

# What We Think About

When We Try Not To Think About

## Global Warming

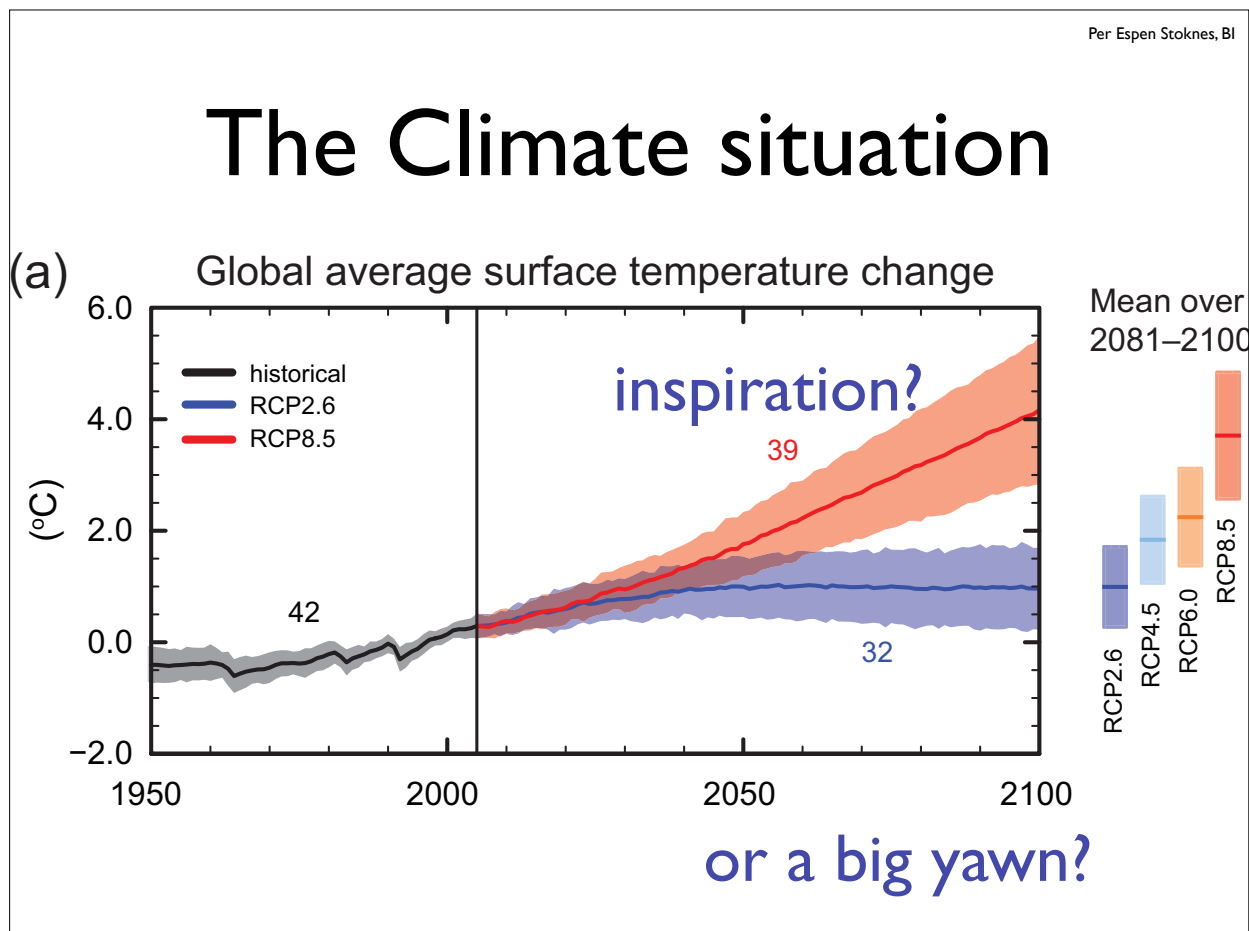
Toward a **NEW PSYCHOLOGY** of Climate Action

Per Espen Stoknes  
Foreword by Jorgen Randers

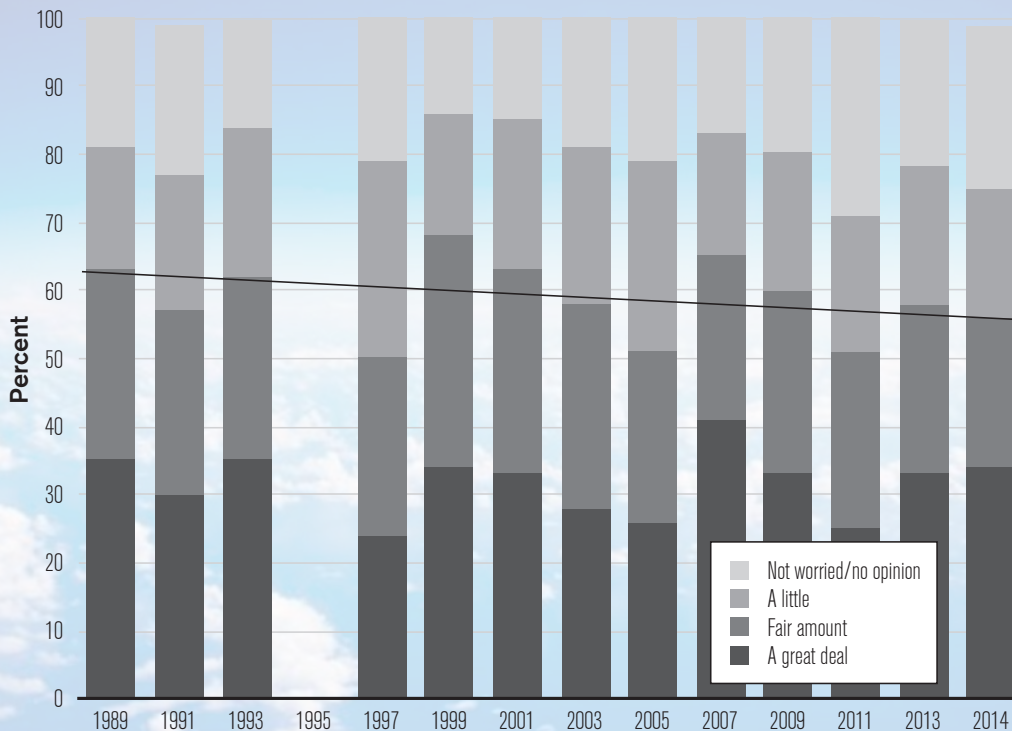
## The New Psychology of Climate Action

Per Espen Stoknes  
BI Center for Climate Strategy  
Apr 2015

Per Espen Stoknes, BI



# US Responses 1989-2014



“How much do you personally worry about the greenhouse effect or global warming?” Source: Gallup, 2014.

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# Internationally

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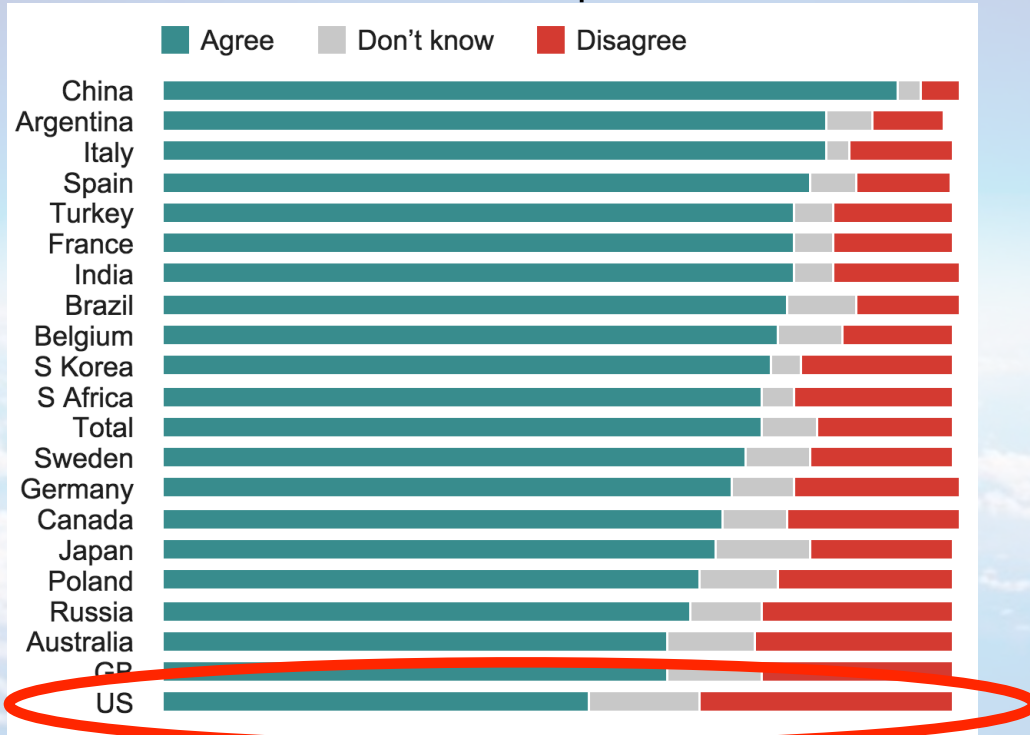
Top 10 most / least concerned about climate change/global warming

Levels of concern in the markets most worried about climate change are higher than the levels of unconcern in countries least worried about climate change.

Most Concerned			Most Unconcerned		
	Percent Concerned	Percent Unconcerned		Percent Concerned	Percent Unconcerned
Thailand	93%	1%	Estonia	33%	36%
Portugal	93%	2%	Norway	47%	22%
Mexico	93%	2%	New Zealand	50%	22%
Indonesia	92%	1%	United States	48%	21%
Turkey	92%	2%	Latvia	50%	21%
Philippines	91%	4%	Czech Republic	47%	21%
Vietnam	91%	5%	Poland	54%	19%
Colombia	91%	8%	Netherlands	48%	19%
Malaysia	90%	1%	Lithuania	45%	19%
Argentina	90%	5%	Australia	61%	17%

Source: Nielsen 2011

# International Responses 2014



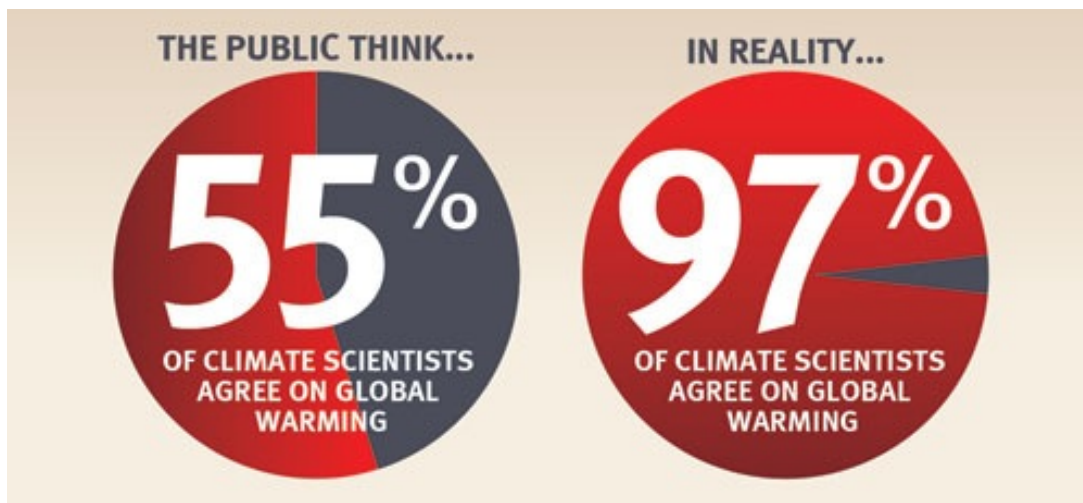
"The climate change we're currently seeing is largely the result of human activity."

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Source: Ipsos MORI Global Trends, 2014

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## the climate paradox

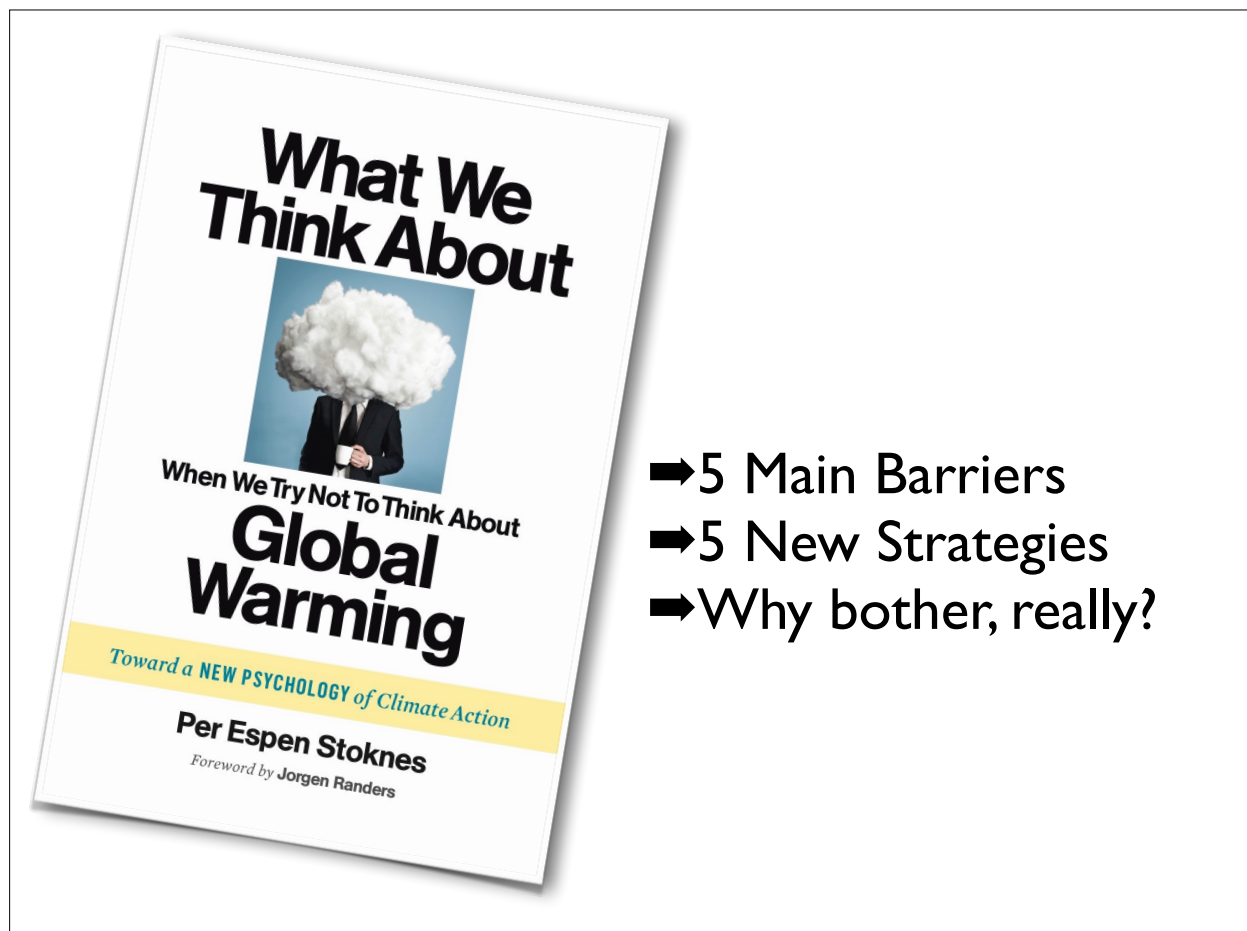


Source: Cook et al 2013, <http://www.skepticalscience.com/>

Why?

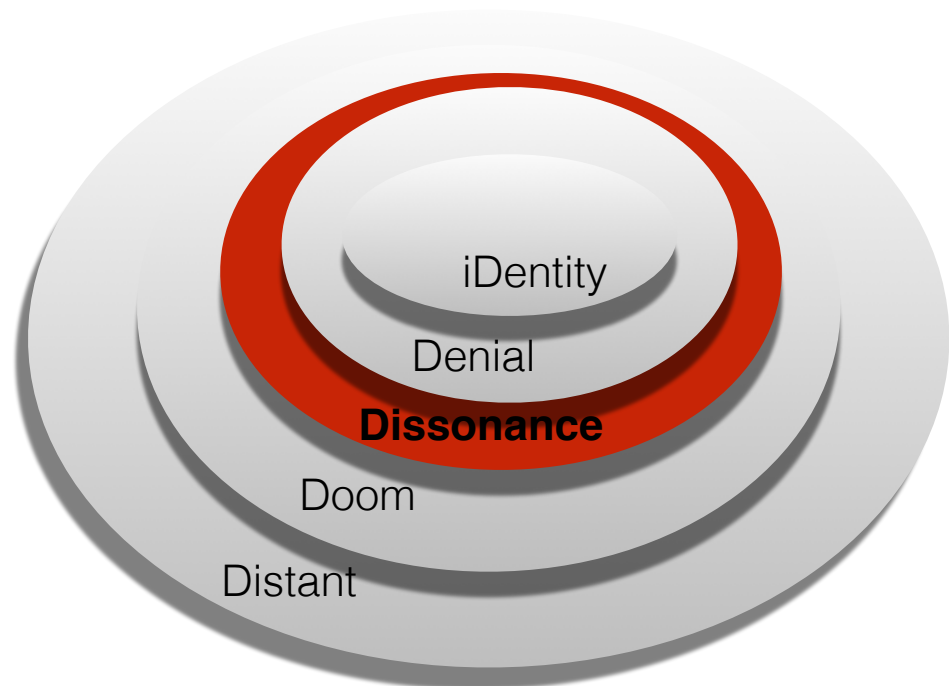
Certainty

Concern



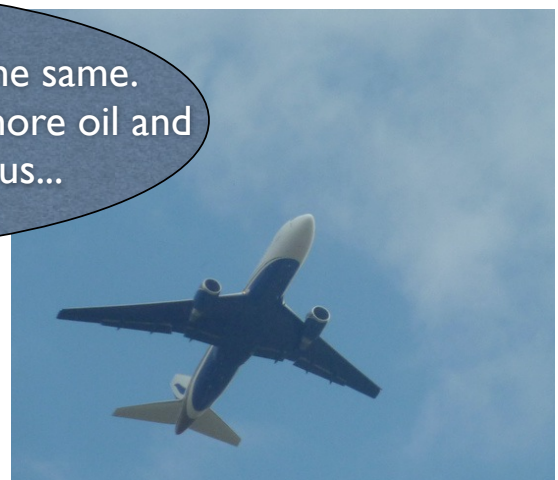
- ➡ 5 Main Barriers
- ➡ 5 New Strategies
- ➡ Why bother, really?

# The five Defenses



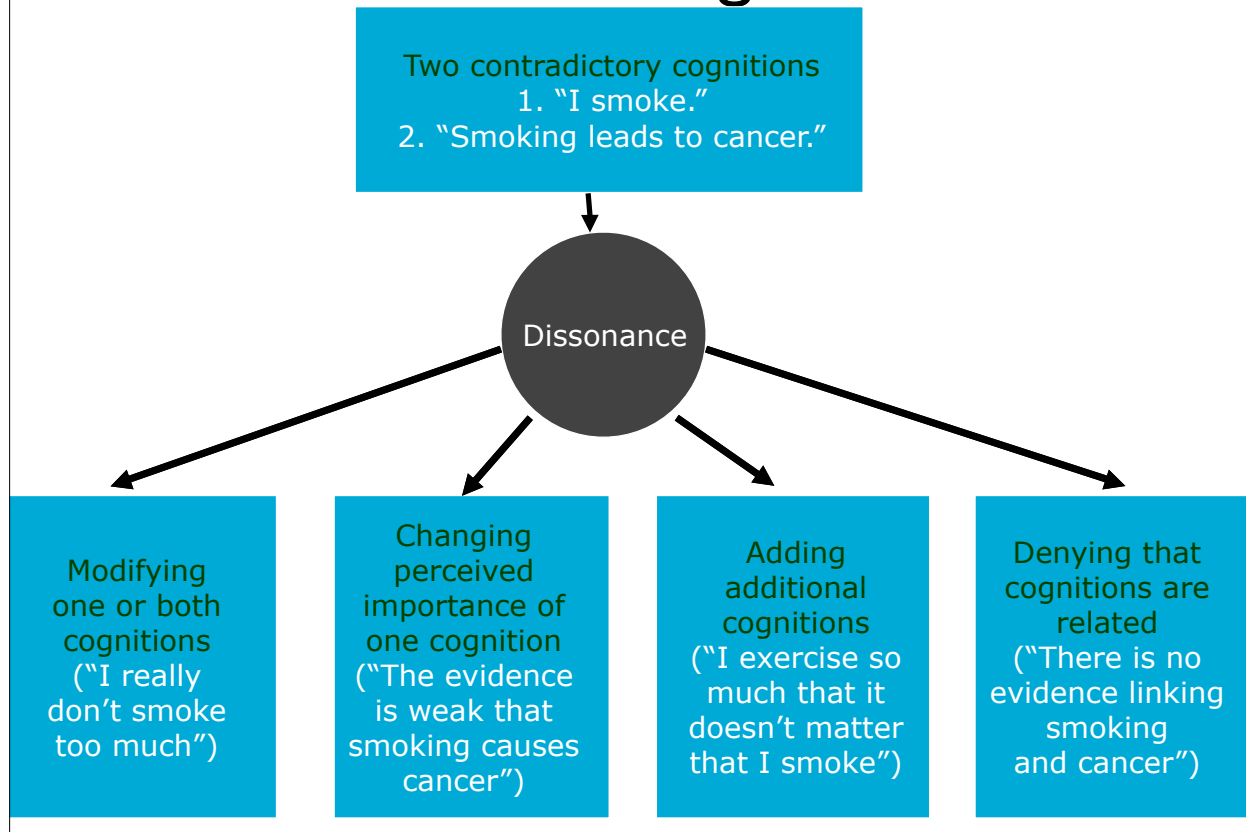
## dissonance when action conflicts with knowledge

I fly and drive, everyone does the same. Our government wants to pump more oil and gas, so it can't be that serious...

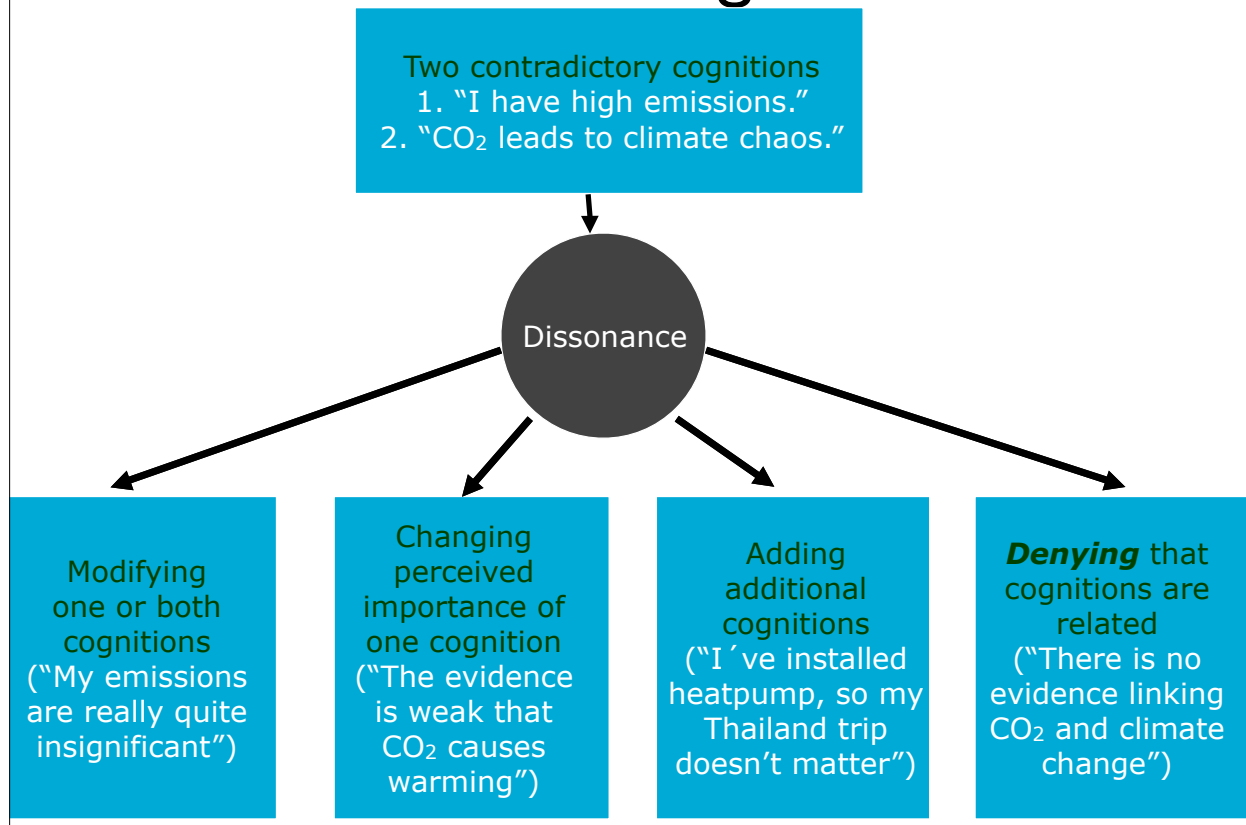


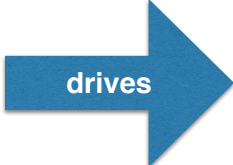


### 3. Dissonance strengthens denial



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behaviour  attitudes

**How to break through  
the barriers ?**

**or maybe by-pass them?**

# Barriers → Success-criteria

1 - **Distant**: The climate issue is seen as distant {in many ways}.

2 - **Doom**: framing the issue as disaster, cost and sacrifice backfires.

3 - **Dissonance**: a lack of opportunities for convenient actions weaken attitudes over time.

4 - **Denial**: gives refuge from fear, guilt and threats.

5 - **iDentity**: activates cultural filters so that your identity overrides the facts.

1 - Feels personal, near and urgent.

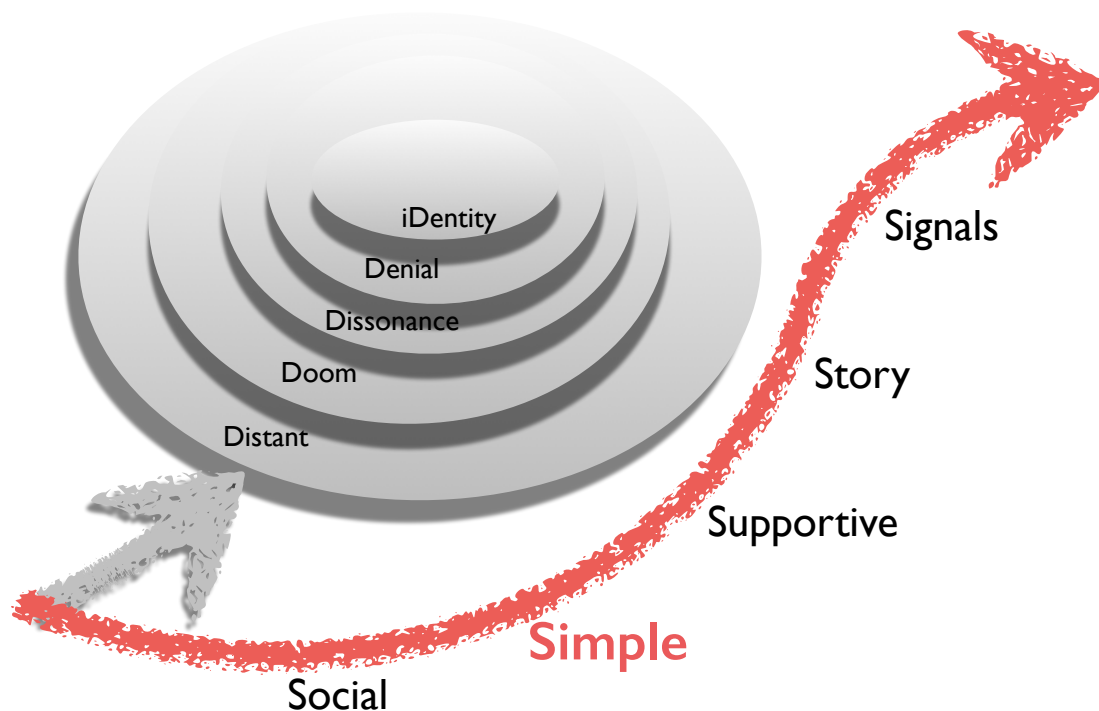
2 - Uses cognitive framings that do not backfire on the climate issue through negative affects.

3 - *Reduces dissonance by providing opportunities for visible and consistent action.*

4 - Avoids triggering the emotional need for denial.

5 - Reduces cultural and political polarization on the issue.

## Five new strategies





## 2. *Simple* to choose climate friendly

Nudging examples:

- Start using energy labeling to influence consumer choice!
- Combine public transport & bikes with limited parking in cities; quicker mobility without car!
- Make it default to include CO<sub>2</sub> prices in all airplane tickets, with opt-out in small fonts!

## 2. *Simple* to choose climate friendly



- **Default two-sided printing:**
- 15% less paper
- If applied to all US offices  
800 ktCO<sub>2</sub>e/year
  - equivalent to 150.000 cars

Sources: \* Egebark and M. Ekström, "Can Indifference Make the World Greener?," IFN Working Paper No. 975, 2013.

\* D. Pichert and K. V. Katsikopoulos, "Green defaults: Information presentation and pro-environmental behaviour," *J. of Environmental Psychology*, vol. 28, no. 1, pp. 63–73, Mar. 2008

**-20%  
reduction**

**smart meters  
with displays**

Per Espen Stoknes, BI

Source: <http://www.tu.no/kraft/2014/06/03/da-kundene-matte-betale-for-effekt-i-stedet-for-forbruk-gikk-stromforbruket-ned-med-20-prosent>

19

*You should consider that  
the electricity cost of this  
tumble drier will be*

**4522 kr\***

**A+++ A++ A+ A B C D**

\*Electricity cost is calculated using the average electricity price through 2010, set to 95 øre per kWh (taxes and grid tariffs included), a fridge freezer lifespan estimated to 15 years, and according to EU guidelines for calculation of electricity consumption.



**SAS** **KJØP NÅ, SPØR ETTERPÅ**  
 24 timers åpent kjøp

Søk → Avganger → Reiserende → **Betaling** → Reiserute

### Skriv inn betalingsinformasjon

**Velg betalingsmåte**

**Velg betalingsmåte:**

Betalingskort

Nettbank (BankAksess)

SAS Credits

Faktura

Deibetale

\* Kortholders navn: Per Espen Stoknes ✓

Korttype: Velg

\* Kortnummer: \_\_\_\_\_

\* Utløpsdato: Måned: \_\_\_\_\_ År: \_\_\_\_\_

Hvis mulig, oppgi din CMP-kode (bedriftskode)

**Elektronisk billett**

**Registrer reisen på følgende kort for bruk ved sikkerhetskontroll og gate:**

Samme som betalingskortet

Annet kort

Ikke bruk kort - kun bestillingsreferanse

**Avbestillingsforsikring**

**Legg til følgende forsikring for denne reisen:**

Avbestillingsforsikring (145 NOK) [Les mer](#)

Forsikringen er kun gyldig om du er fast bosatt i Norge

Check to not pay carbon credits

Hr. Per espen Stoknes  
 Trenger du hjelp?

**Pris og informasjon**

**Tromsø (TOS) - Oslo (OSL)**

Voksen 1 919 NOK

**Oslo (OSL) - Tromsø (TOS)**

Voksen 969 NOK

Servicehonorar 30 NOK

**Totalpris 2 918 NOK**

Hvorav skatter, avgifter og tillegg: 804 NOK  
 (se alle skatter, avgifter og tillegg)

**to 23 jan 2014**

12:45 Tromsø, Langnes  
 14:35 Oslo, Gardermoen

Prisregler [SAS Go](#)

**on 29 jan 2014**

13:55 Oslo, Gardermoen  
 15:45 Tromsø, Langnes

Prisregler [SAS Go](#)

**Hr Per Espen Stoknes**

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Telefon: +47 91595161  
 +47 91595161

**EuroBonus-poeng**

Medlemsnivå: Basic

**Opptjen 1 000 poeng**

per passasjer, hvorav 1 000 poeng er Grunnpoeng.  
 Grunnpoeng bidrar til å nå et høyere medlemsnivå.

Bookingklasse: E (utreise), K (hjemreise)

Lukk

**CHAT MED OSS**

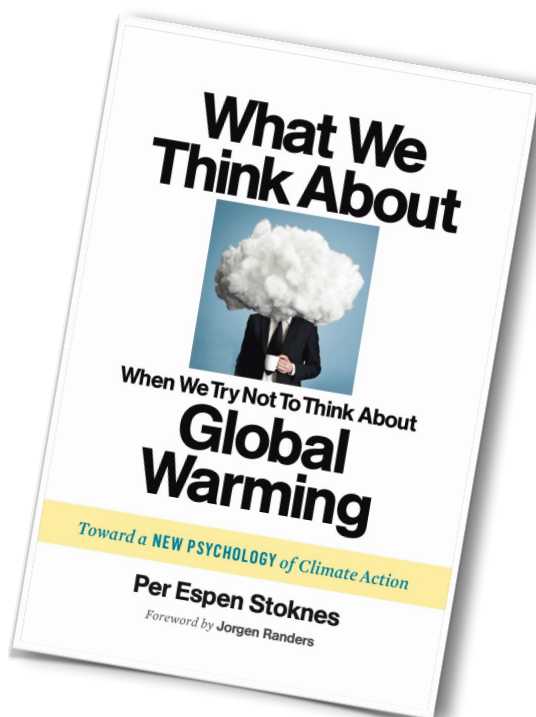
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# Conclusions:

## Are humans inevitably short-term?

1. Rational facts are insufficient to create lasting engagement
2. Psychological barriers weaken support for implementing solutions in wealthy democracies
3. Humans will act for the long-term when there are conducive conditions: social norms, supportive frames, simple actions, stories and signals
4. Promoting energy-efficient behaviors “spills over” into enhanced attitudes

Learn more about climate psychology?



on twitter: @estoknes