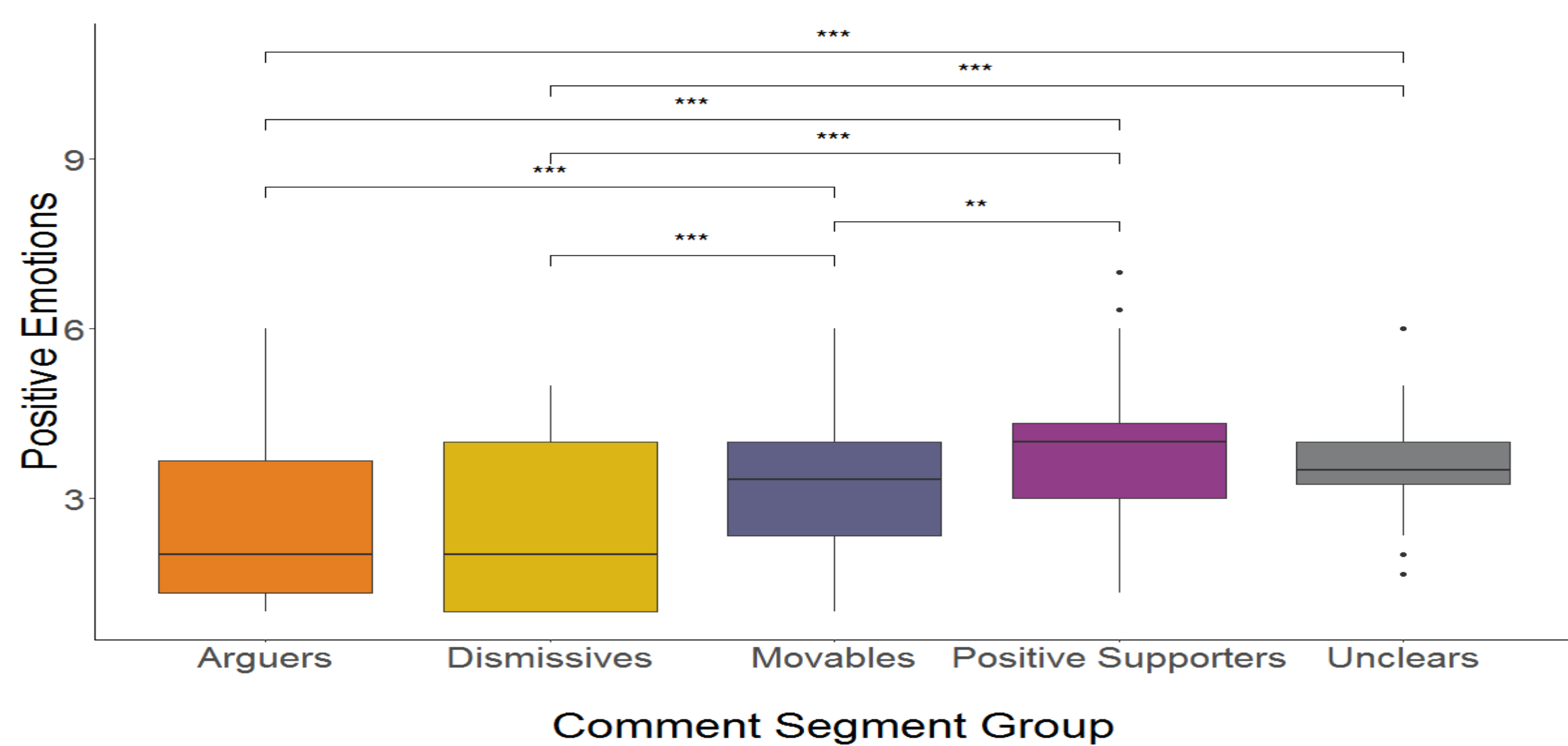


From eating plants to smaller families, strong reactions to low-carbon behaviors

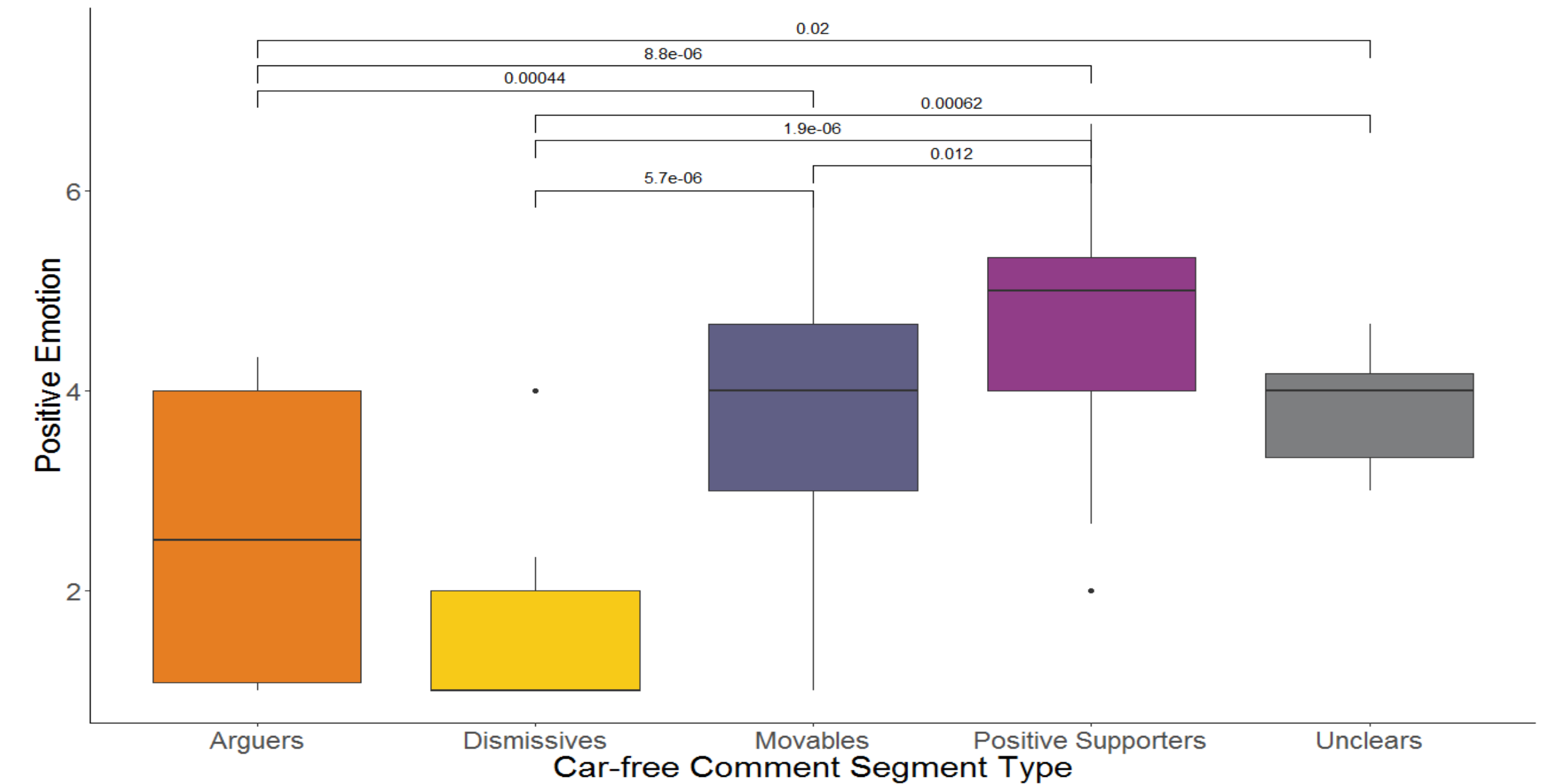
PRESENTER: **Katilyn Mascatelli, Ph.D.** k.mascatelli@phipps.conservatory.org
 CO-AUTHOR: **Sarah States, Ph.D.** sstates@phipps.conservatory.org

INTRO: Common advice for individuals looking to reduce their carbon footprint does not include the most impactful individual actions, which are having one fewer child, living car-free, and eating a plant-based diet (Wynes & Nicholas, 2017). Reactions to these suggested actions are examined.

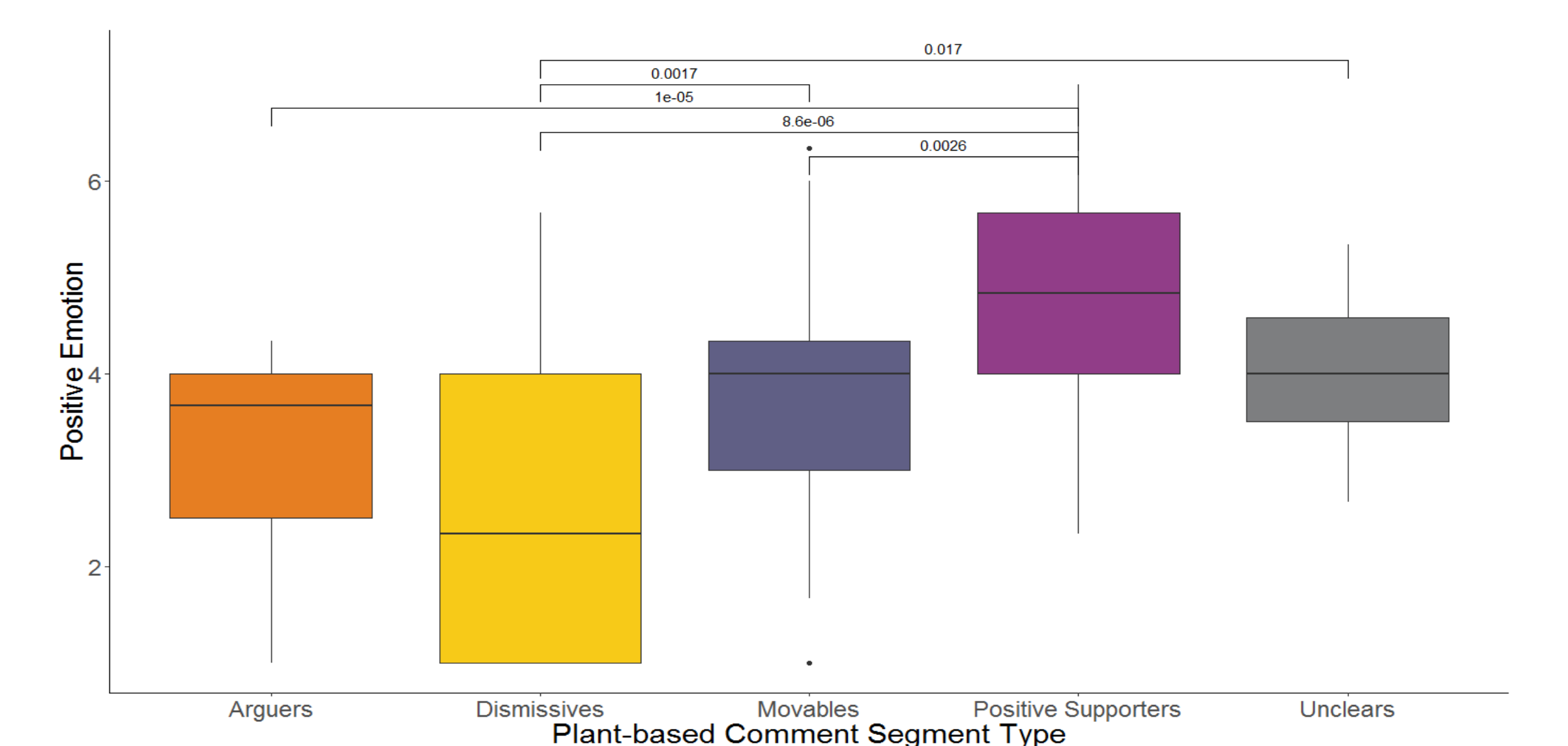
RESULTS:
Differences in Positive Emotion by Group
Positive Reactions to One Fewer Child



Positive Reactions to Living Car-free



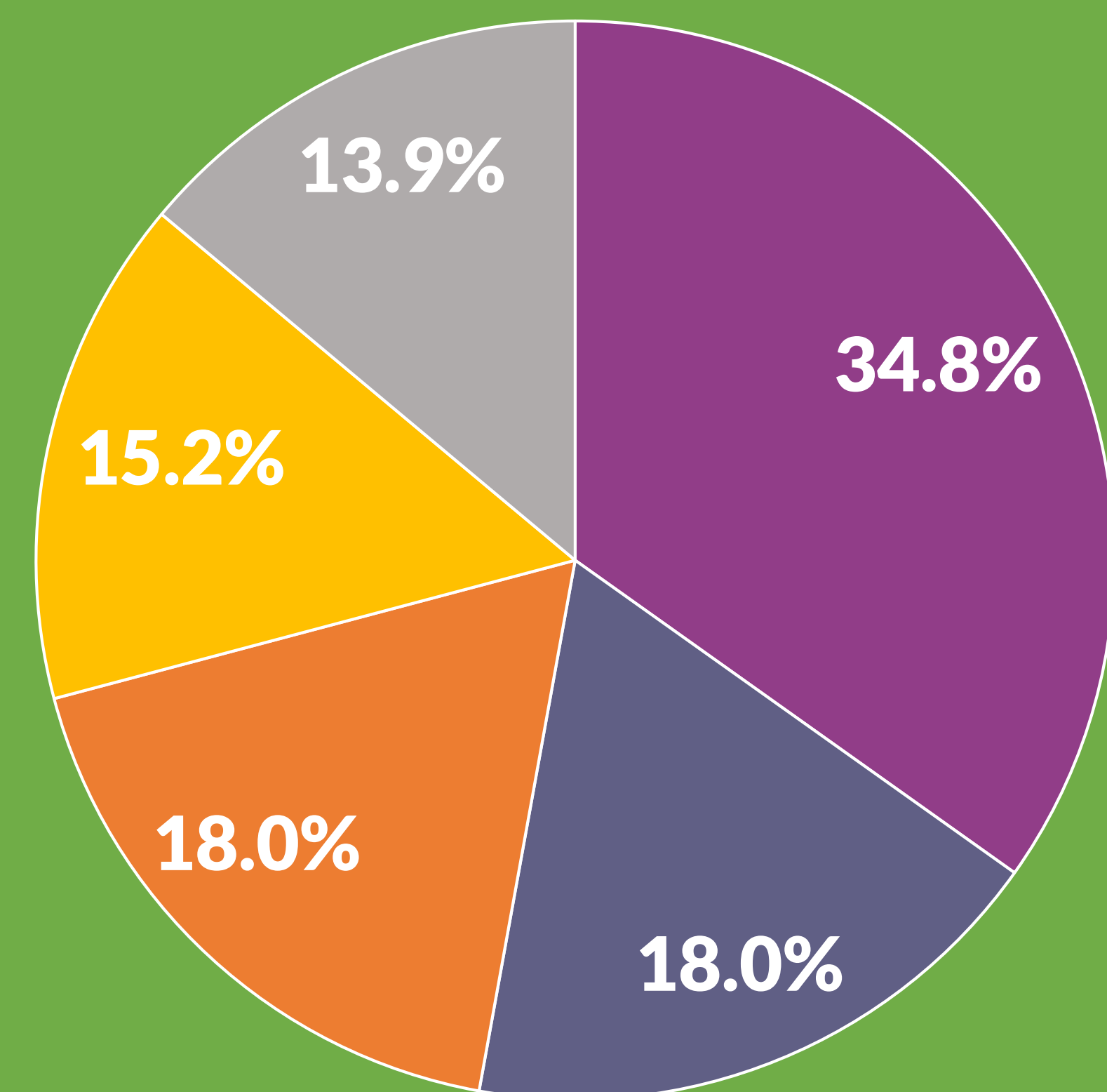
Positive Reactions to a Plant-based Diet



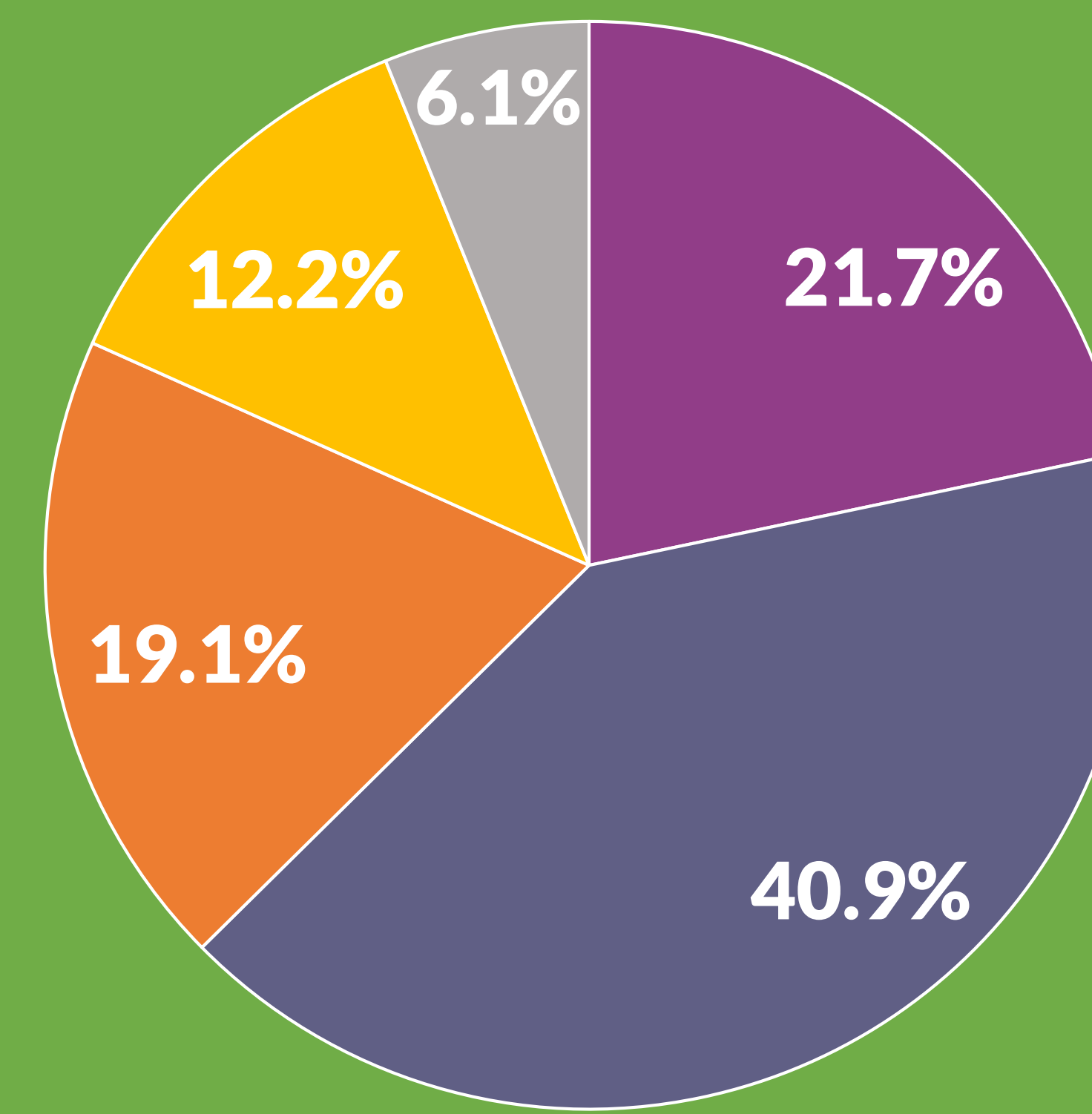
Differences in Climate Concern by Group

- The most climate concern was found among "Supporters" of one fewer child and "Supporters", "Movables", and "Unclears" of car-free and plant-based commenters
- Across all actions, those who were "Arguers" or "Dismissives" had the lowest levels of climate concern.

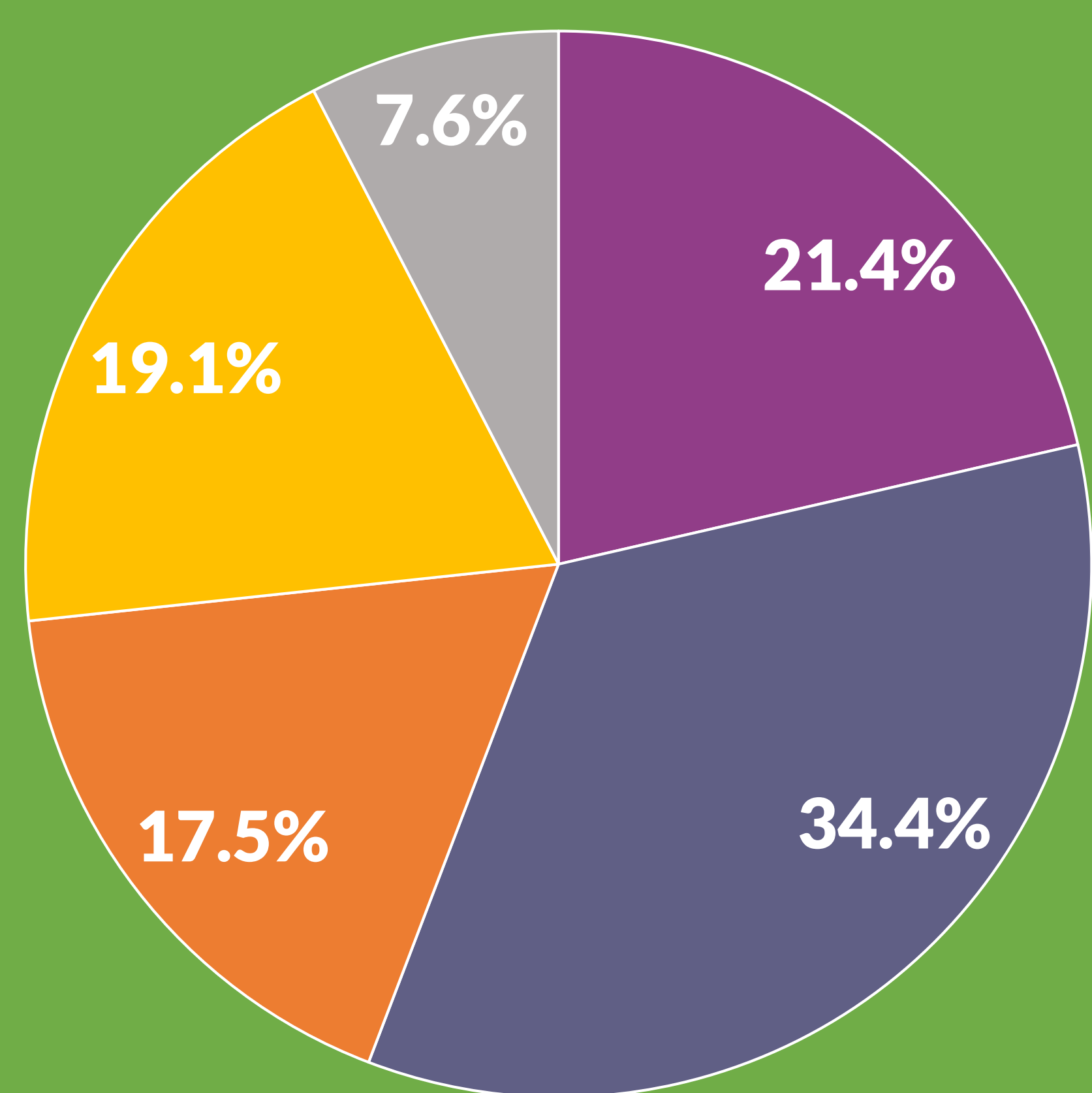
Americans vary in their responses toward high-impact low-carbon behaviors



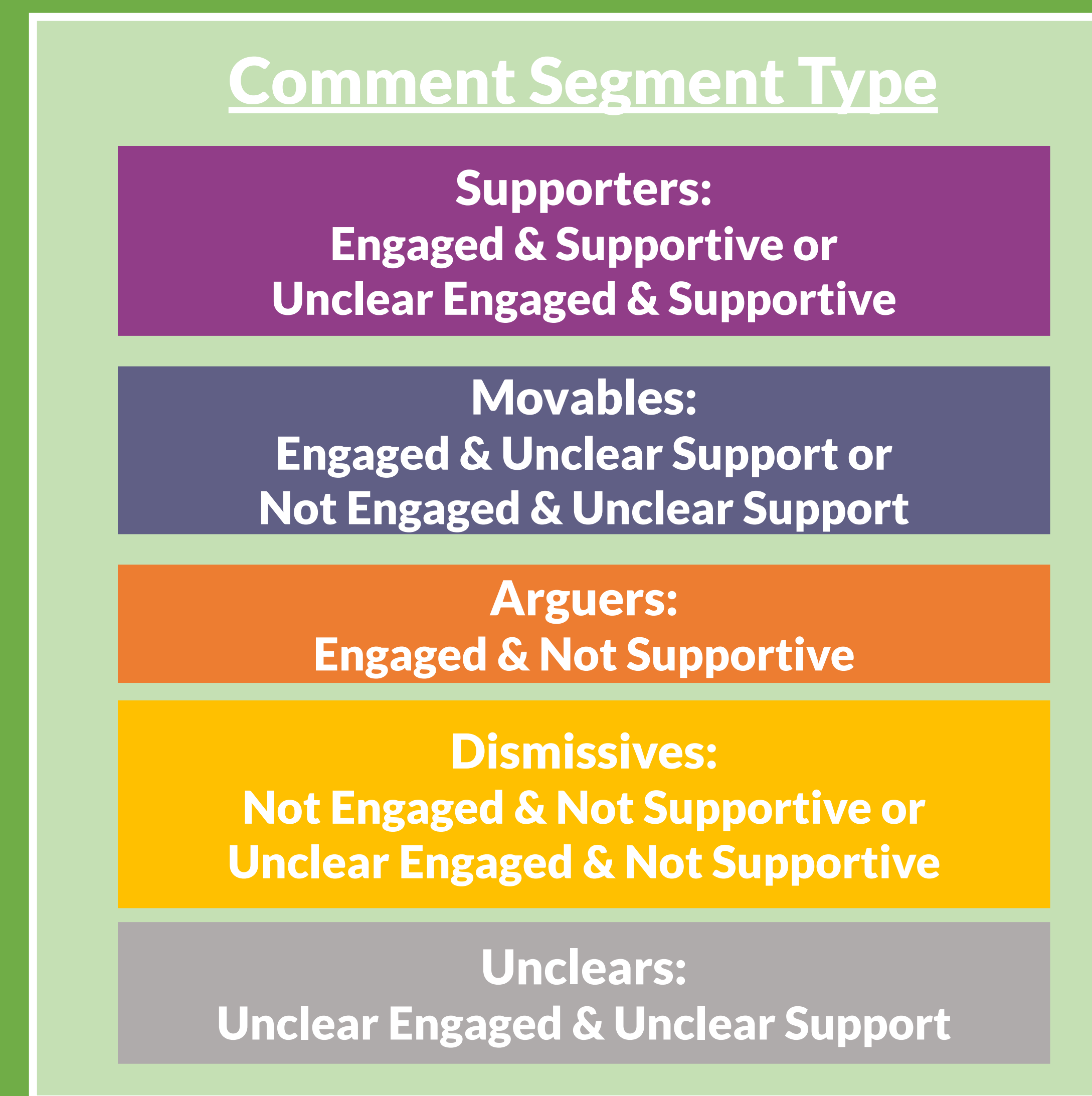
One Fewer Child Comments
(n = 356)



Living Car-free Comments
(n = 115)



Plant-based Diet Comments
(n = 131)



CONCLUSIONS:

- Messaging around personal carbon-saving actions must take into account audience engagement and supportiveness as they relate to positive and negative emotional responses to the actions.
- Climate concern is lowest among those who are not supportive of the actions, regardless of engagement with the topic

METHODS:

- Participants: 382 Americans took an online survey via SurveyMonkey Audience.
- Procedure: Respondents read about a peer-reviewed article outlining the carbon savings from having one fewer child, living car-free, and eating a plant-based diet.
- Outcomes: Written comments about each action and positive/negative emotional reactions were collected. Other: Demographics and concern for climate change.

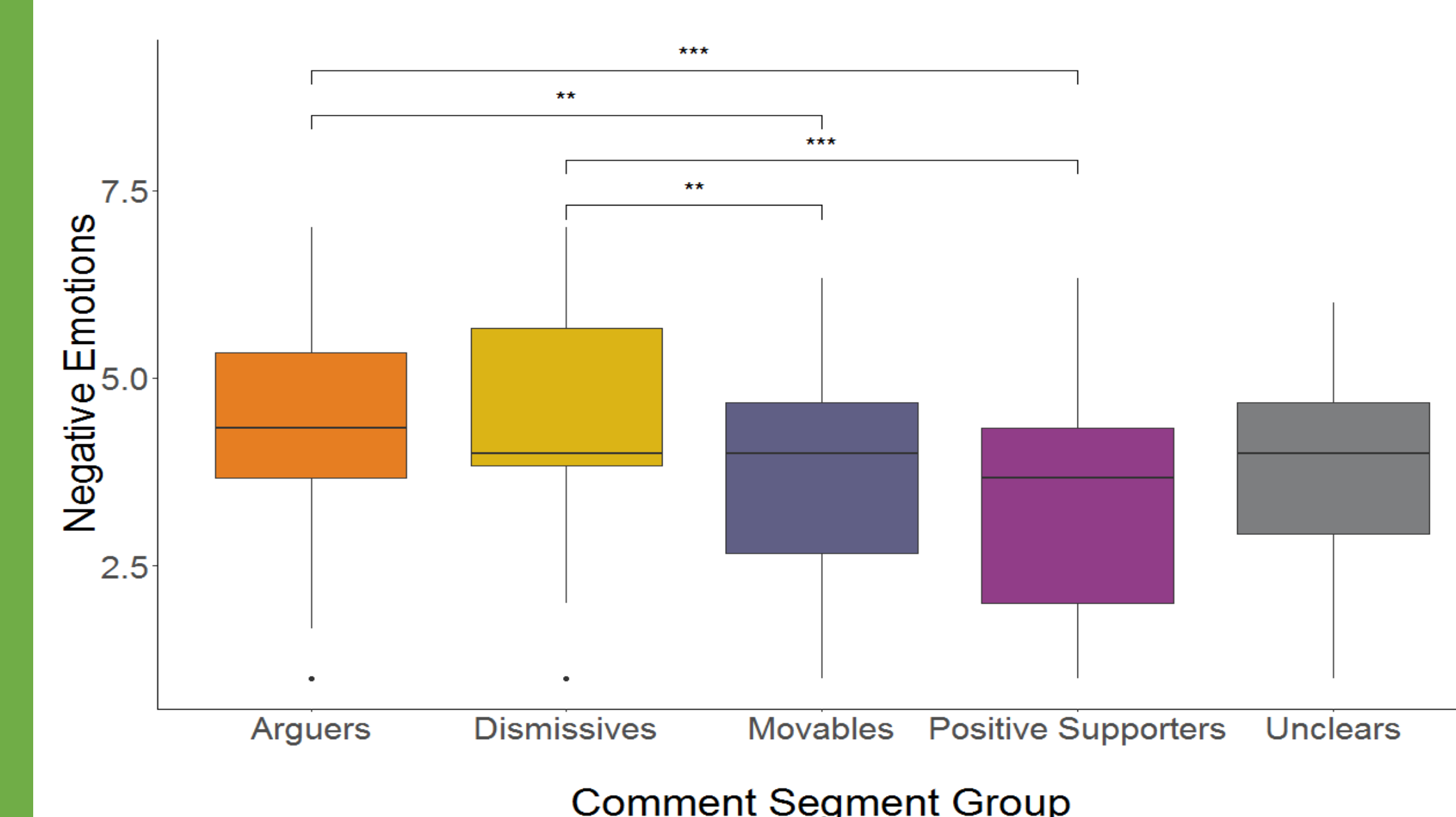
Comment Analysis

- Comments were rated along two primary dimensions:
 - Supportiveness (supportive, not supportive, unclear)
 - Engagement (engaged, not engaged, unclear)
- See "Comment Segment Type" box for segments.

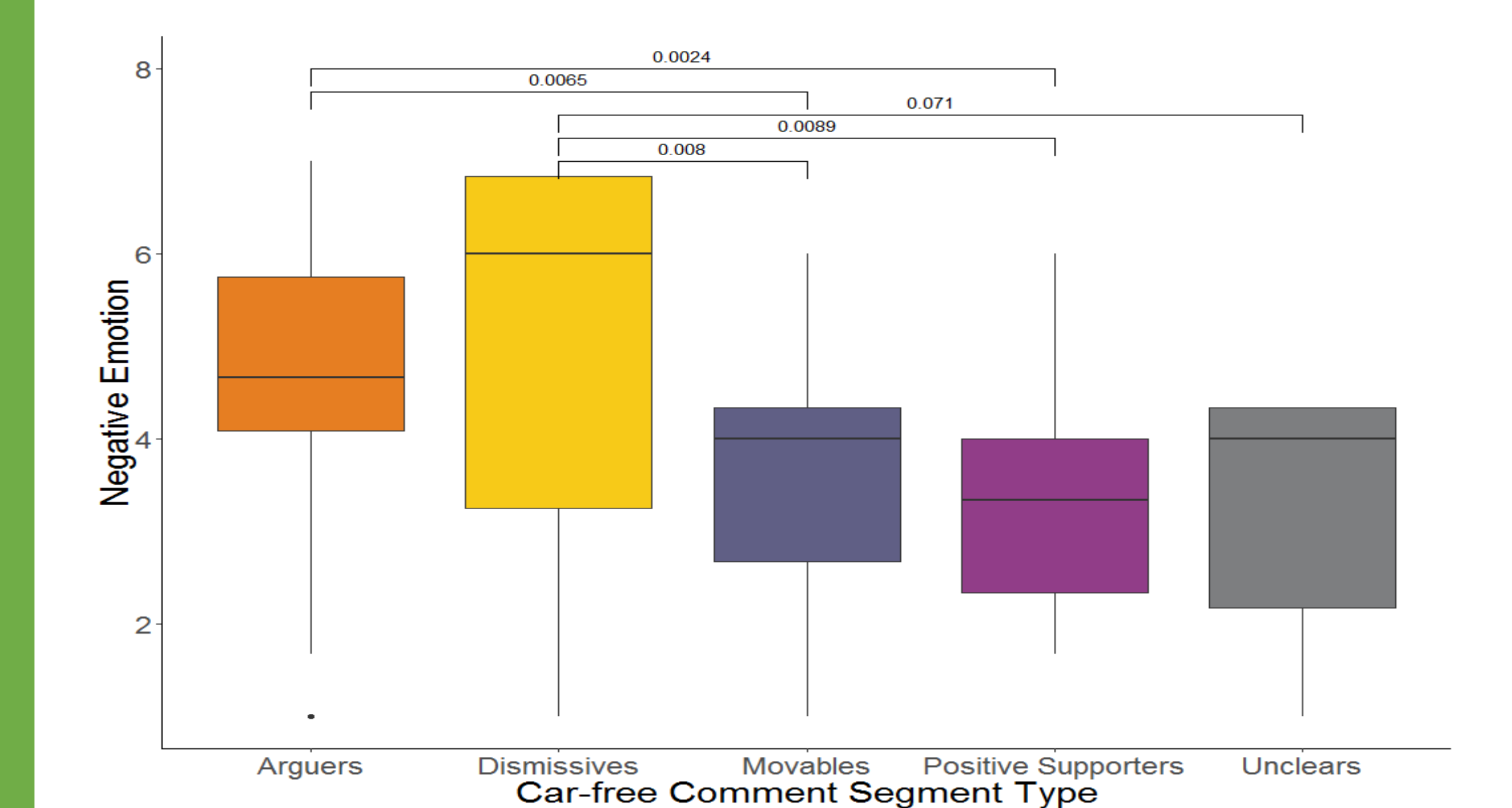
RESULTS (cont.):

Differences in Negative Emotions by Group

Negative Reactions to One Fewer Child



Negative Reactions to Living Car-free



Negative Reactions to a Plant-based Diet

