



behavioural determinants of climate change action & collective change

Rural Health Services Research Network of BC



The RHSRNbc's [fifth chapter](#) seeks to understand how organized behavioural change at the individual level will generate positive climate outcomes on a broader scale through collective action.

behavioural determinants are the perceptions, feelings or beliefs shaped by socioeconomic, political, and cultural factors that can support or prevent the adoption of a specific behaviour

why is there a dissonance between environmental intention and climate change action?



social cognitive theory

self efficacy determines whether actions will be initiated, the amount of effort required, and the extent to which actions will be sustained in the face of challenges

outcome expectancy is defined as an individual's confidence in the extent to which their actions will effectively protect against climate change

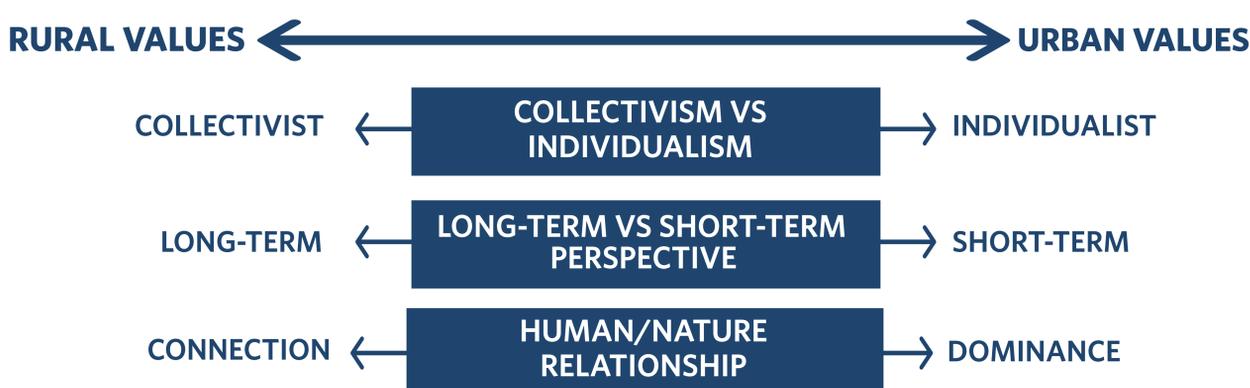


theory of planned behaviour

postulates that any behaviour (i.e., climate action) is directly influenced by an individual's psychological intention to engage in that behaviour.

3 key factors include the individual's attitude towards the behaviour, the perceived social norms surrounding the behaviour, and the degree of perceived control or self-efficacy one has over the behaviour

cultural values influence pro-environmental behaviour



the green gap: why do pro-environmental attitudes not lead to consistent green behaviour?



prioritization of immediate risks

climate change is commonly perceived as a distant and abstract threat in both the temporal and spatial sense

lack of perceived control and helplessness over outcomes

little action is taken when an individual does not believe in its effectiveness



ignorance and unawareness

there is a lack of knowledge surrounding the realities and severity of climate change

denial of personal responsibility shifting blame

it can be easier for individuals to deny responsibility over climate change, often blaming large corporations for the state of the world



impracticality

there is significant reluctance to make lifestyle changes and expend time, finances, and resources

reframing action statements: modifying climate change messaging

static norms

traditional norms where the norm in question is seen as established but stagnant

"Today, people eat 17% less meat than 10 years ago" ^[1]

personal outcome expectancy

a measure of individual judgement about the likely consequences the individual will experience as a result of the individual performance.

"Decreasing the food waste I generate will improve the air quality we breathe in" ^[2]

Goal

dynamic norms

imply the ongoing and progressive establishment of a new norm

"Meat consumption is projected to decrease by 30% in the next 10 years" ^[1]

collective outcome expectancy

perceptions of how well the outcomes of collective actions will help to meet collective goals.

"If Canadians decrease their food waste by 50%, we can reduce CO2 emissions by 36 gigatons, diminishing climate emergencies" ^[3]

Read the full chapter here: <https://tinyurl.com/RHSRNbcChapters>



rhsrnb.ca



@RHSRNbc

[1] A. Gill, "UK public now eating significantly less meat," *BBC News*, Oct. 07, 2021. Accessed: Apr. 26, 2022. [Online]. Available: <https://www.bbc.com/news/science-environment-58831636>
 [2] C. Nunez, "Carbon dioxide in the atmosphere is at a record high. Here's what you need to know," *Environment*, May 13, 2019. <https://www.nationalgeographic.com/environment/article/greenhouse-gases> (accessed Apr. 26, 2022).
 [3] S. Kaplan, "A third of all food in the U.S. gets wasted. Fixing that could help fight climate change," *Washington Post*, Feb. 25, 2021. Accessed: Apr. 26, 2022. [Online]. Available: <https://www.washingtonpost.com/climate-solutions/2021/02/25/climate-curious-food-waste/>