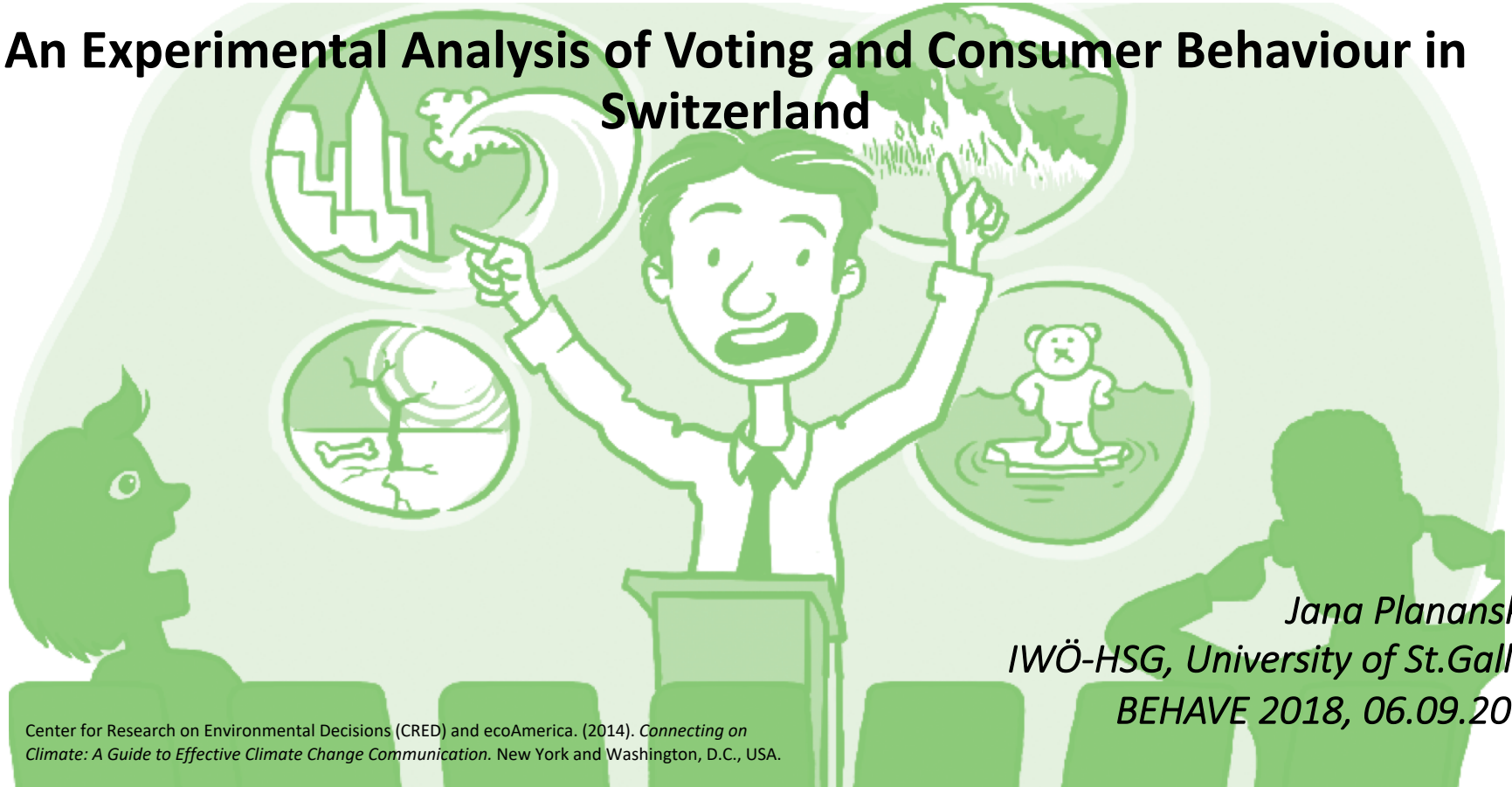


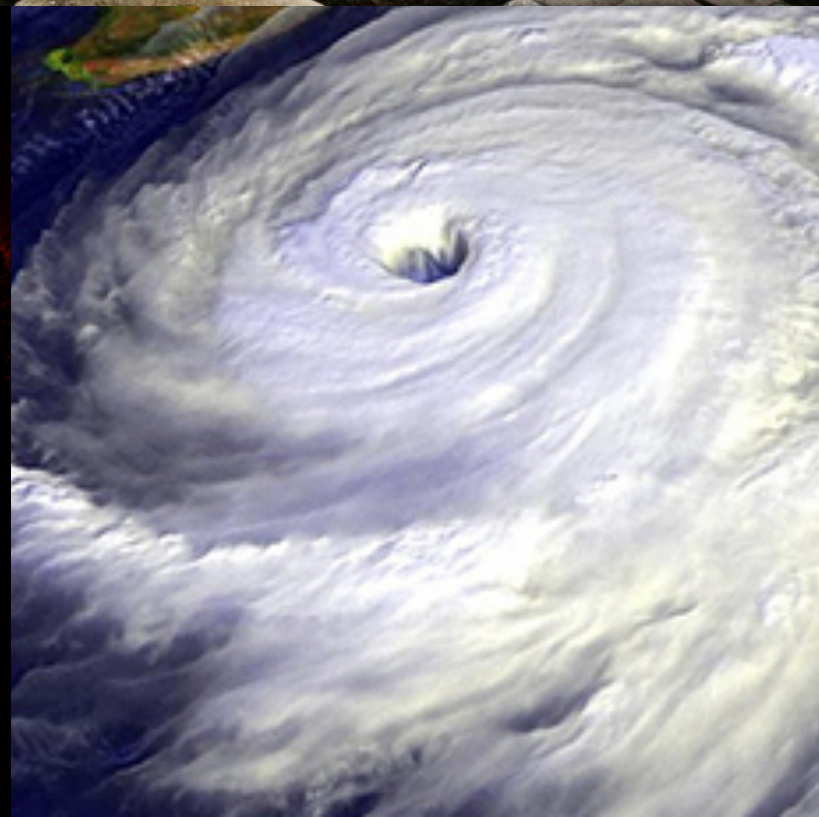


Tailoring Climate Change Communication to Female Target Groups

**An Experimental Analysis of Voting and Consumer Behaviour in
Switzerland**



*Jana Plananska,
IWÖ-HSG, University of St.Gallen
BEHAVE 2018, 06.09.2018*



News > UK > Home News

UK weather: Summer of 2018 to be recorded as hottest of all time in England

Warmest mean temperature ever seen in England is poised to beat record set in 1976

Adam Forrest | @adamtomforrest | 8 hours ago |  10 comments



<https://www.independent.co.uk/news/uk/home-news/uk-weather-latest-news-2018-record-breaking-summer-heatwave-england-a8519311.html>

(last access September 2 2018)

Scorching Summer in Europe Signals Long-Term Climate Changes



People trying to cool down in the Trocadero Fountain in front of the Eiffel Tower in Paris.
Ludovic Marin/Agence France-Presse — Getty Images

Melting sea ice would cause sea levels to rise by 'hair's breadth'

Melting icebergs are causing sea levels to rise, scientists have discovered, but only by a hair's breadth every year.



Melting sea ice will cause sea levels to rise as well as affecting wildlife like polar bears. Photo: PA

Earth News

News » UK News »
Earth »
Environment »
Louise Gray »

In Earth News



Lions attacked by
swarm of bees

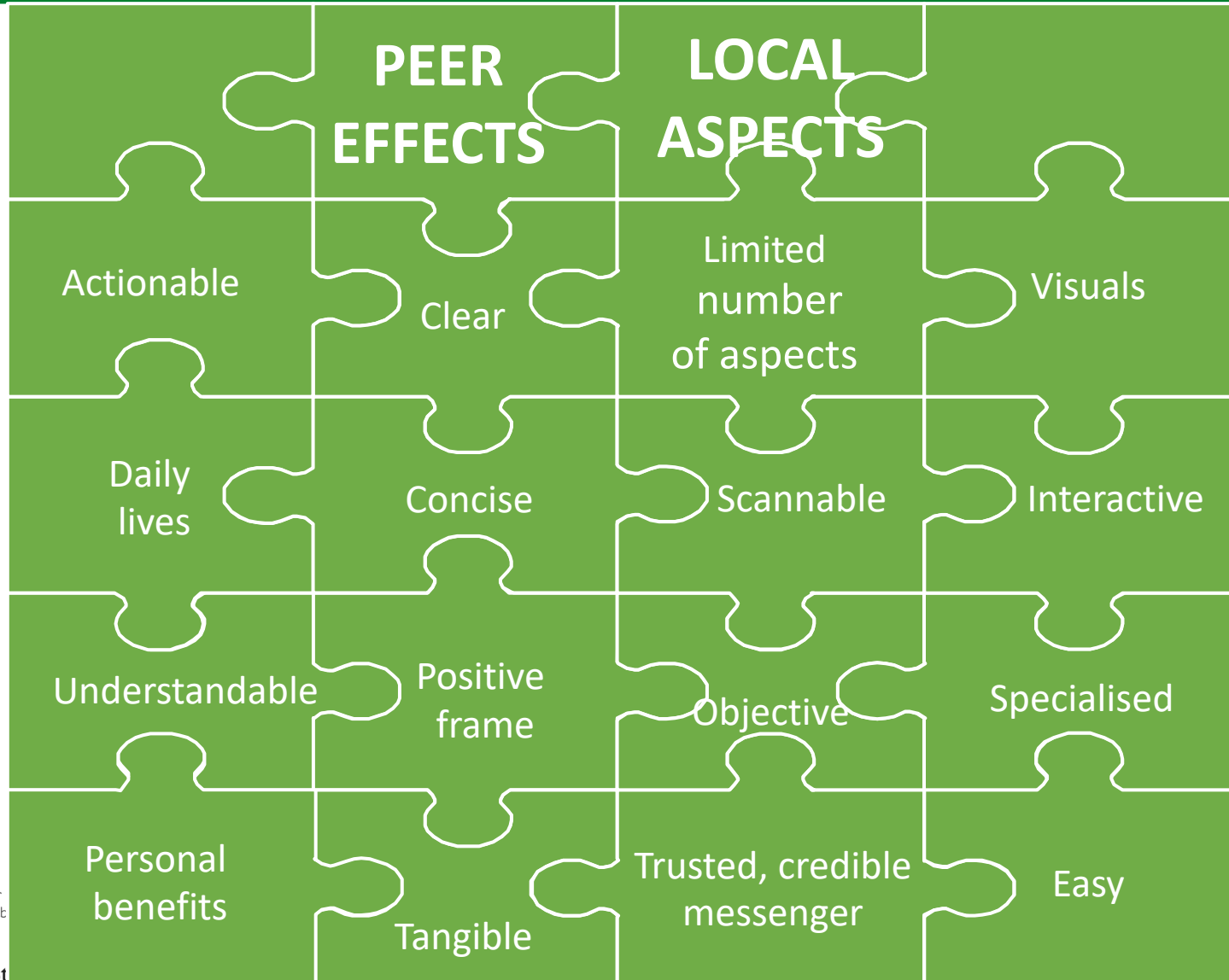


Ad

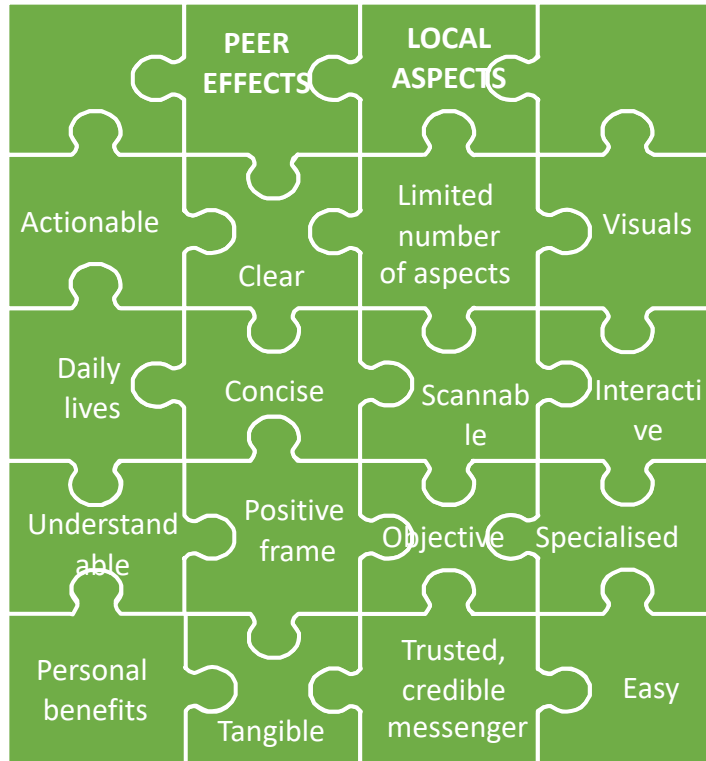
RESEARCH QUESTION

**What aspects should the communication strategy have to
motivate pro-environmental action?**

Aspects of a successful online communication strategy



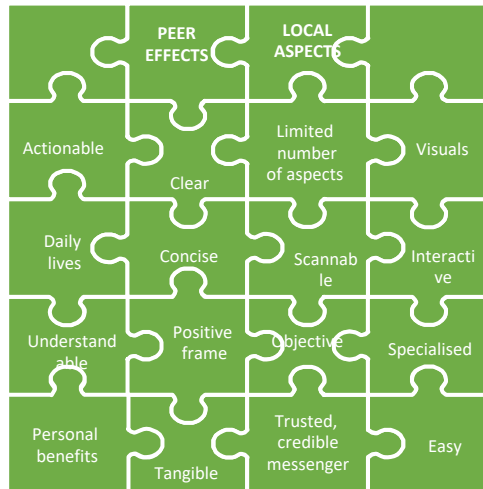
Conflict



X



Conflict



X

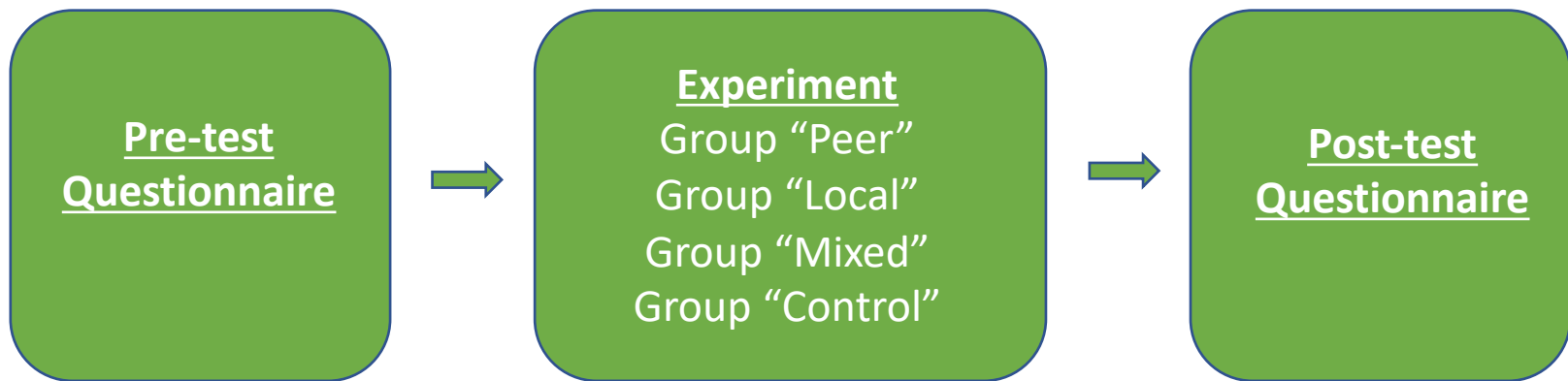


Experimental questions:

1. Is a more complex or a rather concise strategy more effective?
2. Which aspects prove more effective: peer effects, local aspects or their combination?



3-stage experiment



IV: Communication strategy

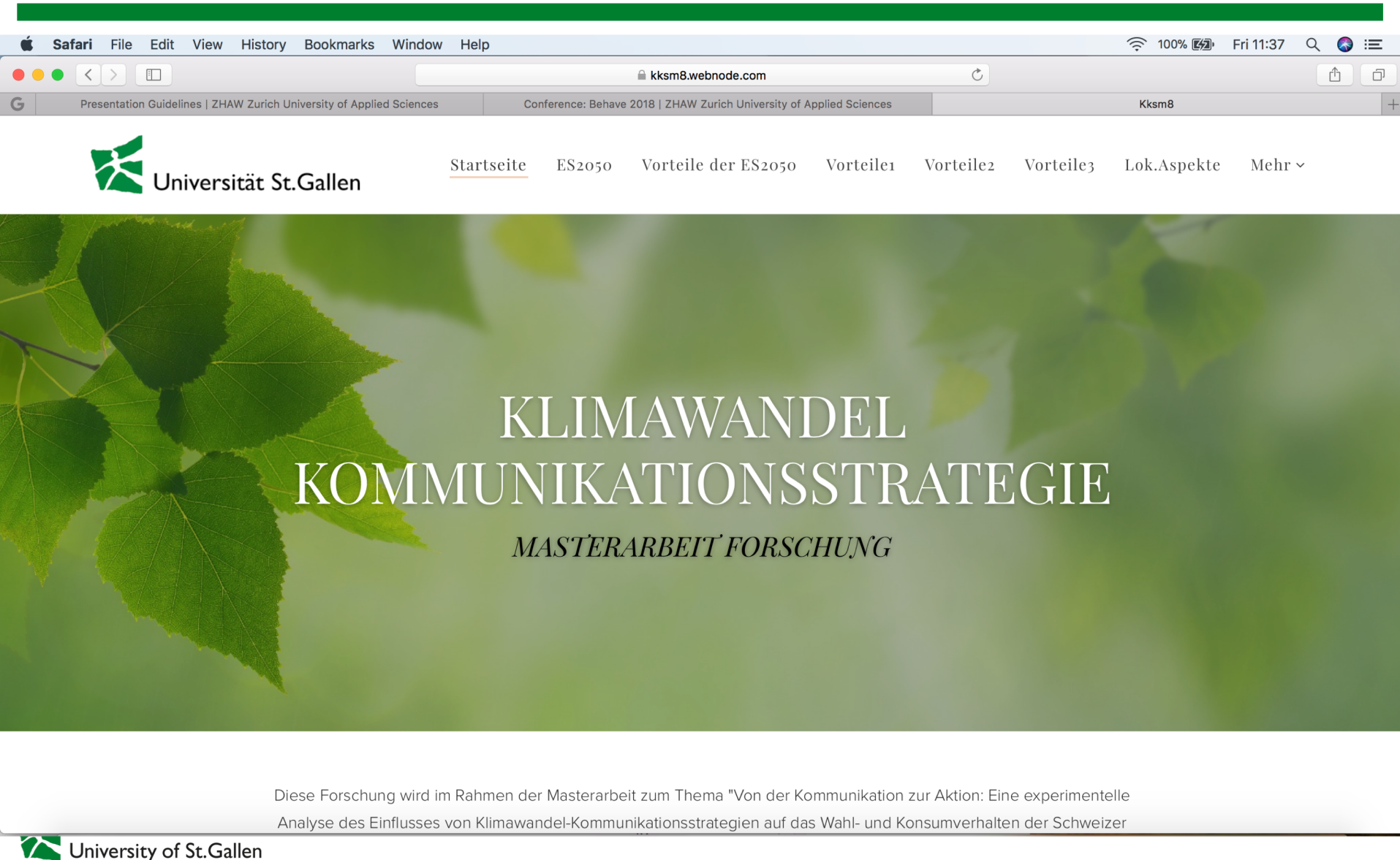
DV1: Decisions in the transport sector

DV2: Individual decisions in energy sector

DV3: Voting behavior – Energy Strategy 2050 (Energiestrategie 2050)

Target group: Female target group (students)

Website



Website



Um fortzufahren wählen Sie bitte den Ihrer Meinung nach wichtigsten Vorteil aus.



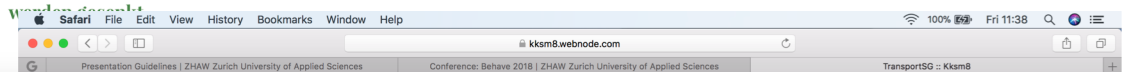
Gesundheit unserer Kinder
wird gestärkt



Schweizerische
Lebensmittelqualität wird
verbessert

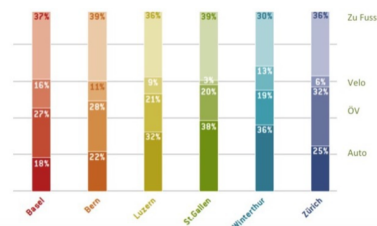
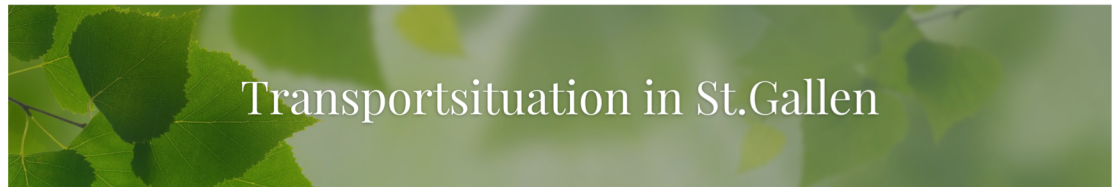


Risiken für unser Land



Universität St.Gallen

Startseite ES2050 Vorteile der ES2050 Vorteile1 Vorteile2 Vorteile3 Lok.Aspekte Mehr ▾



Im Vergleich zu anderen Städten des "Städtenetzwerks Verkehr" hat St. Gallen den grössten Anteil an Autoverkehr, den kleinsten Anteil an Veloverkehr und den zweitkleinsten Anteil an öffentlichem Verkehr (Daten von 2010).

Das Energiekonzept 2050 der Stadt St. Gallen strebt an den Anteil des öffentlichen Verkehrs von 20 auf 30 Prozent zu steigern und den Fuss- und Veloverkehr zu verdoppeln.

Können Sie persönlich einen Beitrag zu den Anstrengungen der Stadt St. Gallen leisten und dadurch die Position der Stadt im Bundesvergleich zu verbessern sowie die

Good Energies Chair for
Management of Renewable Energies



University of St.Gallen

Eye-tracking device

Energiestrategie 2050

Energiestrategie 2050

Unsere Energieversorgung ist von der Energieversorgung abhängig, die sich in den kommenden Jahren ändern wird. Die Energieversorgung ist ein zentraler Bestandteil der deutschen Wirtschaft und hat einen erheblichen Einfluss auf die Umwelt. Die Energieversorgung ist ein zentraler Bestandteil der deutschen Wirtschaft und hat einen erheblichen Einfluss auf die Umwelt. Die Energieversorgung ist ein zentraler Bestandteil der deutschen Wirtschaft und hat einen erheblichen Einfluss auf die Umwelt.

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Energieeffizienz

Die Energieeffizienz ist ein zentraler Bestandteil der deutschen Wirtschaft und hat einen erheblichen Einfluss auf die Umwelt. Die Energieeffizienz ist ein zentraler Bestandteil der deutschen Wirtschaft und hat einen erheblichen Einfluss auf die Umwelt. Die Energieeffizienz ist ein zentraler Bestandteil der deutschen Wirtschaft und hat einen erheblichen Einfluss auf die Umwelt.

Erneuerbare Energie

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Kernkraftwerke

Kernkraftwerke dürfen nur solange betrieben werden, bis der Bau neuer Kernkraftwerke abgeschlossen ist. Die Kernkraftwerke dürfen nur solange betrieben werden, bis der Bau neuer Kernkraftwerke abgeschlossen ist. Die Kernkraftwerke dürfen nur solange betrieben werden, bis der Bau neuer Kernkraftwerke abgeschlossen ist.

Energieeffizienz und

Die Energieeffizienz ist ein zentraler Bestandteil der deutschen Wirtschaft und hat einen erheblichen Einfluss auf die Umwelt. Die Energieeffizienz ist ein zentraler Bestandteil der deutschen Wirtschaft und hat einen erheblichen Einfluss auf die Umwelt. Die Energieeffizienz ist ein zentraler Bestandteil der deutschen Wirtschaft und hat einen erheblichen Einfluss auf die Umwelt.

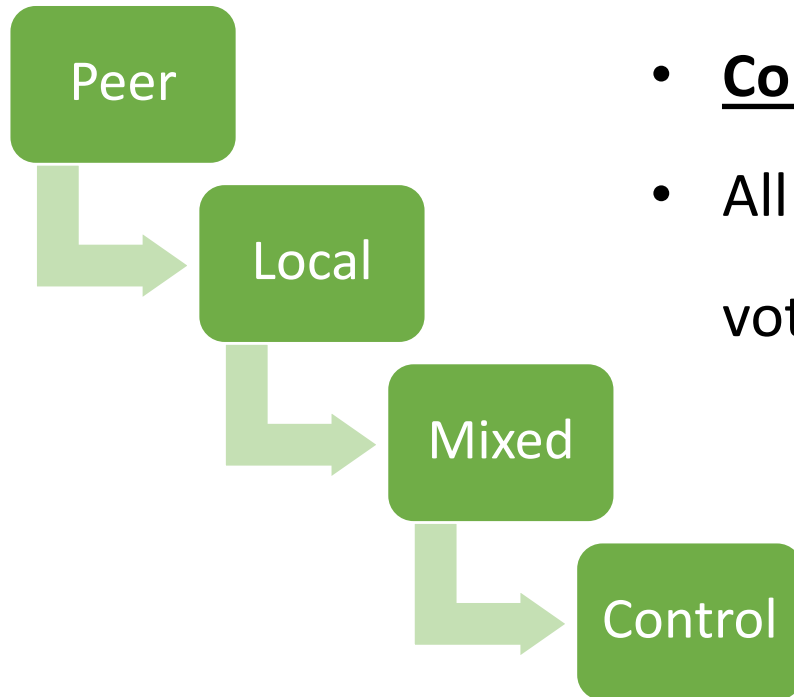
Erneuerbare Energie

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Results



- **Concise - Peer effects**
- All 3 DV: Transport, energy sector and voting behavior

= measured both among-groups and across-time

- **General aspects of communication strategy – confirmed**

Why peer effects?

1. The most concise

Strategy	Time (min)
Peer effects	5.84
Local aspects	7.90
Mixed	8.75

Why peer effects?

2. Matched female values

	Dominant value	Protection of environment is important because:	It is important for me:
Female	Care/ Prevent harm	1. It saves and assures resources for future generations 2. By that nature and animal species are protected	1. Live a meaningful live 2. Have a good work-life balance
Male	Frugality/ Responsibility	1. It saves and assures resources for future generations 2. It delivers clean air and fruitful soil that assures higher quality of food	1. To assure economic stability and a high quality of life

Why peer effects?

3. Female: Pictures and statements involving people



Conclusions and further outlook

- **Contribution to the ongoing scientific debate**
 - Concise – peer effect based strategies – the most effective
- **Further research**
 - Differentiated framing – within the peer effect based strategy
- **Application in practice**
 - Any communicator – motivate pro-environmental action

Thank you!

Any questions?



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Center for Research on Environmental Decisions (CRED) and ecoAmerica. (2014). *Connecting on Climate: A Guide to Effective Climate Change Communication*. New York and Washington, D.C., USA.

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