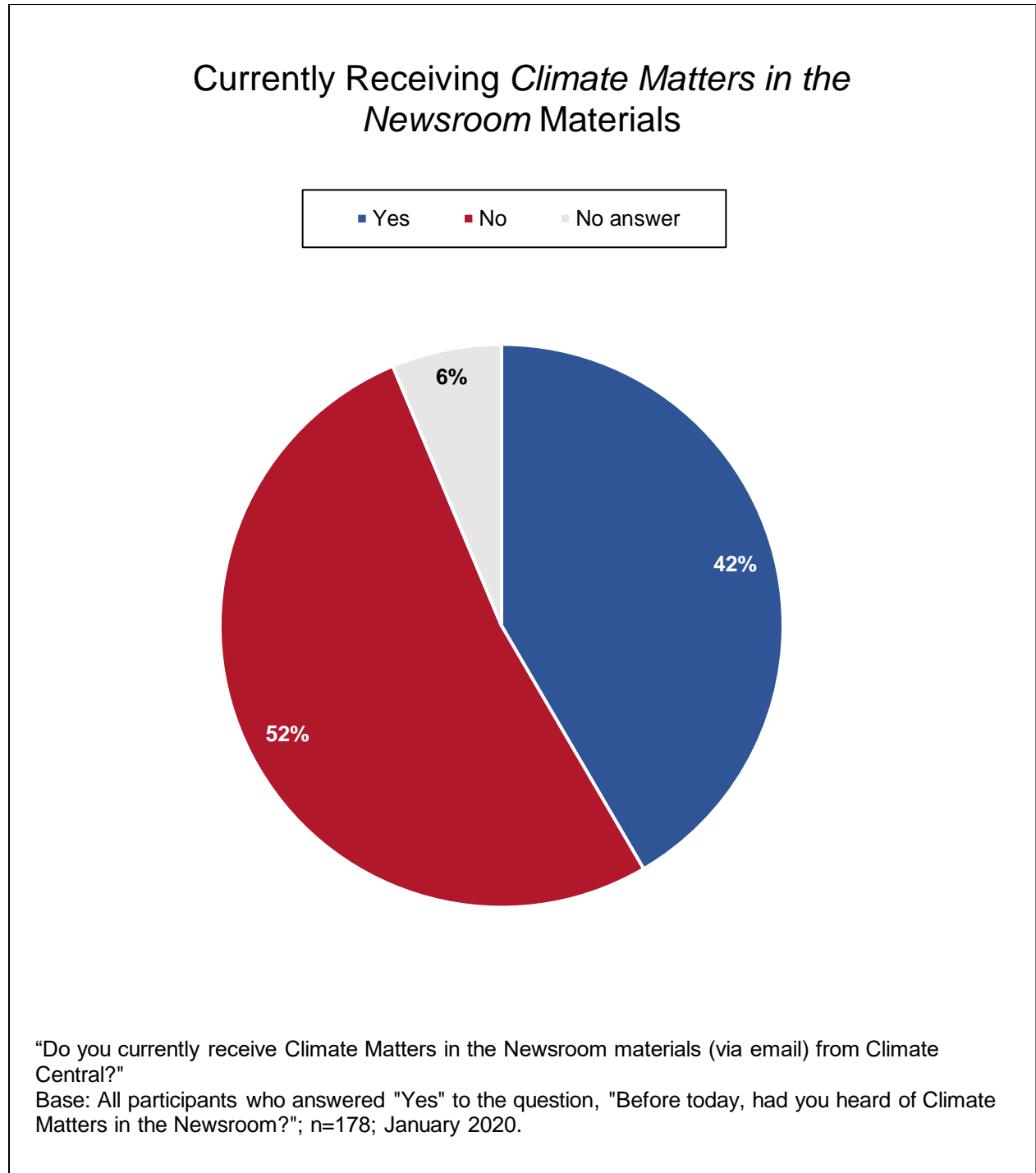
Exposure to Climate Matters in the Newsroom

Fully 4 out of 10 (40%) SEJ members say they had heard of *Climate Matters in the Newsroom* prior to the survey.



Receiving Climate Matters in the Newsroom Materials

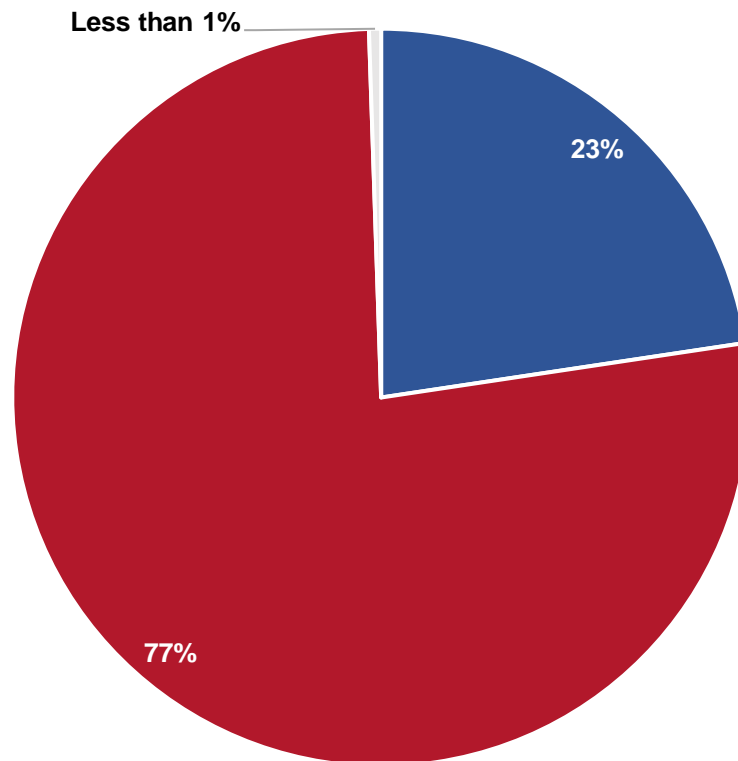
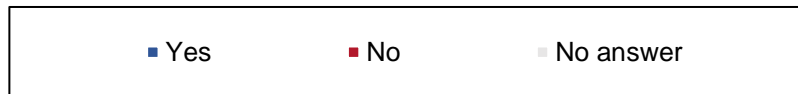
Of those who had heard of *Climate Matters in the Newsroom* prior to the survey, slightly more than 4 out of 10 (42%) say they are currently signed up to receive the materials.



Participation in a Climate Matters in the Newsroom Workshop

Of those who had heard of *Climate Matters in the Newsroom* prior to the survey, nearly one-quarter (23%) say they have attended a *Climate Matters in the Newsroom* workshop.

Participation in *Climate Matters in the Newsroom* Workshop

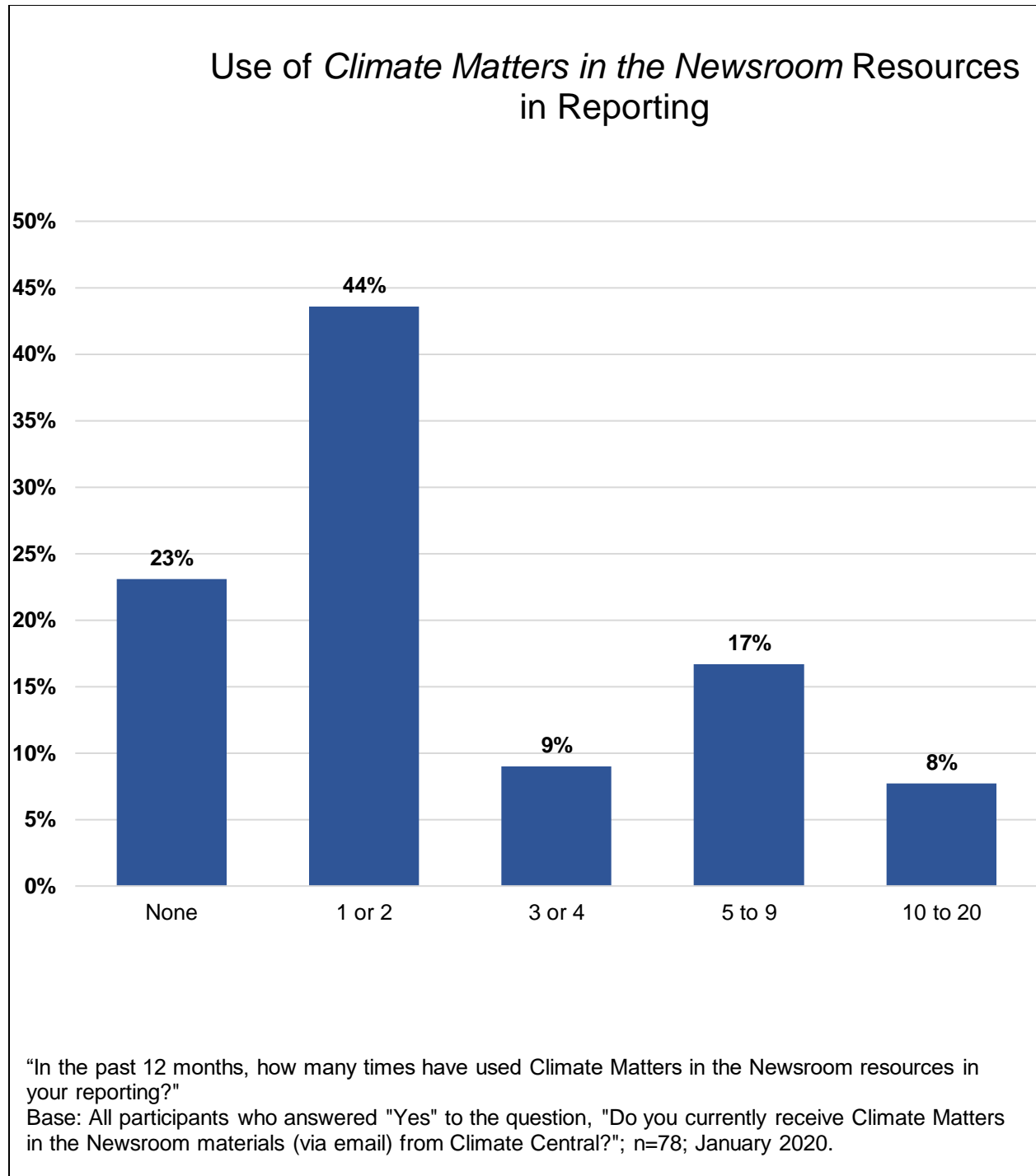


“Have you participated in a Climate Matters in the Newsroom workshop?”

Base: All participants who answered “Yes” to the question, “Before today, had you heard of Climate Matters in the Newsroom?”; n=189; January 2020.

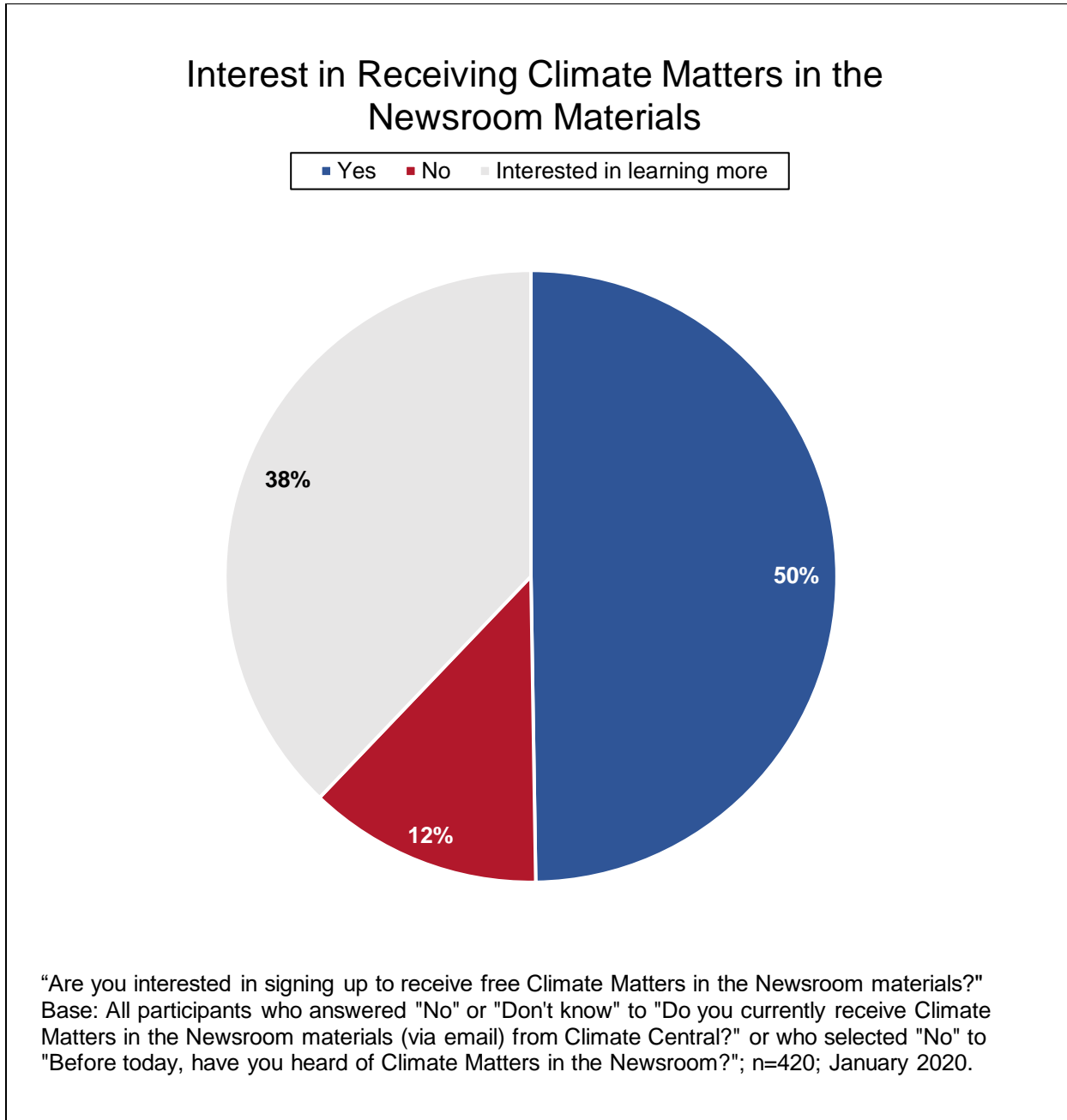
Use of Climate Matters in the Newsroom Materials

Of those SEJ members who currently receive *Climate Matters in the Newsroom* materials, more than three quarters (77%) had used the materials in their reporting at least once or twice; 44% have used the materials once or twice, 9% three or four times, 17% five to nine times, and 8% ten times or more frequently. Nearly one quarter (23%) have not used the materials in their reporting.



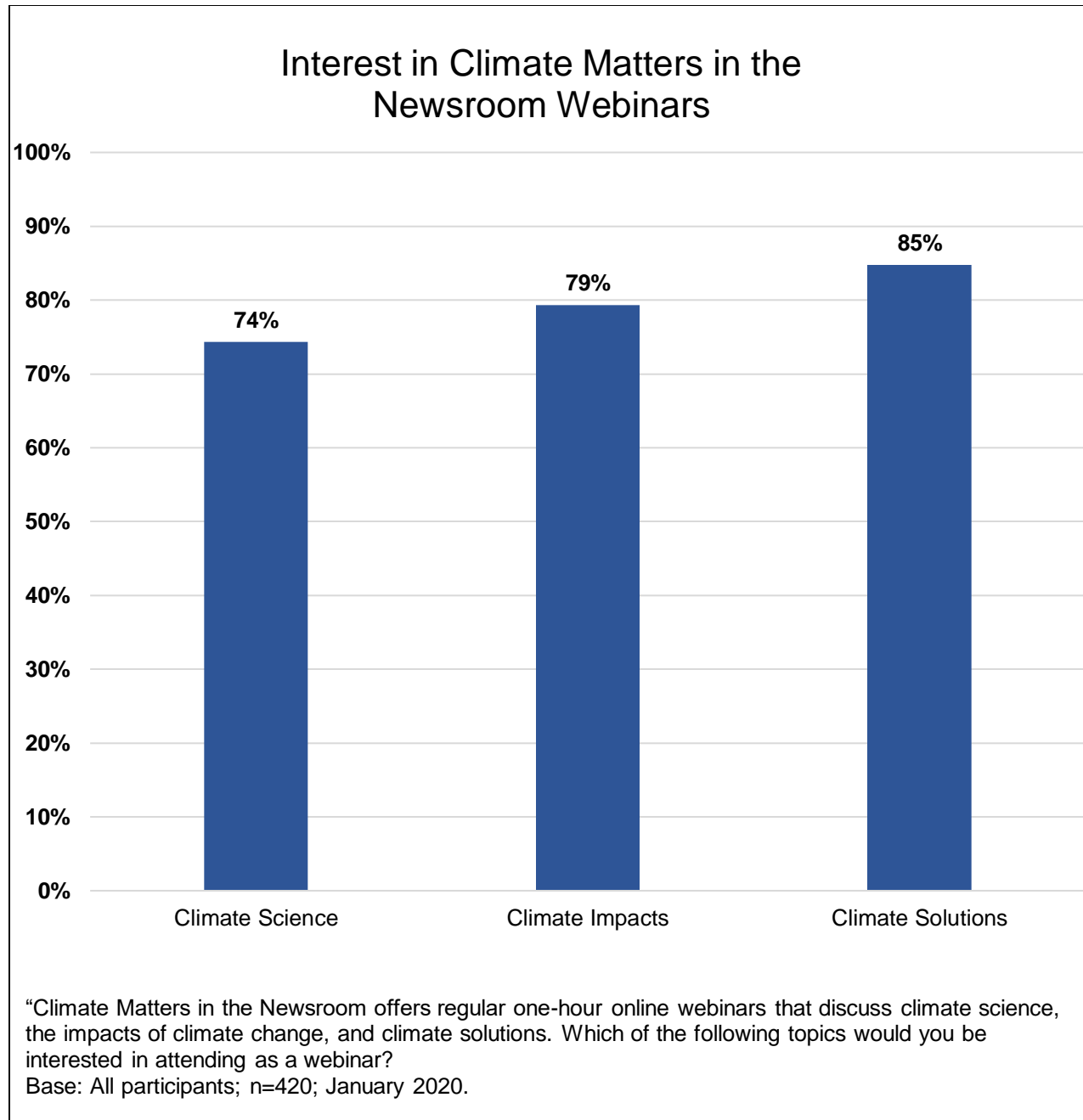
Interest in Receiving Climate Matters in the Newsroom Materials

Of those SEJ members who do not receive *Climate Matters in the Newsroom* resources, half (50%) say are interested in receiving the materials, while nearly 4 out of 10 (38%) say they are interested in learning more about them.



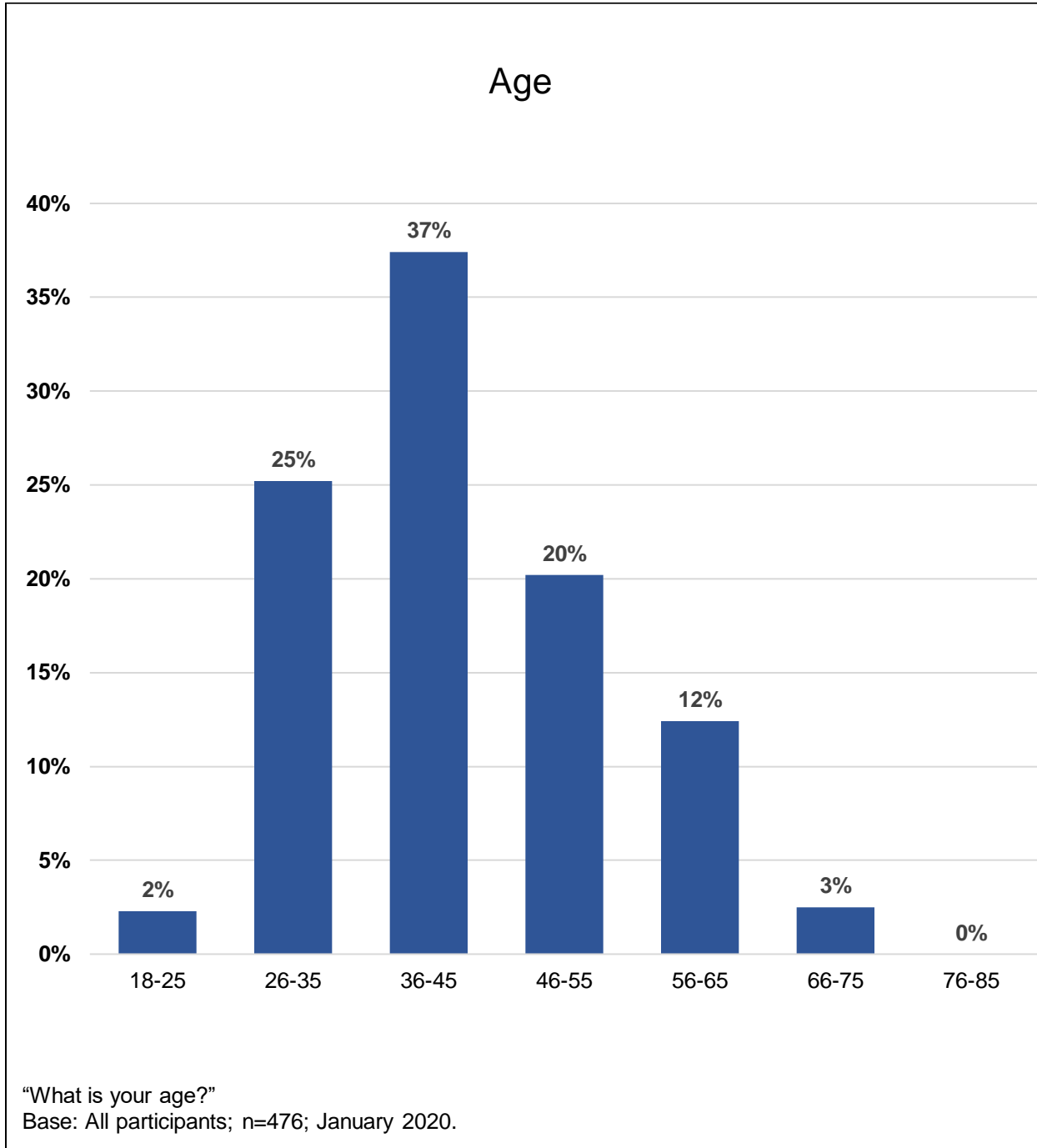
Interest in a Climate Matters in the Newsroom Webinars

Nearly three-fourths (74%) of survey participants would be interested in attending an hour-long webinar about climate science. They are most interested in attending webinars about climate solutions (85% are interested), followed by webinars on climate impacts (79%) and climate science (74%).

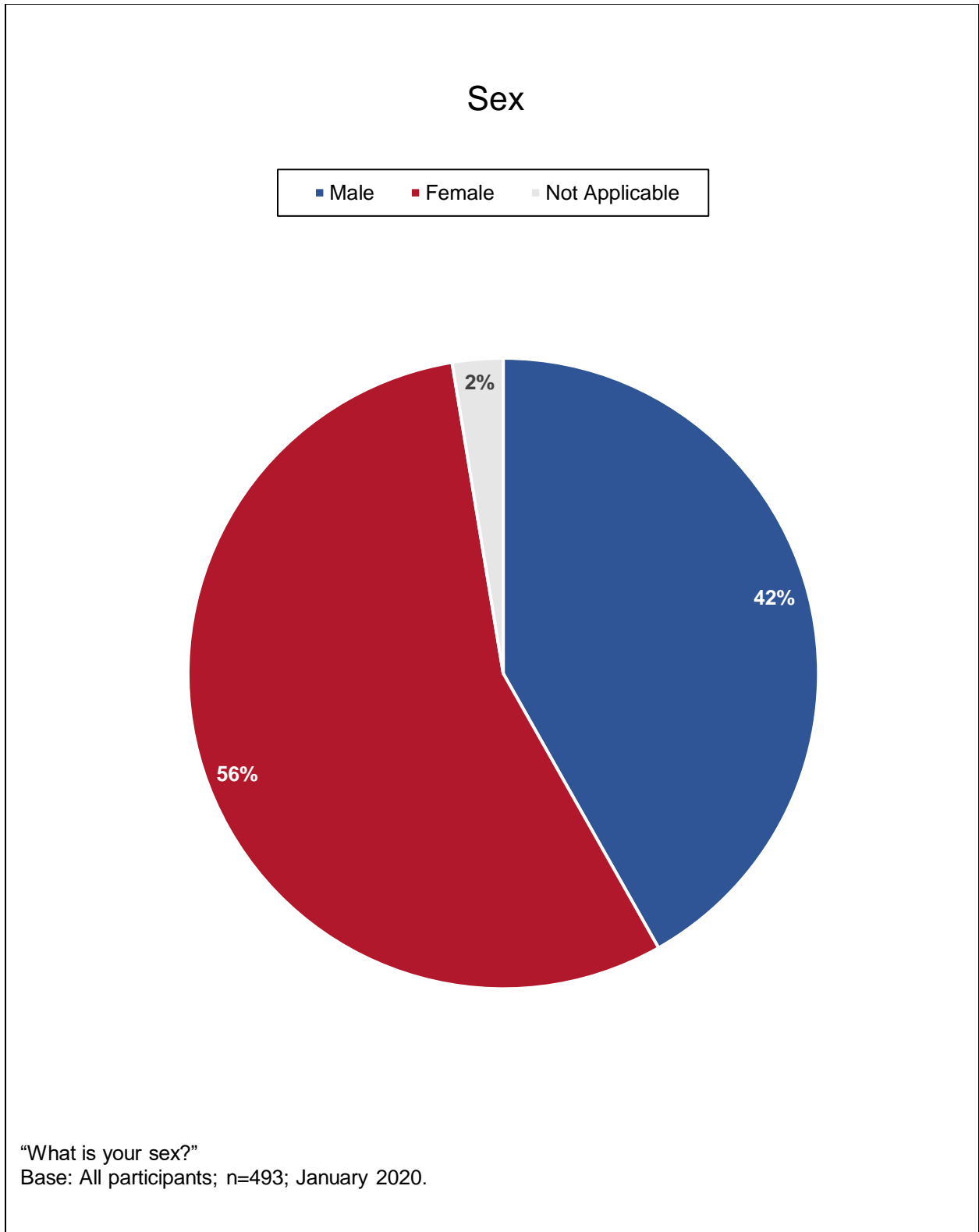


Personal Characteristics

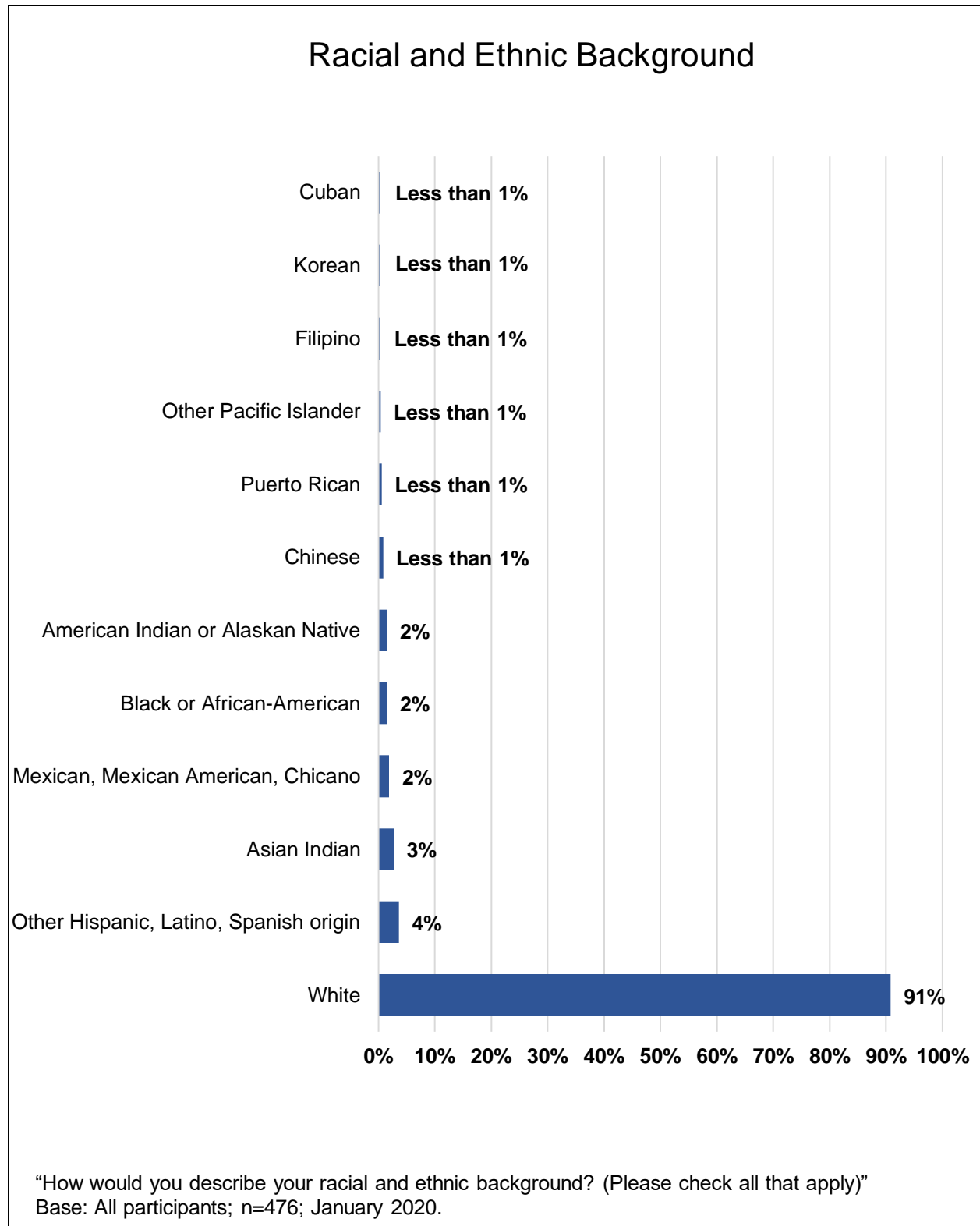
Age of Respondents



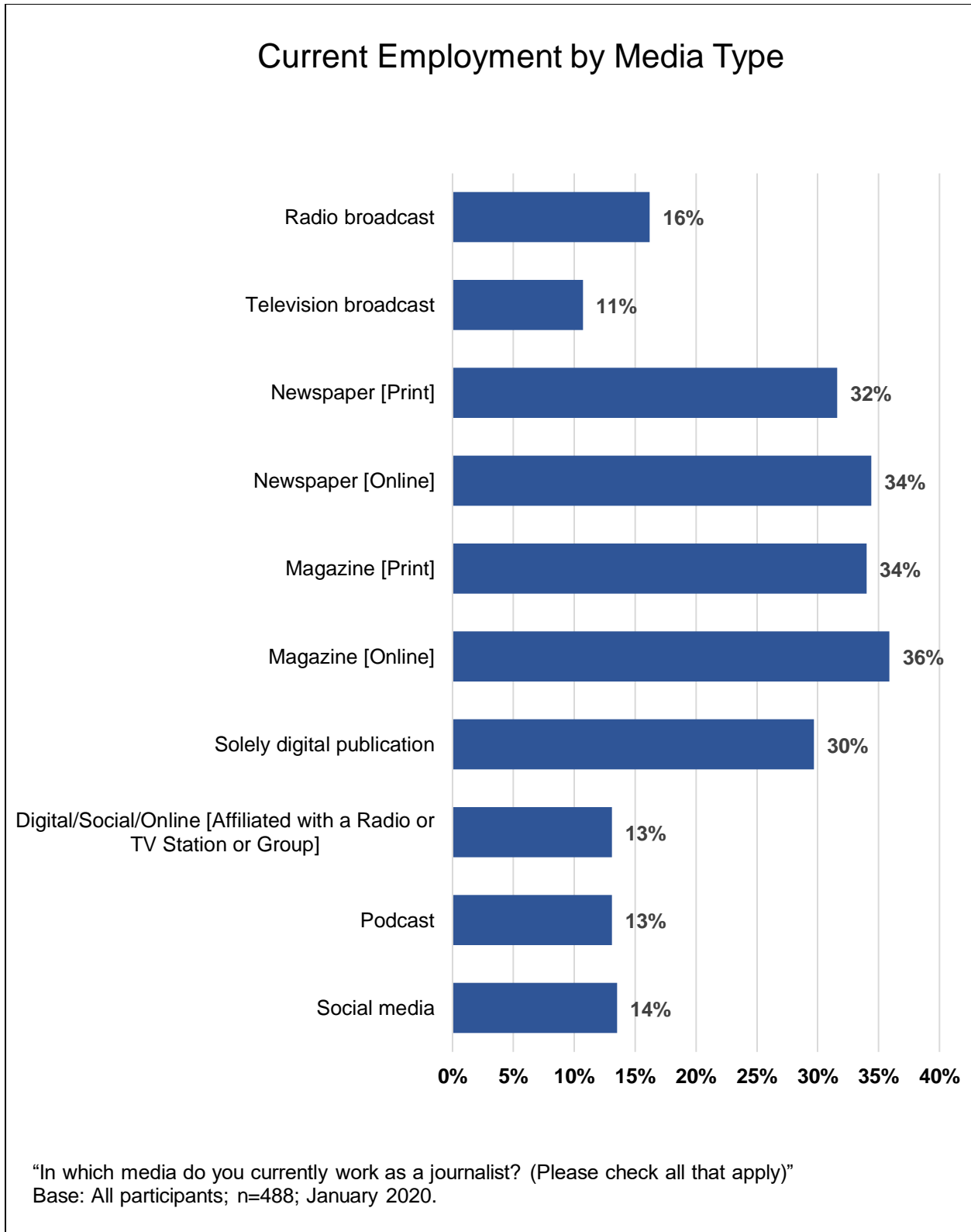
Sex of Respondents



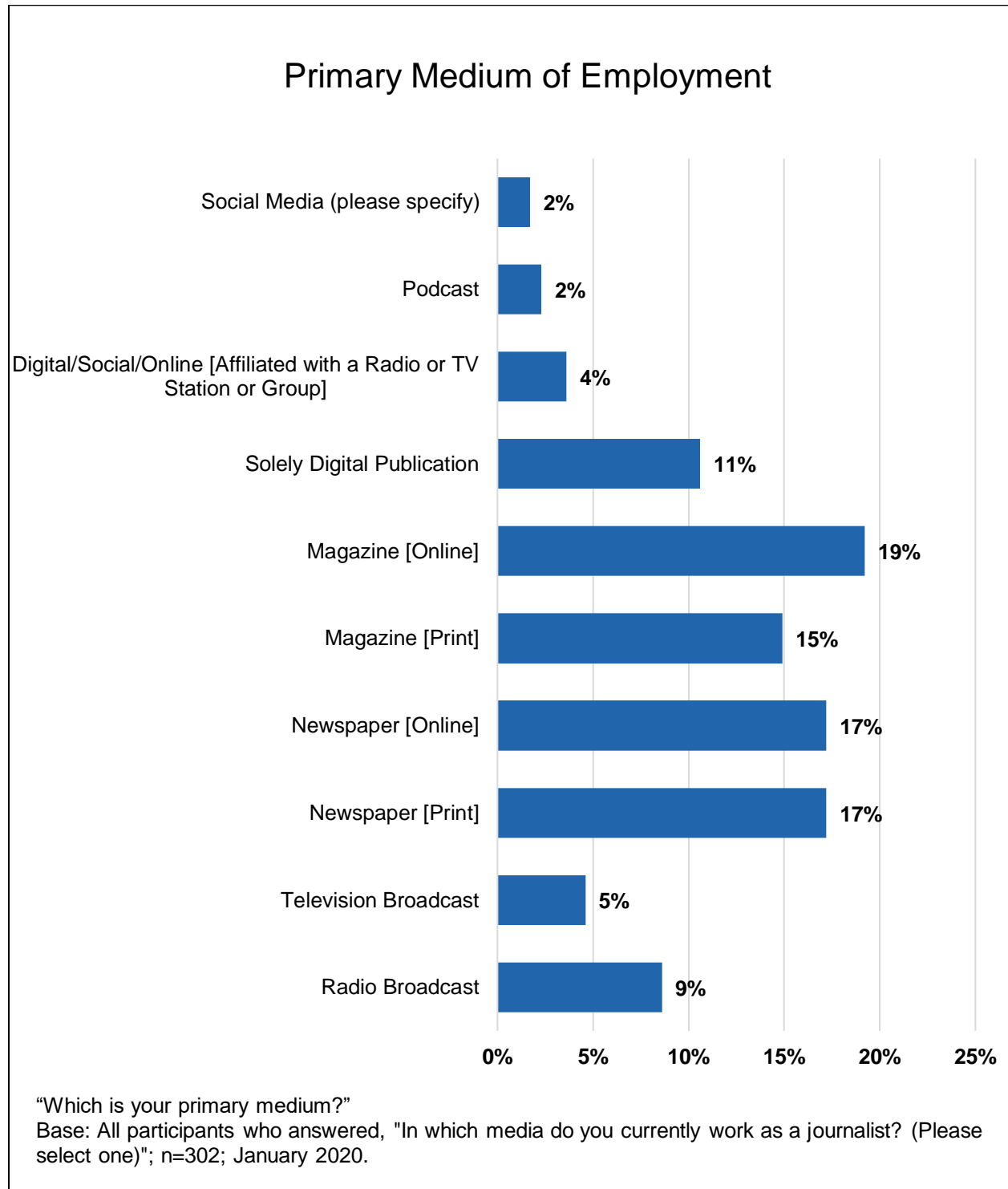
Race and Ethnicity of Respondents



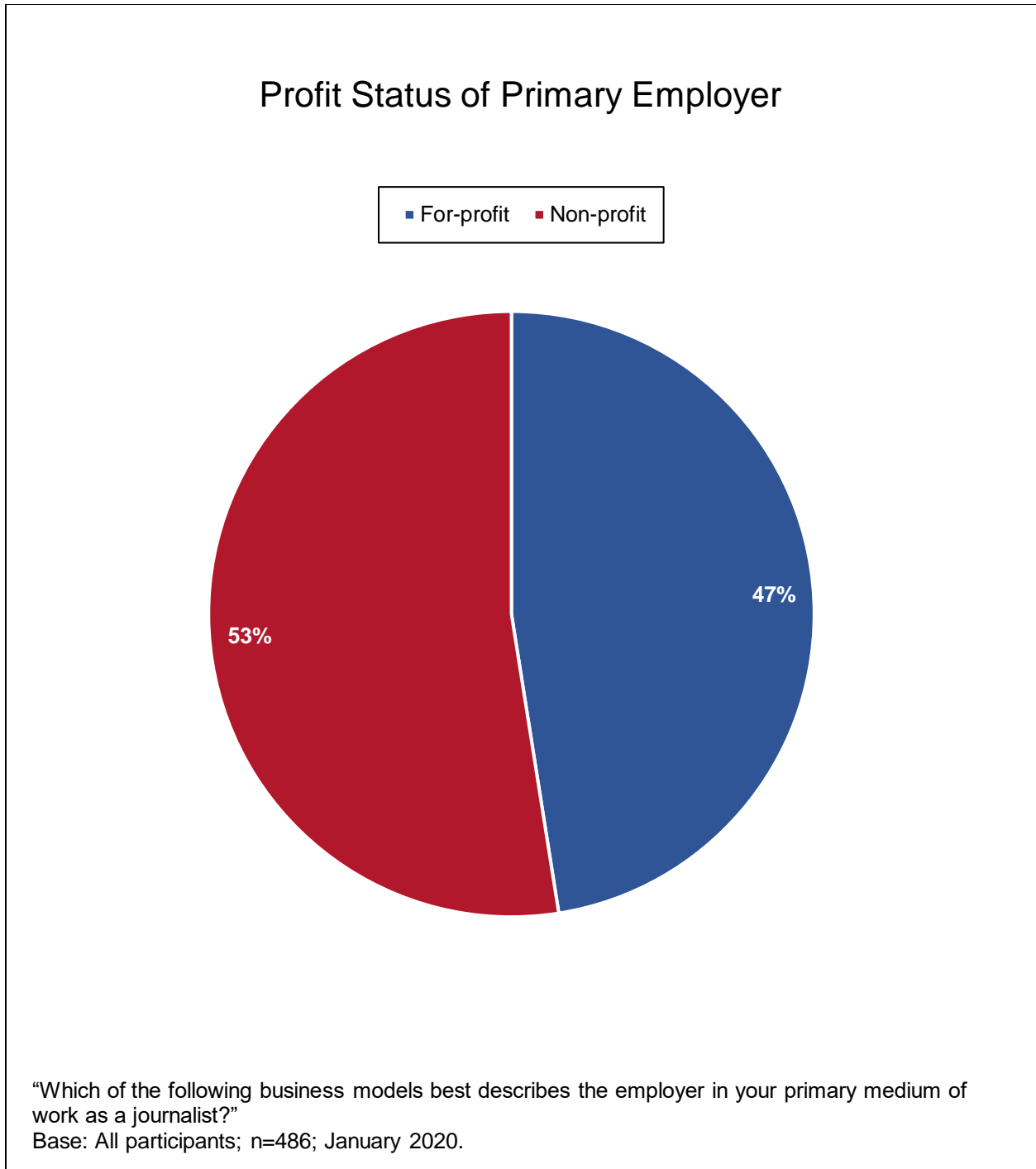
Current Employment by Media Type



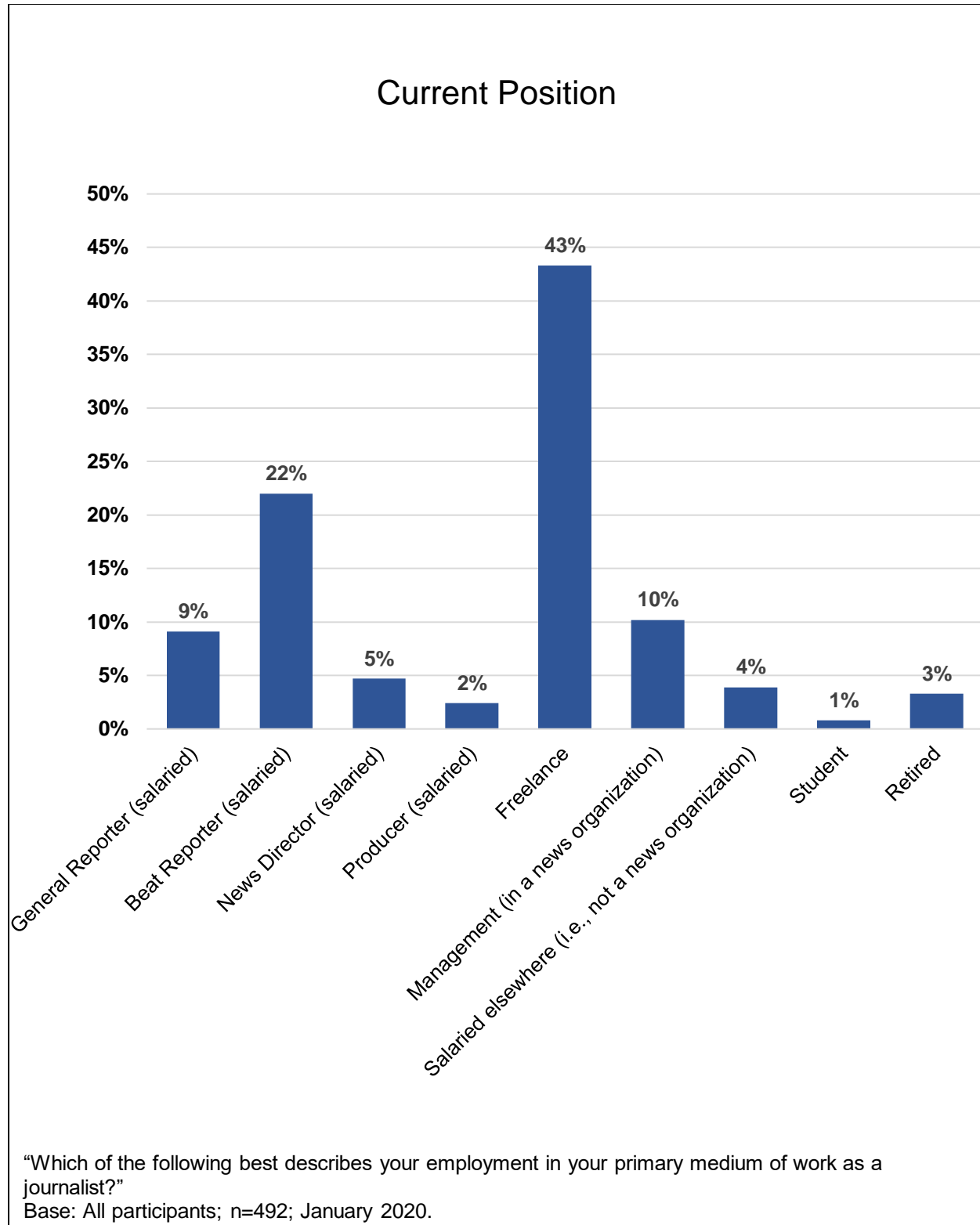
Primary Medium



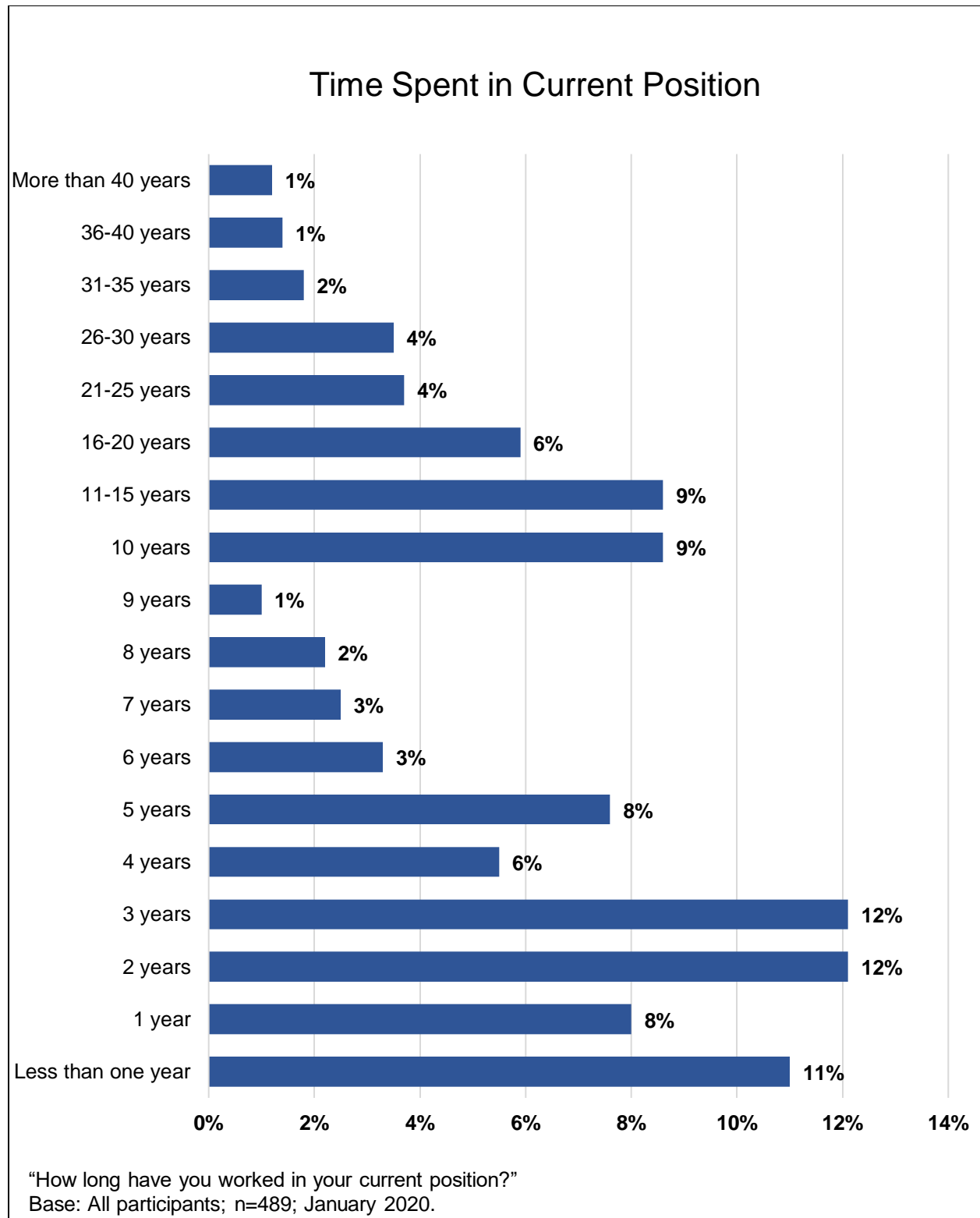
Profit/Non-Profit Status of Primary Place of Employment



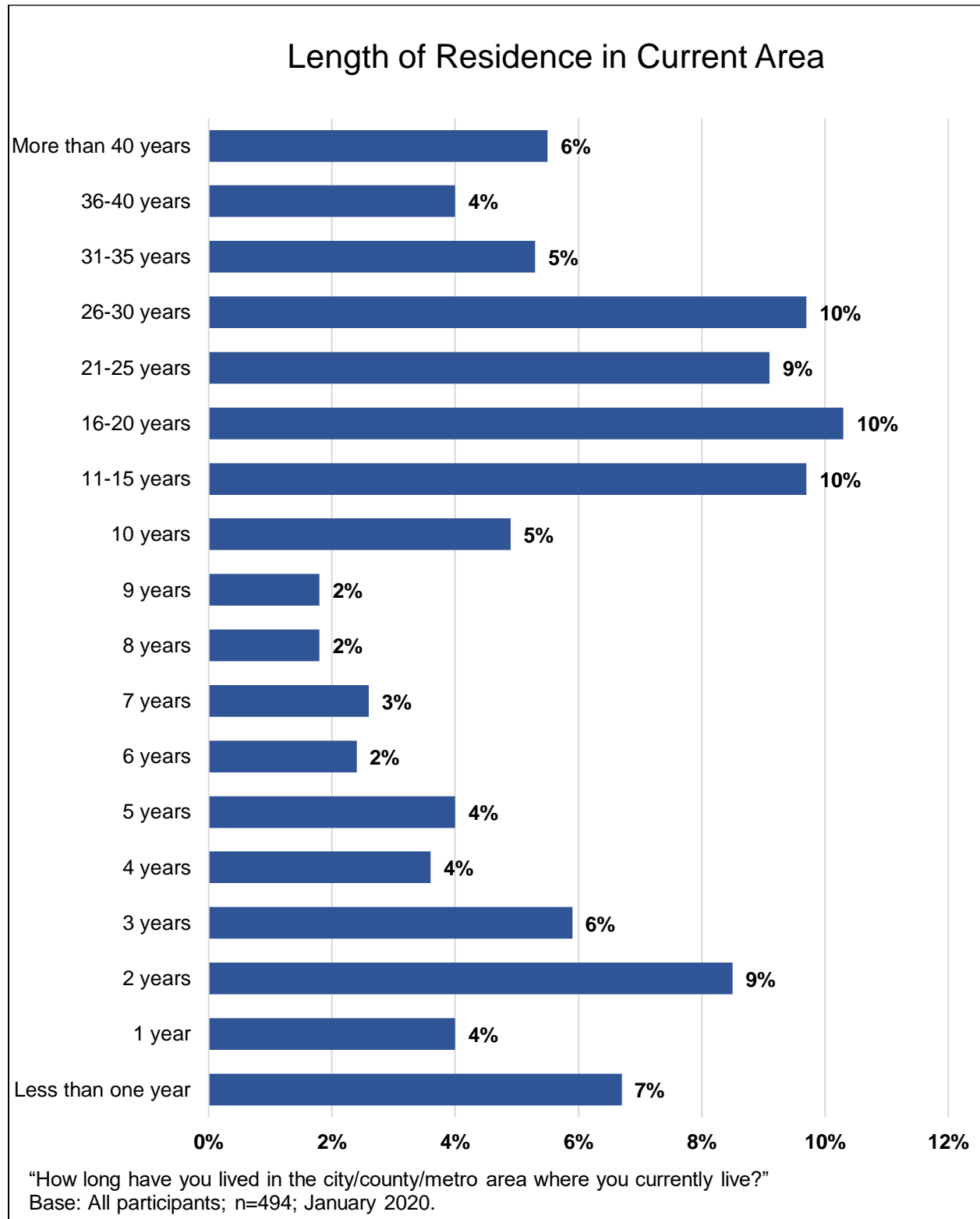
Current Position



Time Spent in Current Position



Length of Residence in Current Area



Appendix I: Survey Method

Everyone on SEJ's membership list for whom SEJ had a valid email address on file was invited to participate in the survey (n=1,494). The survey was administered online using Qualtrics, a web-based survey system.

SEJ members were made aware of this survey via an email from SEJ several days prior to receiving a formal invitation to participate from the research team. On January 6th, 2020, individualized emails were sent from Edward Maibach (via Qualtrics) inviting people to participate via a personalized link to the survey. Over the course of the following month, SEJ members who did not complete the survey were sent up to five reminders to participate. The survey was closed on February 6th. In total, 592 SEJ members participated in the survey, yielding a participation rate of 39.6%, and 505 survey participants completed the survey, a completion rate of 33.8%. The survey took participants a median time of 16 minutes to complete.

The survey instrument was designed by Edward Maibach, Richard T. Craig, William Yagatich, Kristin Timm, Shaelyn Patzer, Eryn Campbell, and Amanda Borth of George Mason University. The survey instrument is available upon request.

End Notes

¹ Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Bergquist, P., Ballew, M., Goldberg, M., Gustafson, A., & Wang, X. (2020). *Climate Change in the American Mind: April 2020*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.

² Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Englewood Cliffs, NJ: Prentice Hall.

³ van der Linden, S., Leiserowitz, A., & Maibach, E. (2019). The gateway belief model: A large-scale replication. *Journal of Environmental Psychology*. 62:49-58.