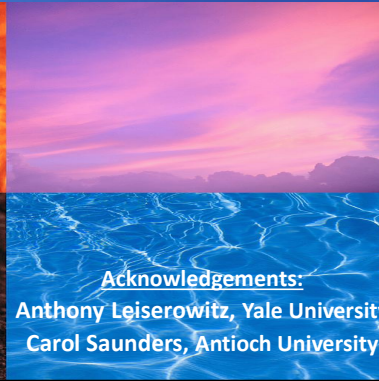


From Alarm to Action: Narrowing the Belief-Behavior Gap Regarding Climate Change

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“Political leaders will not take
risks if the people do not
demand that they do. You must
create the change that you want
to see”

(March 31, 2013, The Telegraph).



<http://www.whitehouse.gov/>

Implications for US Climate Policy

Adoption of future climate policies may be unlikely without public demand; climate activism is critical (Skocpol, 2013).

What prompts climate activism?

Contact government officials
Donate time/money
Sign petitions



Vox Efx Creative Commons

How can these actions be encouraged?

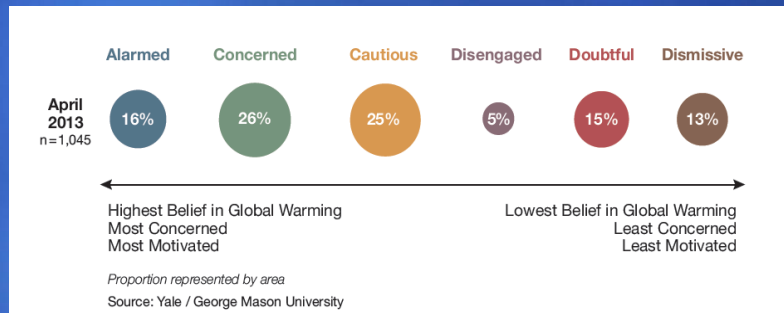
What drives climate activism?

People are more inclined to engage if they...

- feel capable of acting
- believe their individual and collective efforts will be effective
- think similar others are participating.

Results can inform communication and education strategies.

“Global Warming’s Six Americas”



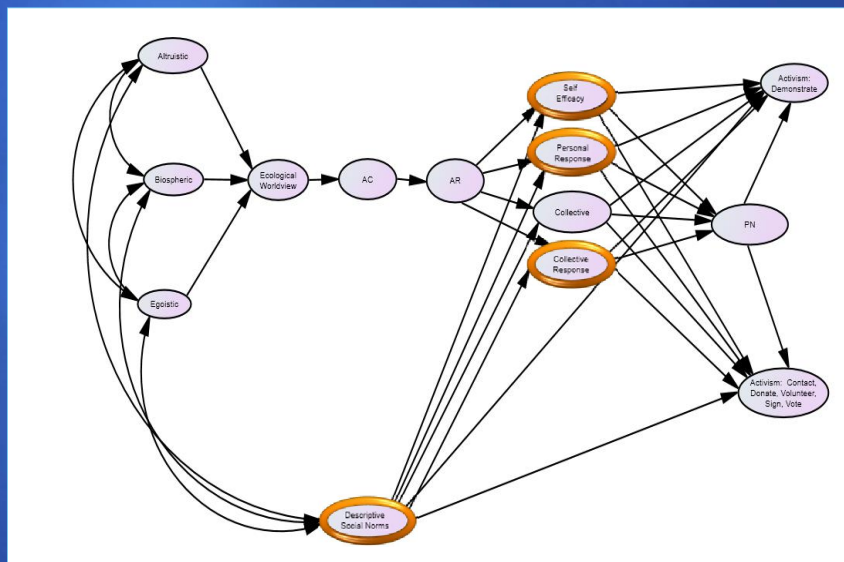
(Reproduced with permission. Leiserowitz et al., 2013, p.8)

- 29% of Alarmed contacted government officials
- 34% donated money to organizations
- 34% “occasionally” or “often” signed petitions

Methods

- Created behavior model [based on value belief norm theory (Stern et al., 1999)]
- Electronic survey
- Targeted Alarmed Vermonters, N=702
- Structural Equation Modeling
 - Tests ability of model to explain data
 - Identifies most influential variables and relationships
- Compared Alarmed actors and Alarmed non-actors

Model of Climate Activism



Social Cognitive Theory/Efficacy

Bandura (1986)

	Individual	Group
Capability	Self-efficacy "I can do it."	Collective efficacy "We can do it."
Impact	Personal response efficacy "My behavior will be effective"	Collective response efficacy "Our behavior will be effective."

Efficacy Beliefs are Key Drivers



Descriptive Social Norms

Perceptions of what others commonly do in similar situations (Schultz et al., 2007).



Ildar Sagdejev Wikimedia Commons

Descriptive Social Norms are Key Drivers



Summary of Results

I CAN DO IT
MY ACTIONS ARE EFFECTIVE
OUR ACTIONS ARE EFFECTIVE
SIMILAR OTHERS ACTING

**CLIMATE
ACTIVISM**

**WE
CREATE
CHANGE**

www.wedday.com

Implication and Application of Results

Strengthening efficacy beliefs and beliefs that similar others are acting should help increase climate activism.

Possible communication strategies

Information about action strategies (representatives, voting, organizations)

Invoke descriptive social norms - Messages or experiences demonstrating similar others acting, opinion leadership, messenger

Convince - Importance of involvement, effectiveness of individual and collective actions

Feedback about personal and group action

Personal Application of Results

- Professionally, use communication and education strategies to increase efficacy and descriptive social norms.
- Personally, let others know what you are doing, that their actions are important and can make a difference too.

THANK YOU!

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