
Contents

Acknowledgments ix

Prologue: An Unusual Winter xiii

Introduction: The Failure to Act, Denial versus Indifference, Apathy, and Ignorance 1

1 Boundaries and Moral Order: An Introduction to Life in Bygdaby 13

2 “Experiencing” Global Warming: Troubling Events and Public Silence 33

3 “People Want to Protect Themselves a Little Bit”: The Why of Denial 63

4 The Cultural Tool Kit, Part One: Cultural Norms of Attention, Emotion, and Conversation 97

5 The Cultural Tool Kit, Part Two: Telling Stories of Mythic Nations 137

6 Climate Change as Background Noise in the United States 177

Conclusion 207

Appendix A: Methods 231

Appendix B: List of People in Bygdaby Interviewed and Quoted 243

Notes 245

References 249

Index 265