What happens to the environment if you develop the new resource? What happens if you don't? Which is the more acceptable risk? ARE THESE THE ONLY OPTIONS?

Emergent Energy Issue	ACTION	
	Develop emergent energy resource	Don't develop emergent energy resource
The new energy resource is more damaging to the environment than the status quo.		
The new energy resource is less damaging to the environment than the status quo.		

MORE CREDIBLE



LESS CREDIBLE

Eric Pyle's Class's Marcellus Shale Credibility Spectrum:

