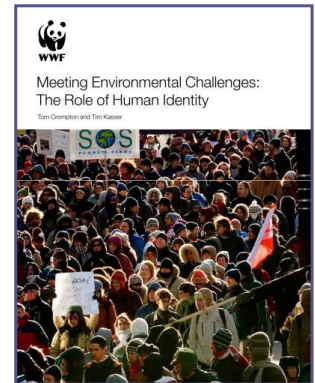


Ecology & Identity

Text

- *Meeting Environmental Challenges: The Role of Human Identity*
- Crompton & Kasser, 2009
- Published by World Wildlife Federation



Overview of Text

- Part I: Values
- Part II: Shifting values & Better coping
- Part II: Opportunities from Identity Campaigning

Intro

- Background
 - What major changes needed to limit global warming?
- Current Environmentalist Strategies
 - Make Business Case –growth, save \$, modernize
 - Change behavior – green consumption, drive less
- Basic strategy choice
 - Fix policies
 - Fix underlying values
- Reality of Electoral Politics
 - Voting values
 - Politicians set policy
 - Policy shapes behavior/outcomes

Intro (cont)

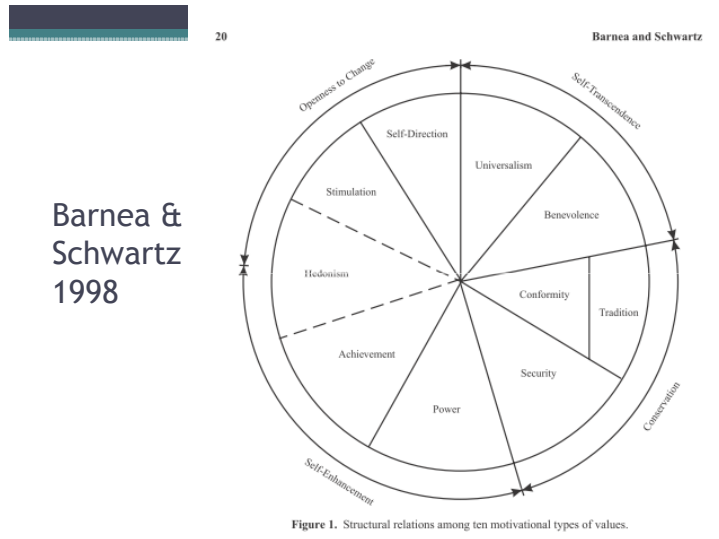
- Basic strategy choice
 - Fix policies
 - Fix underlying values
- Reality of Electoral Politics
 - Voting values
 - Politicians set policy
 - Policy shapes behavior/outcomes

Why resistance to identity approach?

- Anti-authority individualism
- Pluralistic, democratic ethos
- Cooptation from marketing
 - Conquest of cool – Thomas Frank
 - Corporations leverage moral sources
 - Bottled water
 - Nike
 - BMW
 - Lavish homes – “Gracious Living”

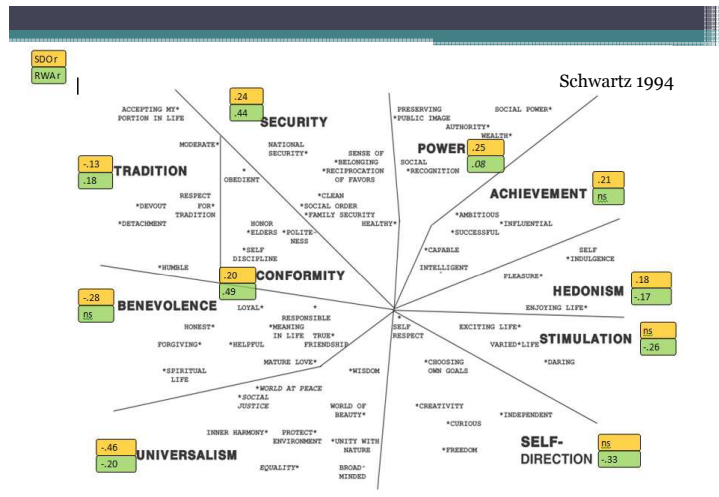
Ch1: Values & Life Goals

- Shalom **Schwartz** – Theory of Basic Human Values
 - Shalom Schwartz (2005); Schwartz & Boehnke (2004)
 - Values drive behaviors & attitudes (higher order)
- Cross-cultural evidence ~ 12 goals
- Theory of values (motivational goals)
- Specifies “dynamics of conflict and congruence”
- Ordered system of value priorities that characterize individuals (i.e., not a buffet)



Example of Ach/Power/Dom Goals

- **Social Dominance Orientation**
- **Pratto et al., 1994**
- **Sample items from scale...**
 - Some groups of people are simply inferior to other groups.
 - In getting what you want, it is sometimes necessary to use force against other groups.
 - It's OK if some groups have more of a chance in life than others.
 - Group equality should be our ideal. (R)
 - No one group should dominate in society. (R)



Values & Env. Impact

- Self-enhancing, extrinsic, materialistic, etc..
 - Schultz+ 2005 – consumers of nature – less concern
 - Brown & Kasser, 2005 – ecological footprint bigger
 - Timber game (Sheldon & McGregor (2000)
 - materialists less likely trees to at 25th bidding year
- Threat Research → Drives extrinsic values
- Values influence environmental behavior

Ch2: In vs. Outgroup

- Environmental identity
 - connectedness to nature as part of identity;
 - Opp. anthropocentrism (seeing humans as ingroup)
- Studies
 - Socially unacceptable described with animal words (Saucier 2003)
 - British names associated with human words, Foreign with animal names (Viki+ 2006)
- Animals as outgroup; Infrahumanisation
- Modernity changes attitude towards nature
 - (Thomas 1983)

Ch3: Fear & Threats

- Defense Mechanisms/Coping Strategies/Emot. Mgmt
 - Diversion: limit exposure, presentism, hedonism
 - Reinterpret Threat – relativization, deny guilt, projection
 - Indifference – apathy, resignation
 - Denigrate Out-group – negative attitude towards animals & natural world.
- MS makes people more negative towards nature
 - Less favorable toward “animal similarity” author
 - Forest management game (Kasser, Sheldon, 2000)
 - Evolution & MS study

Threats shift focus

- Sheldon & Kasser (2008)
 - Examined Extrinsic/Intrinsic Ratio after threats
 - Extrinsic: money, appearance, popularity
 - Intrinsic: growth, intimacy, community
 - Threats
 - Existential
 - Economic
 - Interpersonal
 - Threats shift person toward extrinsic

Psychological Identity - Part II - Identity Campaigning

- Review:
 - Values
 - In v. Out-group
 - Fears & Threats
- Today:
 - Ch 4: Shifting values
 - Ch 5: Reducing prejudice
 - Ch 6: Healthier coping

Ch 4. Shifting Values

- Better Environmental Messages
 - Target intrinsic values
 - Address corporate dominance – Maniates
- Better Policies
 - Reduce TV use
 - Reduce Meat consumption
 - Restrict advertising
- Encourage intrinsic and self-trans values
 - Social safety net
 - Simplicity circles (v. “Real Simple”)

(Ch. 4) Imagining Alternatives

- Alternatives:
 - Amish, swing dancing, European cities, buses, bicycles, Transit Oriented Development, College Campuses
- Inspirations?
 - Churches, City on a Hill, theatre, music, bookstores, cafe’s, nature trails/preserves, small towns, special neighborhoods – what inspires you?
- What would perfect alternative look like?
 - Low GHG emission with...
 - Better ...
 - Values, more meaningful life
 - City design, transportation
 - Work life, family life, community

Reducing Prejudice

- Contact hypothesis
- Inherent value (partner with animal welfare) ; Alien exercise
- Relationship between local ppl & nature
- Challenge meat message
- Empathy and egalitarianism
- Perspective taking; outdoor experience (nature contact)

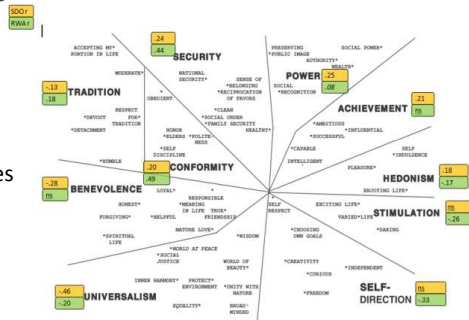
Ch 6. Healthier coping

- Expressing fears & loss; address death; greater sense of meaning in life
- Social support

Psychological Identity - Part III

Ch. 7 Four good things about identity campaigning

- **Key Debate:** Accept Values or Transform Values
- Review Schwartz Values Theory



Framing Issues

(to reflect/channel/change/challenge values)

- Framing:
 - Suggesting (often subtly) how to approach/think about an issue. (e.g., Glass half-full vs. half-empty)
- Framing for arguments
 - *The bottom line is students are our customers*
 - *We must save our natural resources vs. extended families*
 - *We are the 99% vs. Get a job!*
 - *Death tax vs. Estate tax*
 - *Taxes: Expenditures vs. Investment*
 - *Similar to priming: Threat vs. Opportunity Priming – Maze example*
- Cognitive campaigning
 - Systematic effort to change deep frames people use to evaluate and value the environment

Framing Example #1

Make 3 x 3 table; Calculate the following quickly:

$12 + 2 =$	$48/2 =$	$18 - 4 =$
$14 + 10 =$	$24 - 2 =$	$6 * 4 =$
$7 + 7 =$	$28 - 14 =$	$3 * 8 =$

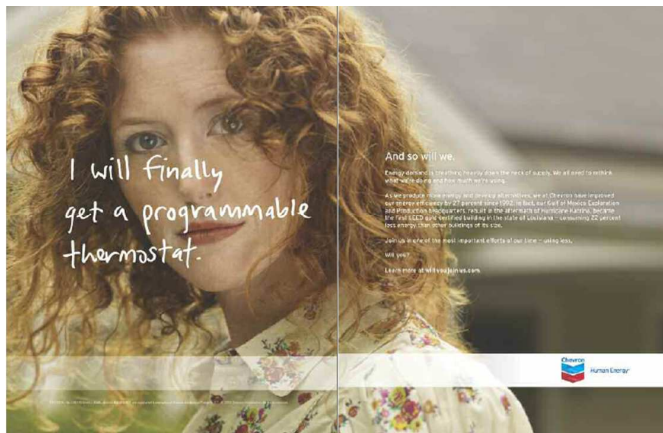
Name a vegetable: _____

Take away from carrots

- That was priming
- The math primed the number 14 and 24, which activated your “carrot/carat” associations
- Frames can be suggested unconsciously
- Hard to argue against

Framing Example #2: Chevron’s Ad Campaign

- What is Chevron’s Strategy?
- How is the environmental crisis framed?



Who's responsible for change?

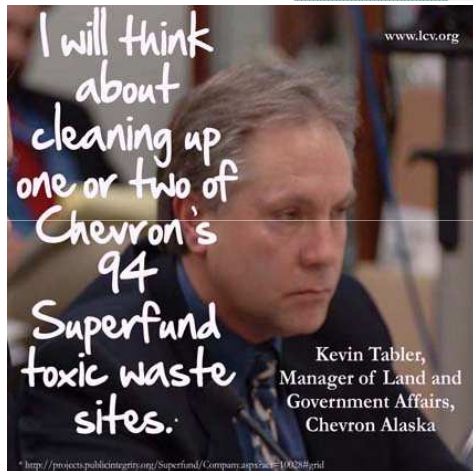


Parody From The League of Conservation Voters

<http://www.lcv.org/newsroom/press-releases/i-will-point-out-hypocrisy.html>

...And the Parody...



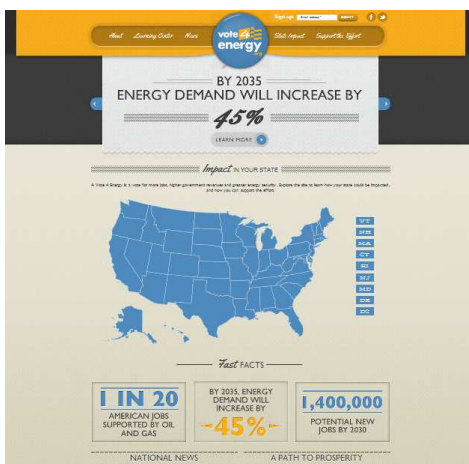


Framing #3: Vote4Energy

- From the American Petroleum Institute
- (What's the frame suggested by that name)
- How many frames you can identify in the following?



- The Website



The Vote4Energy commercial...



Framing Example #4

- From "Thank you for smoking"
- Cigarette Lobbyist
- Explaining job to son
- How does Big Tobacco justify deadly products?

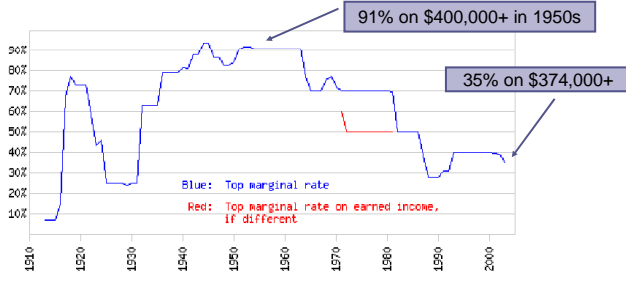


Exercise: Should the rich be taxed more?

- What marginal tax rate should apply to income over \$300,000? Assume everyone pays 30% on first \$299,999.
 - 15%
 - 30%
 - 50%
 - 70%
 - 90%
- What marginal tax rate was there in the 1950s?

Marginal Tax Rates, Then & Now

This graph is a plot of year (first column in the table) against the corresponding top marginal rate (second column in the table) (in blue). Where the top marginal rate on earned income differs (1971-1981), it is also plotted (in red).



Framing Example #5: Conservative Think Tanks

Taxes! – Huge influence on perception of taxes

Taxes -- What do you think of?

Regulations!

Deficit! (vs. Jobs Now)

Education: private or public good? Who should pay?

Free market vs. Big Government

Framing Example #6: MLK Speech

- I have a dream today. I have a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places plains, and the crooked places will be made straight, and before the Lord will be revealed, and all flesh shall see it together....
- I have a dream today. I have a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places plains, and the crooked places will be made straight,
- And I say to you today my friends, let freedom ring. From the prodigious hilltops of New Hampshire, let freedom ring. From the mighty mountains of New York, let freedom ring. From the mighty Alleghenies of Pennsylvania!



MLK...

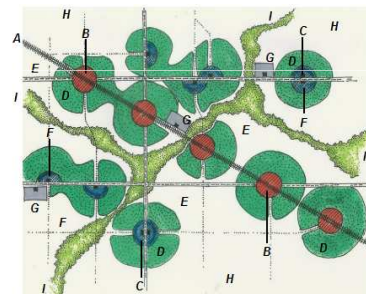
- Let freedom ring from the snow capped Rockies of **Colorado!**
- Let freedom ring from the curvaceous slopes of **California!**
- But not only there; let freedom ring from the Stone Mountain of **Georgia!**
- Let freedom ring from Lookout Mountain in **Tennessee!**
- Let freedom ring from every hill and molehill in **Mississippi.** From every mountainside, let freedom ring.
- .. we will be able to speed up that day when all of God's children, black men and white men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and **sing in the words of the old Negro spiritual, "Free at last! Free at last! Thank God almighty, we're free at last!"**

MLK Take away

- Biblical allusions
- Shared American dream
- Geographical framing
- Goal: Build coalition through allusions to shared references (not just a Southern black-white thing)

Application #1: Cog Campaign for City Redesign

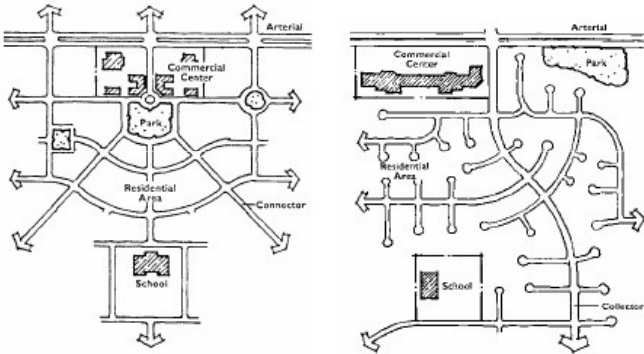
- Transit Oriented Development (TOD)
- Goal: Drastic decrease in car use



Basic Components for the TOD

- A Trunk Line - (Rail or Express Bus)
- B Urban TOD
- C TND - Neighborhood TOD
- D Secondary Area
- E Existing Uses
- F Transit Stop
- G Park and Ride
- H Other Uses
- I Open Space (Environmentally Sensitive)

Application #1: Cog Campaign for City Redesign



Application #1: Cog Campaign for City Redesign

- Want to Promote
 - Public Transportation
 - Density
 - Transit Oriented Development
- What themes might work?
 - Village charm with urban amenities
 - Mainstreet values
 - Public transportation = Freedom

Application #2: Cog Campaign for Clean Energy

- Possibilities
 - The Energy Adventure
 - The New Frontier
 - Tar oil and gas as dirty, old fashion (counter example: Solyndra)
- Side-note: "Climate Hawks"



Caveat on Values Driving Behaviors

1. Attitudes often don't dictate behaviors
 - Preaching on the Good Samaritan
2. Change behaviors → Change attitudes

Ch. 8 Beyond the environment: opportunities for new coalitions

- Rethink and reimage identity/focus – beyond environment
- 1. Third sector campaigns
 - Find and cultivate overlapping interests
 - E.g. – restricting ads to kids
 - Which groups interested?
- 2. Infrastructure campaigns
 - Business friendly
 - Developers, unions, construction

Alternatives to Cognitive Campaigns: Market Based or Behavioral Campaigns

Example #1: Thermostat Redesign

- Technological/Behavioral intervention
- Human factors (design) focused
- Appeals to current values (save \$)
- Can have sizeable impact
- Sample slides....



Thermostat Redesign

How we got here...



WHY THERMOSTATS?

The average US single-family home spends
\$2,200 on their energy bills

46% of that bill
is spent on heating and cooling

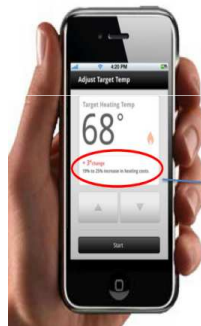
UNFORTUNATELY, MOST THERMOSTATS SUCK

The good old days of ther

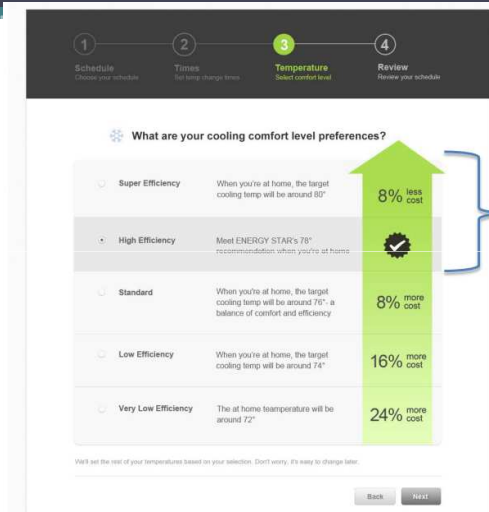
Much better, right?



The Mercury Smart Thermostat Platform



+3° change
19% to 25% increase
in heating costs



85% of people
choose high, or
super efficiency

Every 100k thermostats generate:

1.7 billion check-ins

1.1 billion temperature readings

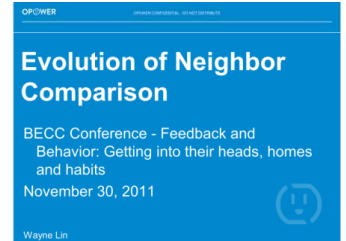
895 million relay logs

80 million runtime logs

= 5.3 billion datapoints per month

Market/Behavioral Campaign

- Example #2: Community Campaign on Energy Use
- Provide comparison data on energy use
- Make more relevant
- Friendly competition
- Goal setting theory:
 - Specific, difficult goals
 - Feedback
 - Commitment



Bill provides comparisons...



Behavioral Science

1 Identity



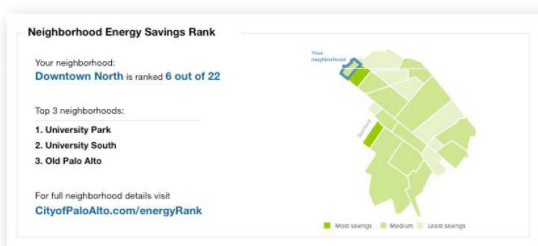
2 Social Norms



3 Salience



Neighborhoods



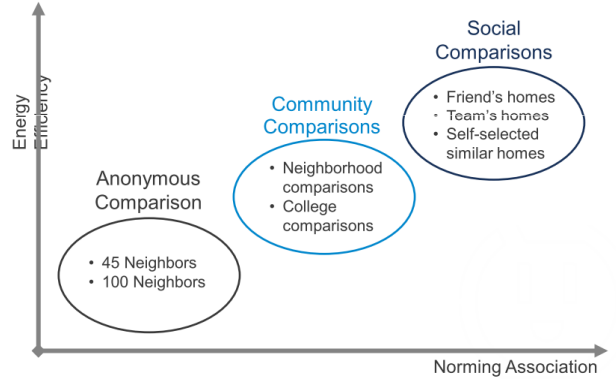
Groups



Friends



Increasing relevance, increasing engagement



Driving energy efficiency

Real people

Your neighborhood

Your communities

Your friends

Take away on what campaigns best ?

- Room for Both
 - 1. Identity/Values Campaigning (Crompton & Kasser)
 - 2. Work with current norms (last two examples)
 - (maybe shift subtly over time)
 - Changing behaviors → Changing awareness → C. identity