

Environmental behaviour change –

why is it so difficult -

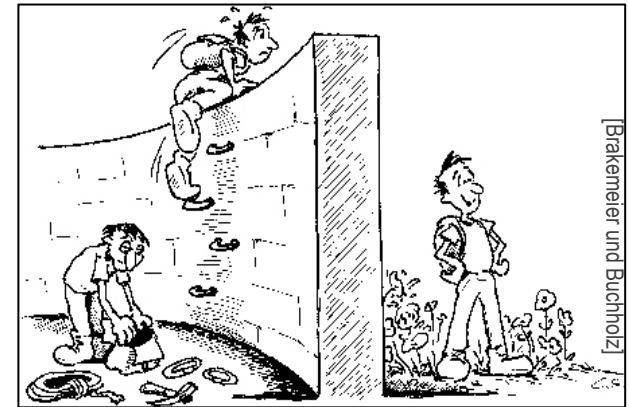
and how we can achieve it?



Outline



- Basic Assumption
- Behavior Change Model
- Selected Factors of Behavior Change
- Examples
- Conclusion



Basic assumption

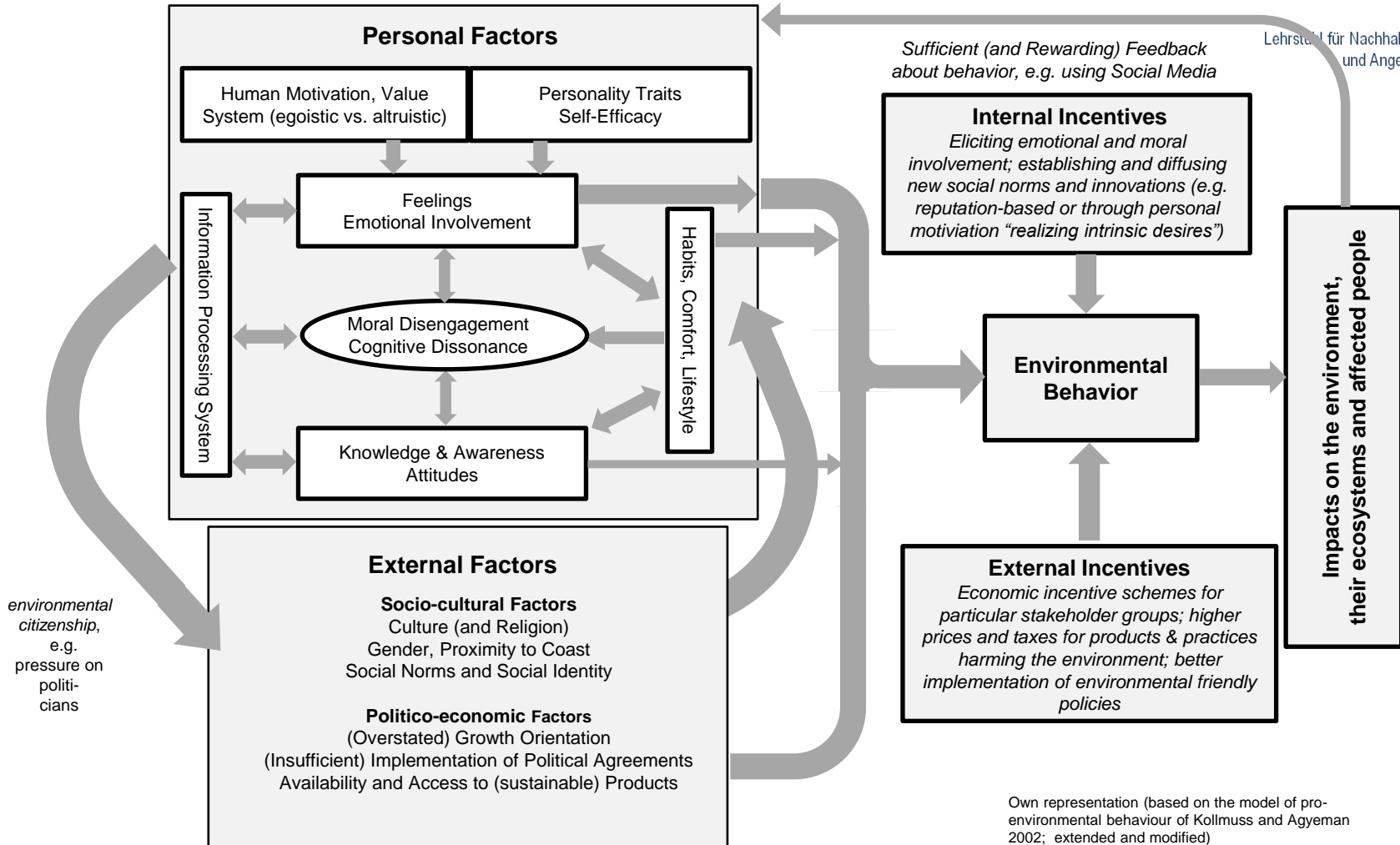


- **Insufficient environmental action is a function of 3 elements:**
 - Policy failure
 - Economic failure and
 - Collective day-to-day impact of the behavioral and lifestyle choices made by individuals

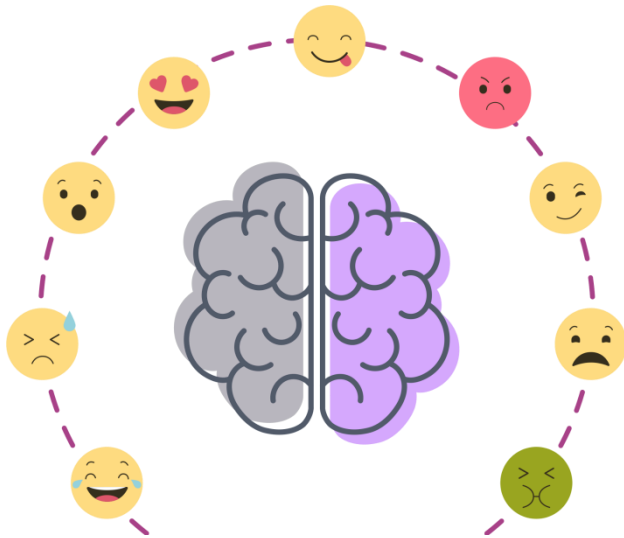


BEHAVIOR CHANGE MODEL

Conceptual Model of Factors influencing Environmental Behavior



Role of Emotions



Source: UX Collective

Strong impact on behavior

- Create attention
- Propose adequate action to the motivational system how to deal with the emotion initiating event

Emotions create desires and impulses to actions

- Important: Reflection on emotion creating events related to the environmental problem we want to solve

Reisenzein and Horstman 2017



Behavior change by role models

Through observation of a model person learns new behavior

1. Behavior of the model needs to be attractive
2. Behavior has to be able to seek attention
3. Behavior needs to be cognitively represented = processed and memorized

Albert Bandura, famous Psychologist:

Serial dramas are a good way to achieve behavior change because they offer identification!

Behavior Change – Diffusion



Innovators are starting point

- Only 10 % of Early Adopters are can be reached via information directly – the rest via friends and neighbours
- Activists and pioneers of change are needed and than also need positive feed back and support
- From a certain point on we need opinion formers (influencers) which are separat from the innovators mentioned above. They are necessary for diffusion....



EXAMPLES



“No Fly Climate Scientists”: <https://noflyclimatesci.org/>



- Earth scientists, academics, and members of the public who don't fly
- Being role models and pushing for systemic change
- global warming poses a clear, present, and dire danger for humanity
- "It's important to align the daily life choices [...] Actions speak louder than words."
focus on Academics because they are expected to attend conferences, workshops, and meetings
- Further example Sweden: "Air travel shaming"



Collective Behavior Change| Example Israel

- „The world's first vegan nation“
 - 12,5 % Vegetarians (1 Mio. of 8 Mio. Inhabitans)
 - 300.000 – 400.000 Vegans
 - Further 13 % want to change on vegan diet

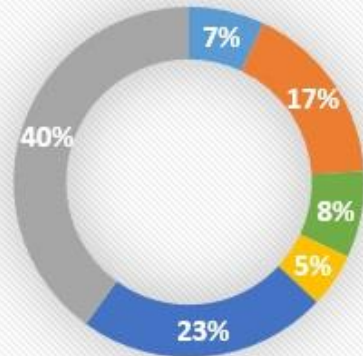
- Reasons
 - Prominent proponents: Big Brother-actors
 - Nationwide TV-News of Undercover-Recherchen on Schlachthöfe
 - Distribution of a speech of the US american animal rights proponent called Gary Yourofsky via YouTube (10 % of Israeli population)
 - Already very plant based diet in Israel (Falafel, Hummus, etc.)

Impact: Dairy industry is hit hard



Collective Behavior Change| Example Israel

Did you recently change, or are you intending to change your eating habits?



- Survey in 'Israeli financial magazine, Globes'
- Behavior change of 60% of people watching Big Brother.

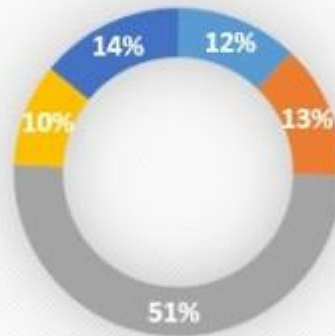
[TVW. Data: Panels survey, as advertised on Globes; in theveganwomen.com]

- | | |
|--|--|
| ■ Yes, I reduced my dairy consumption | ■ Yes, I reduced meat |
| ■ Yes, I reduced animal based products | ■ Yes, I became vegan/ vegetarian |
| ■ Yes, I have made changes | ■ No, I didn't change, and I will not change |

Collective Behavior Change | Example Israel



Did your awareness of the suffering animals go through in the meat industry change upon viewing this season of Big Brother?



■ It changed a little ■ It changed a lot ■ It didn't change
■ It changed tremendously ■ It changed to a certain extent

- Survey in 'Israeli financial magazine, Globes'
- 49% increase in awareness of Animal suffering

[TVW. Data: Panels survey, as advertised on Globes; in theveganwomen.com]

Conclusions



- Positive emotions play a powerful role in driving support for ameliorative environmental action such as pride, hope, and gratitude
- Sometimes also negative emotions like shaming can help
- people change their behavior through “the power of social modeling”: **role models are very important**
- New framing of sustainable actions as **a good life for all and oneself** (not on the expense of others or the own health)

Thank you
for your attention!

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