Broadening the tent of environmental attitudes

Cameron Brick, PhD
Hamilton College
10/20/16
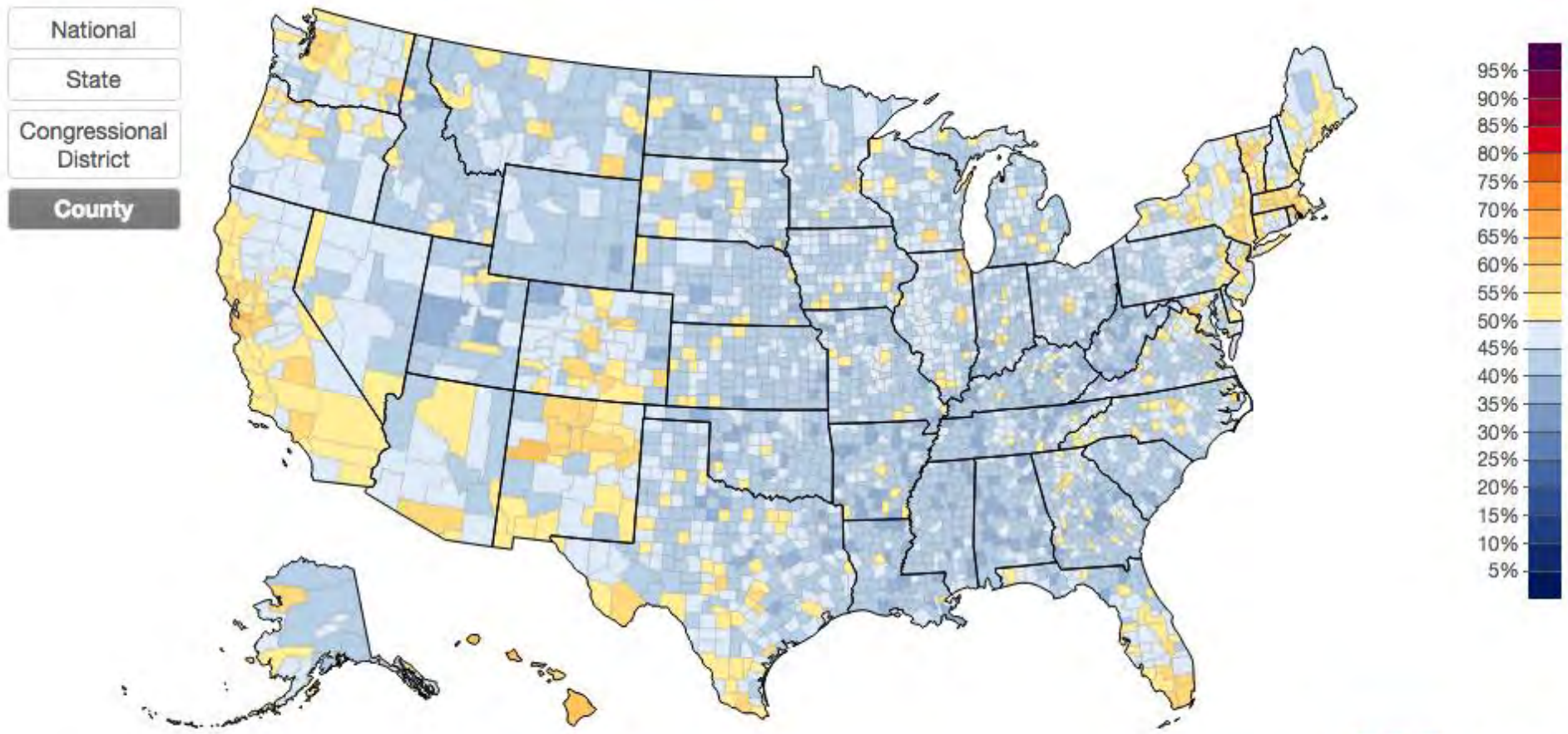
Yale Climate Opinion Maps – United States

By Peter Howe, Matto Mildenberger, Jennifer Marlon and Anthony Leiserowitz
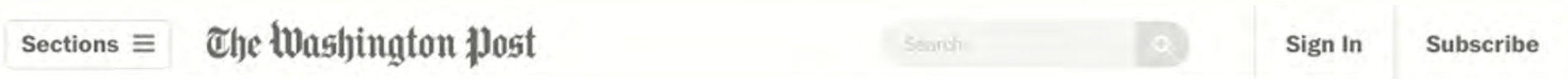
"Global warming is mostly caused by human activities."

Brick & Lewis (2016)

Personality → Environmental Attitudes → Behavior
Controlling for political orientation

special case **Conscientiousness**: *duty, diligence, taking responsibility*

Feature article by Chris Mooney

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Energy And Environment

Can your personality explain how you feel about the Keystone XL pipeline?

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Two Scales of Environmental Attitudes

New Ecological Paradigm Scale (15 items: Dunlap et al., 2000)

"Plants and animals have as much right as humans to exist."

1 (*Strongly Disagree*) – 5 (*Strongly Agree*)

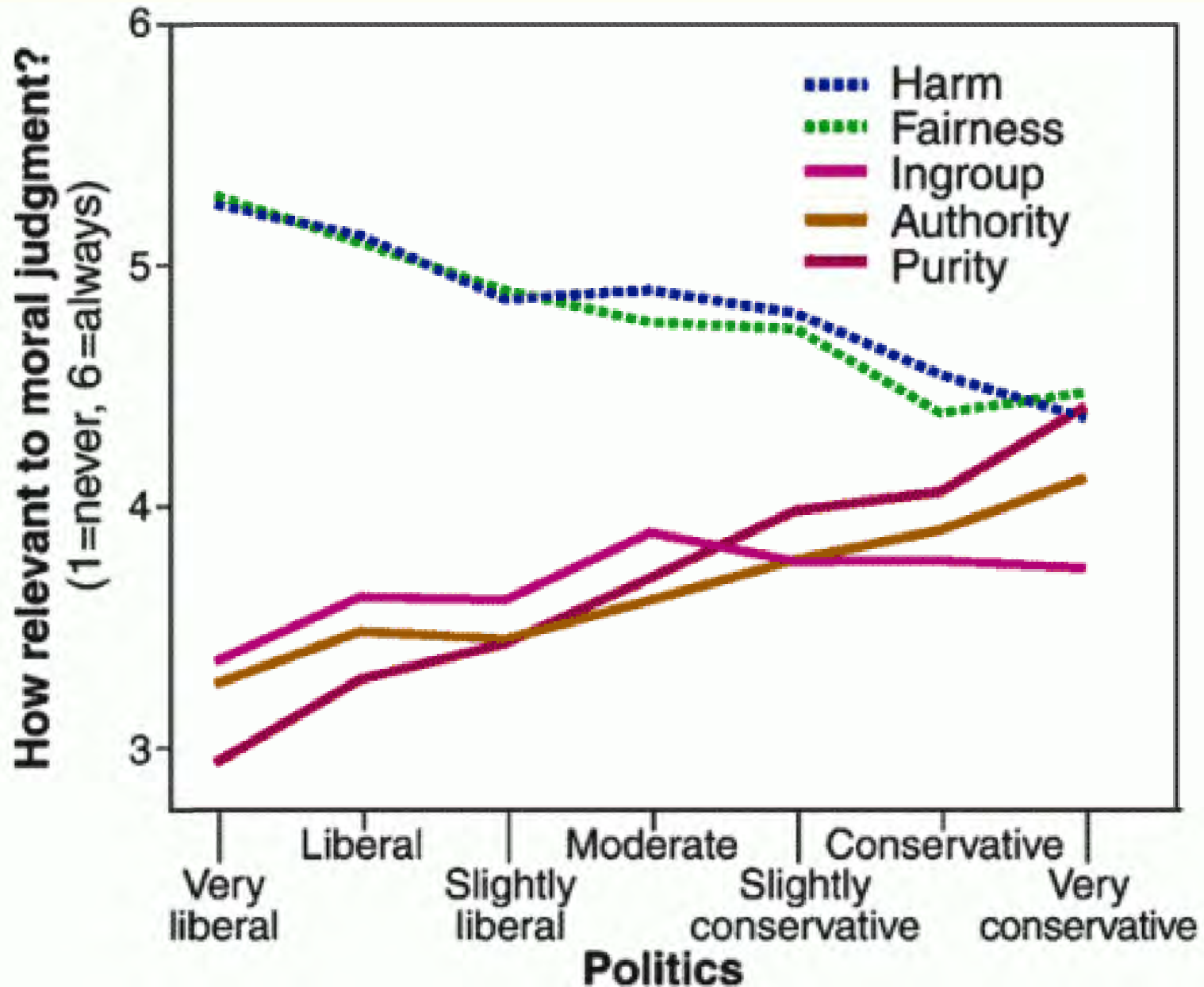**Connectedness to Nature Scale** (15 items: Mayer & Frantz, 2004)

"I often feel a sense of oneness with the natural world around me."

1 (*Strongly Disagree*) – 5 (*Strongly Agree*)

Moral Foundations Theory

Harm
Fairness
Ingroup
Authority
Purity

(Haidt & Graham, 2007)

Moral Foundations Theory

(Haidt & Graham, 2007)

Moral Environmentalism Scale
(Sparks & Brick, in preparation)
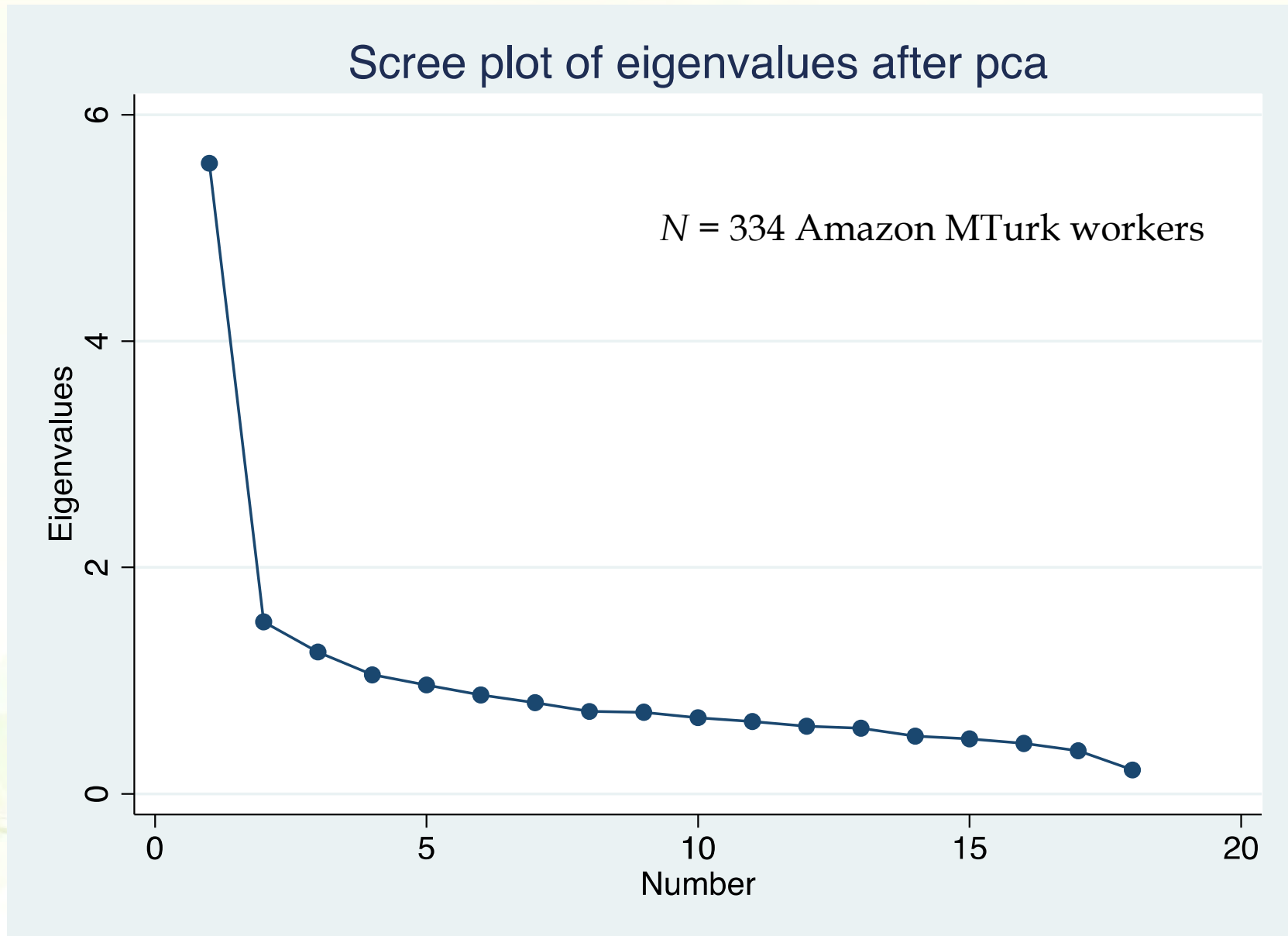
34 items, *Strongly disagree – Strongly agree*

1. The natural environment is being **harmed** by humans.   HARM

2. It is our duty to **protect** the earth.   AUTHORITY

3. Pollution is **gross**.   PURITY

Based on moral dictionary at www.moralfoundations.org

Study 1 National Survey: Scale Validation

Scree plot of eigenvalues after pca

N = 334 Amazon MTurk workers

Study 1
National Survey

Correlations $r(330)$	NEP	CNS	Conservatism	Enviro. Behavior
New: Moral Environmentalism	.80	.59	-.33	.35

All correlations $p < .001$

New scale is similar to other measures

Study 2
National Survey

Goals

1. Change items to improve validity & reliability

   a. Item Response Theory

   b. Principal Components Analysis

2. Predict behavior better

Study 2
National Survey
MTurk $N = 403$

Findings: **same as Study 1**

1. One factor

2. Confounded with existing attitude scales

3. Predicts behavior moderately

Study 3
National Survey
MTurk *N* = 448

1. Separate attitude scales to avoid fatigue: NEP or MES

2. New behavior measure

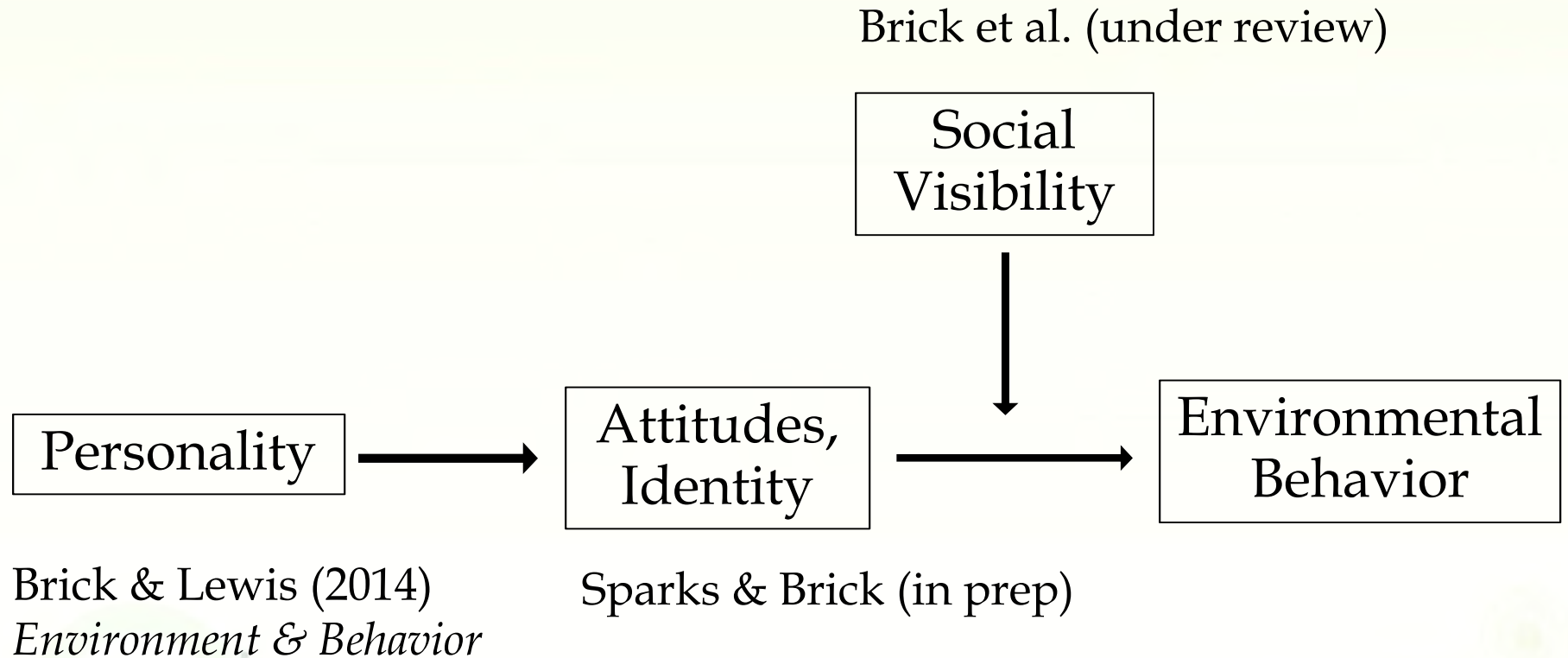Additional ways to help the environment (opens new window)

Study 3

National Survey
MTurk $N = 448$

Standardized beta (p)	NEP $n = 223$	MES $n = 225$
Environmental behavior (self-report, 21 items)		
Clicked for info		

Proposed Model

Brick et al. (under review)

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                              ┌──────────────┐
                              │    Social    │
                              │  Visibility  │
                              └──────┬───────┘
                                     │
                                     ▼
┌──────────────┐     ┌──────────────┐     ┌──────────────────┐
│  Personality │ ──▶ │  Attitudes,  │ ──▶ │   Environmental  │
│              │     │   Identity   │     │     Behavior     │
└──────────────┘     └──────────────┘     └──────────────────┘
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Brick & Lewis (2014)
Environment & Behavior

Sparks & Brick (in prep)

Acknowledgments

Aaron Sparks

cbrick@hamilton.edu

artist: Daniel Landman