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**Presentation Title:** Understanding Spillover: How an Emphasis on Sustainable Behavior can Help or Hurt Climate Policy Support

**Abstract:** Climate change is a difficult problem to solve in part because there are many changes that need to be made on multiple fronts often repeatedly over time. Further, to address climate change we need people to both adopt a more sustainable lifestyle and also increase support for key climate policies. How can we ensure that efforts to encourage sustainability on one front don't cause people to lose motivation on another front? And, ideally, is it possible that climate actions on one front can even boost motivation on other fronts? We answer these questions about possible "spillover" in the context of whether sustainable behavior detracts from, or bolsters, support for a carbon tax. Across two experiments with numerous conditions (total N = 4,650) we find that the answer depends on a number of factors, such as how the policy is framed, and how people reflect on their own actions. Specifically, we find that reflecting on one's climate actions can bolster support when people are asked to reflect on the values and identities that actions represent to them. But we find that simply reflecting on one's actions in a very dry and concrete manner can lead to decreases in support. Further, these effects exist for a carbon tax that is framed as having costs fall on individuals, but not when it is framed as falling on industry (where support is notably higher). We also examine different psychological experiences that correspond with positive and negative spillover in this domain, and what role they play in our effects (e.g. what increases or decreases feeling like "I already do a lot and asking me to do more feels unfair."). Finally, we consider how these results can be generalized to other spillover contexts in climate behavior and policy to ensure that our actions can help improve sustainability across the board rather than at the sacrifice of other domains.