



DecarboNet



The Open  
University



Knowledge Media Institute

# YOUR BEHAVIOUR AND POSITION TOWARDS CLIMATE CHANGE

ONLINE SURVEY RESULTS

NOV 2014



CAPS

EC Project  
257859

[www.decarbonet.eu](http://www.decarbonet.eu)

# CONTENT

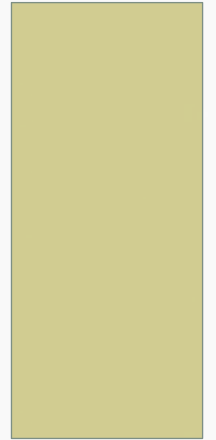


- Methodology
- Key Findings
- Results
  - Participants' profile
  - Energy consumption
  - Social media and Climate change
  - Pro-environmental behaviour



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# METHODOLOGY



# GOALS



Identify among Internet users:

- Current position towards
  - Tackling climate change
  - Energy conservation
- The role of social media to tackle climate change
  - As a source of information
  - Topics of interest
  - What people would share
    - Analysis according to the 5 Doors Theory of Change
      - Theory to promote behaviour change

# DISSEMINATION AND SAMPLE

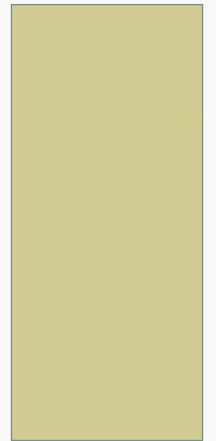


- Responses collected in September and October/2014
- 212 participants
- Promoted on
  - Twitter and Facebook of project members: 32 responses
  - LinkedIn: 15 responses
  - Intranets and mailing list: 159 responses
- **The sample does not statistically represent UK or European Society**
  - Targeted people potentially reached by DecarboNet online tools



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# KEY FINDINGS



# CLIMATE CHANGE AND ENERGY CONSUMPTION PERCEPTION



- Favourable scenario
  - Around 80% of **participants** stated being **concerned** with climate change (3 or above on a 1-5 scale)
    - European countries' participants showed the highest level of concern
  - 78% understands the importance of reducing individual energy consumption to tackle climate change
- The main interest in monitoring energy is **learning about the consumption of appliances individually**
- **Hints** on how to preserve the environment and save energy were considered the most interesting topic to be discussed

# SOCIAL MEDIA USAGE



- Users that post on **Facebook** are more than double of users that post on Twitter
  - Facebook is more personal than Twitter
- Social media is still not considered one of the main sources of information on climate change
  - News from TV and magazines are preferred
- **Personal experiences, successful stories** and **environmental campaigns** are favorable topics to be explored on social media
  - The majority of participants are not keen to share personal stories or consumption data
- When asked to post something about energy conservation, people post mostly **clear instructions** on what to do, i.e. “unplug devices in standby mode”



# PRO-ENVIRONMENTAL BEHAVIOUR

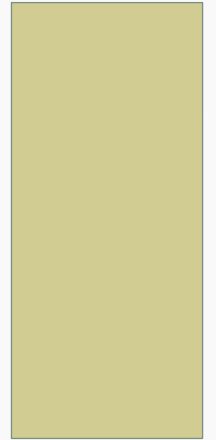


- Energy conservation was the most frequent current or intended behaviour towards protecting the environment
  - Transport, i.e. using car less, was the second in the ranking



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# RESULTS





## PARTICIPANTS' PROFILE

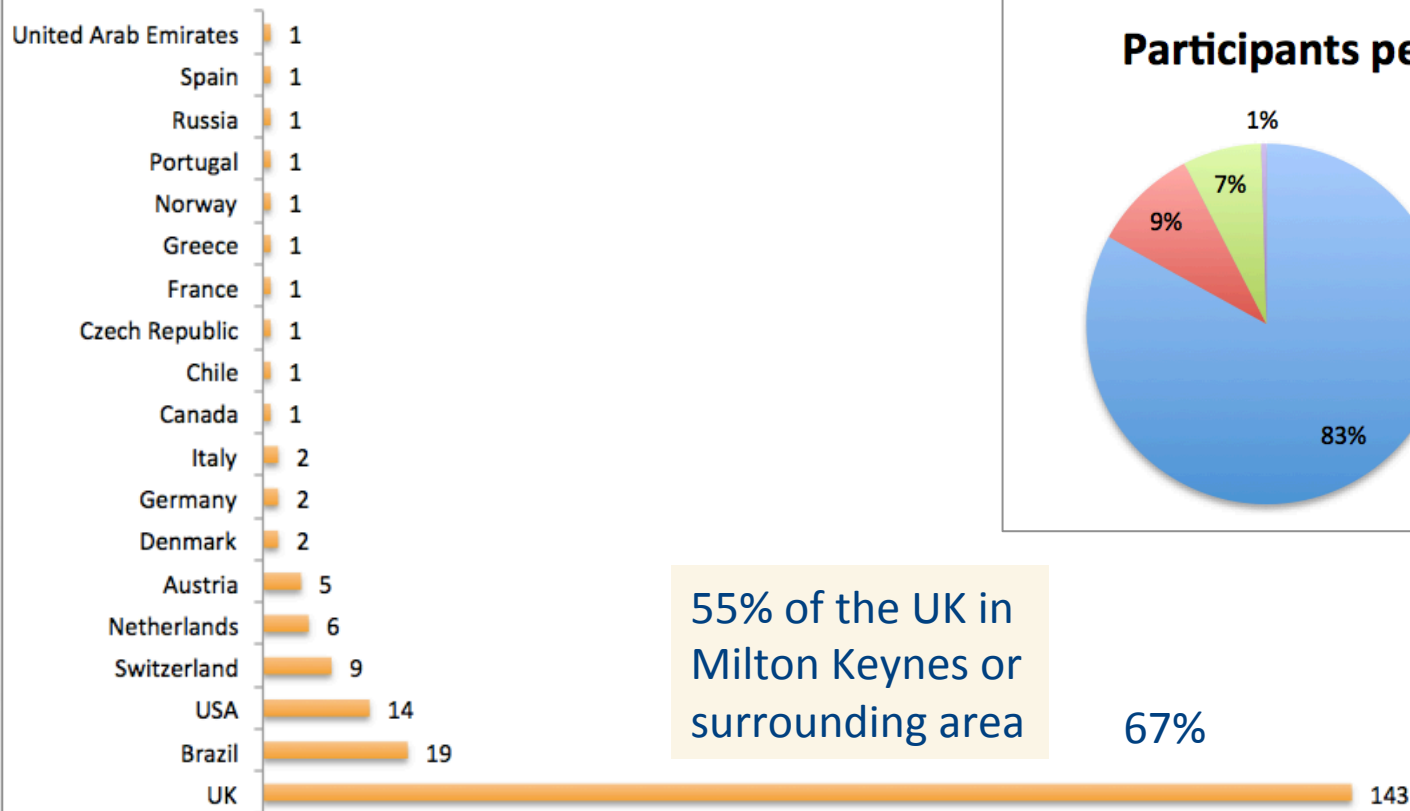
ONLINE SURVEY ON CLIMATE CHANGE AND BEHAVIOUR

# GEOGRAPHIC DISTRIBUTION



Answered: 212

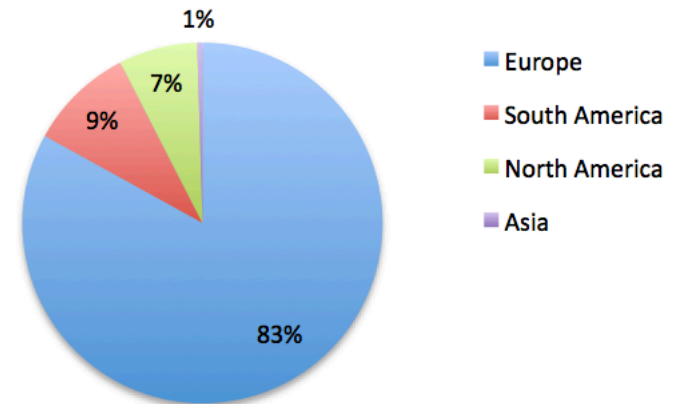
## Number of participants per country



55% of the UK in  
Milton Keynes or  
surrounding area

67%

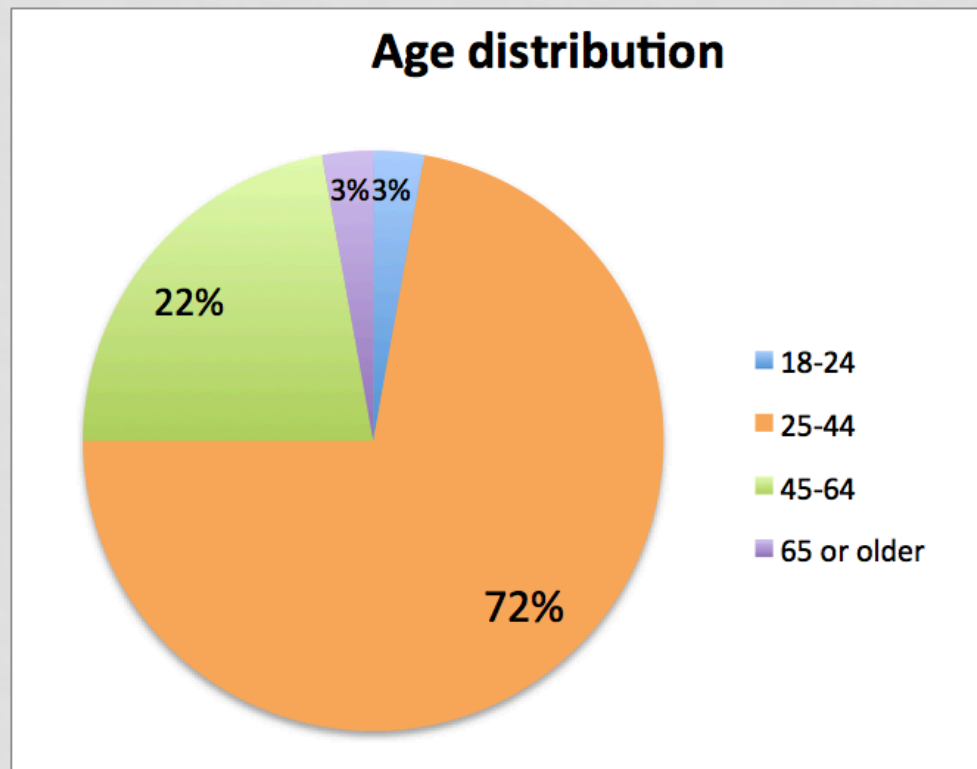
## Participants per continent



# AGE



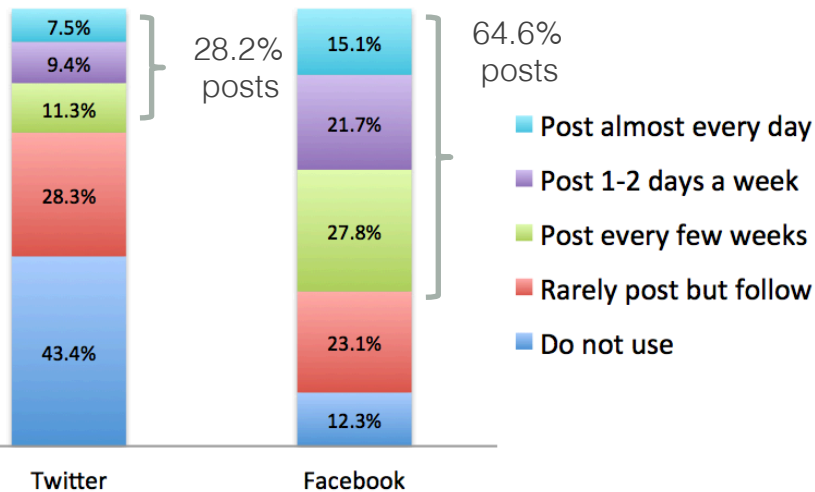
Answered: 212



# SOCIAL MEDIA USAGE

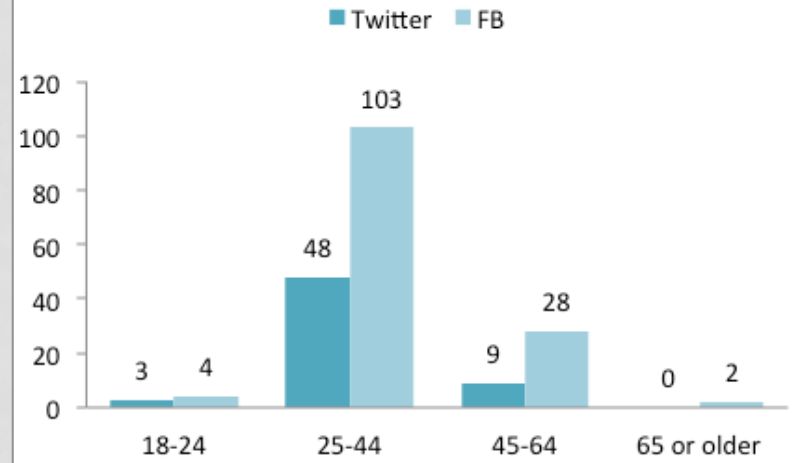


## Twitter and Facebook usage



Answered: 212

## Social media usage by age



Other social media mentioned  
(number of mentions)

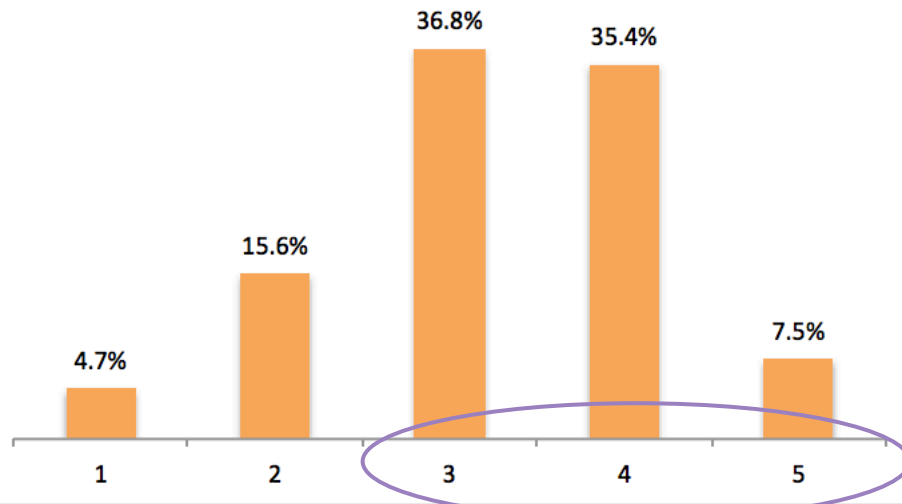
LinkedIn	11
Instagram	8
Pinterest	3
Google+, Blogs	2
Flickr, Academia.edu	1

# LEVEL OF CONCERN ON CLIMATE CHANGE



Answered: 212

## Level of concern on climate change (Score from 1 to 5)

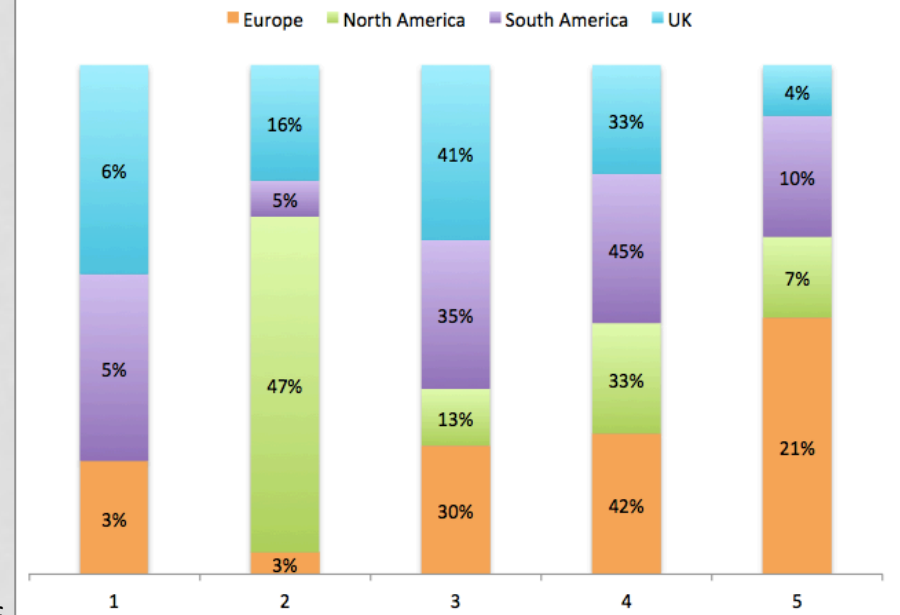


I don't really think about it

It guides most of my everyday choices

79.7% is favourable scenario

## Level of concern per region

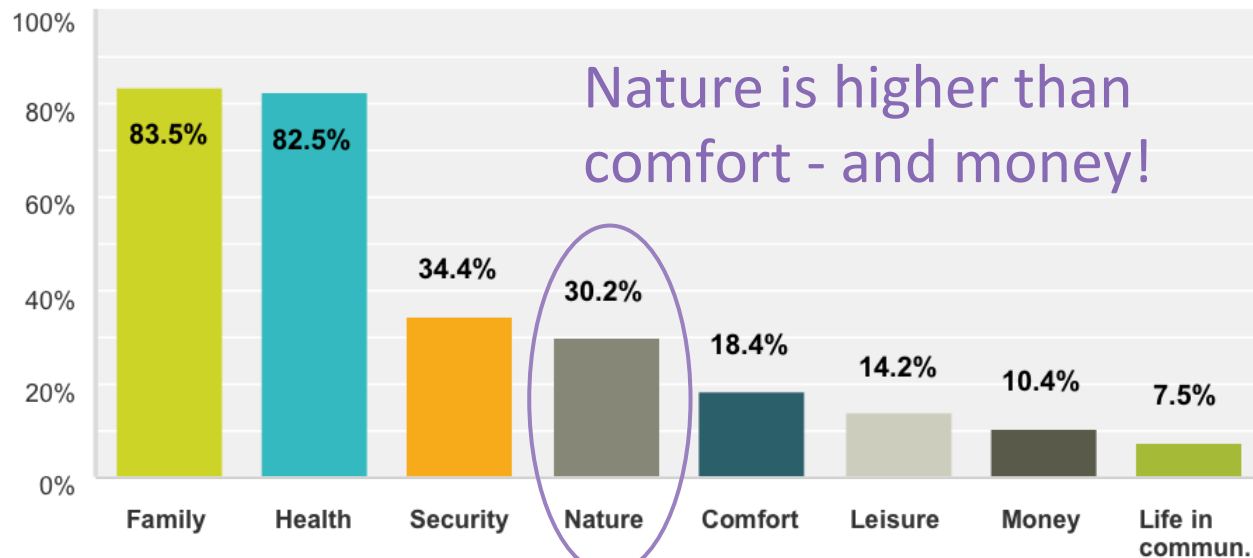


# PERSONAL VALUES



What do you consider the 3 most valuable things in your life?(please select 3 options)

Answered: 212 Skipped: 0



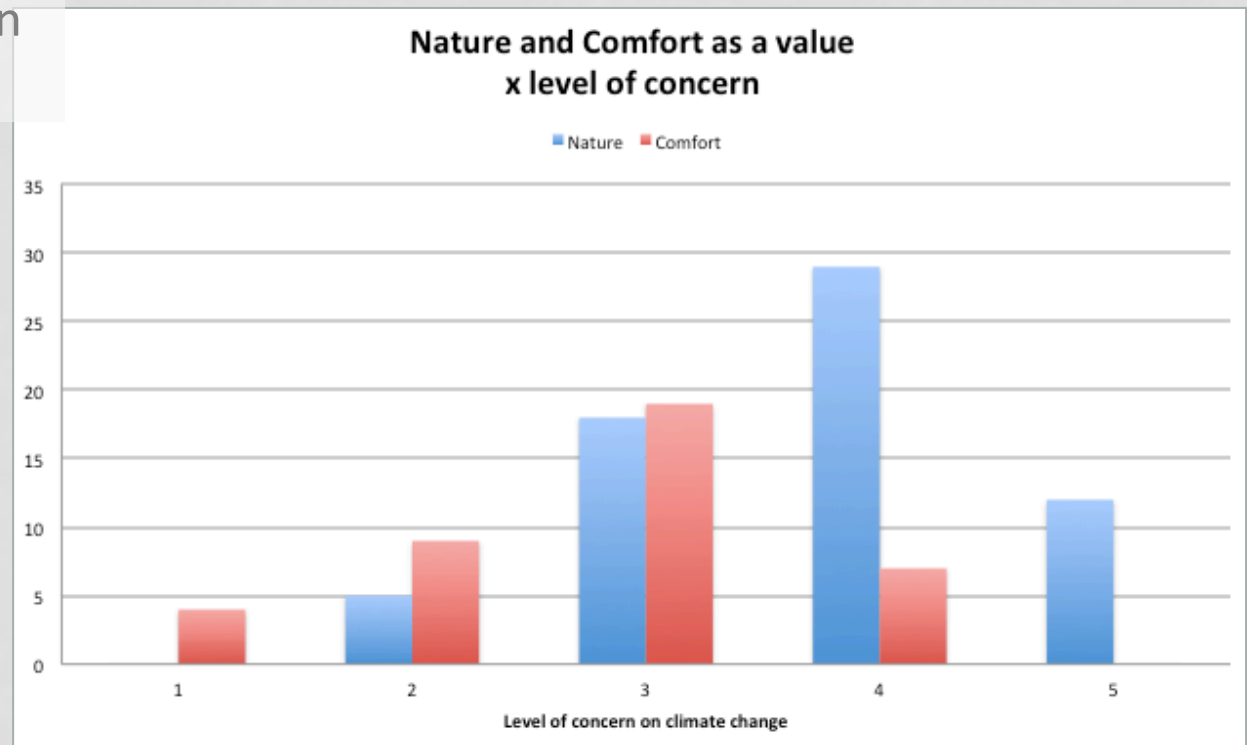


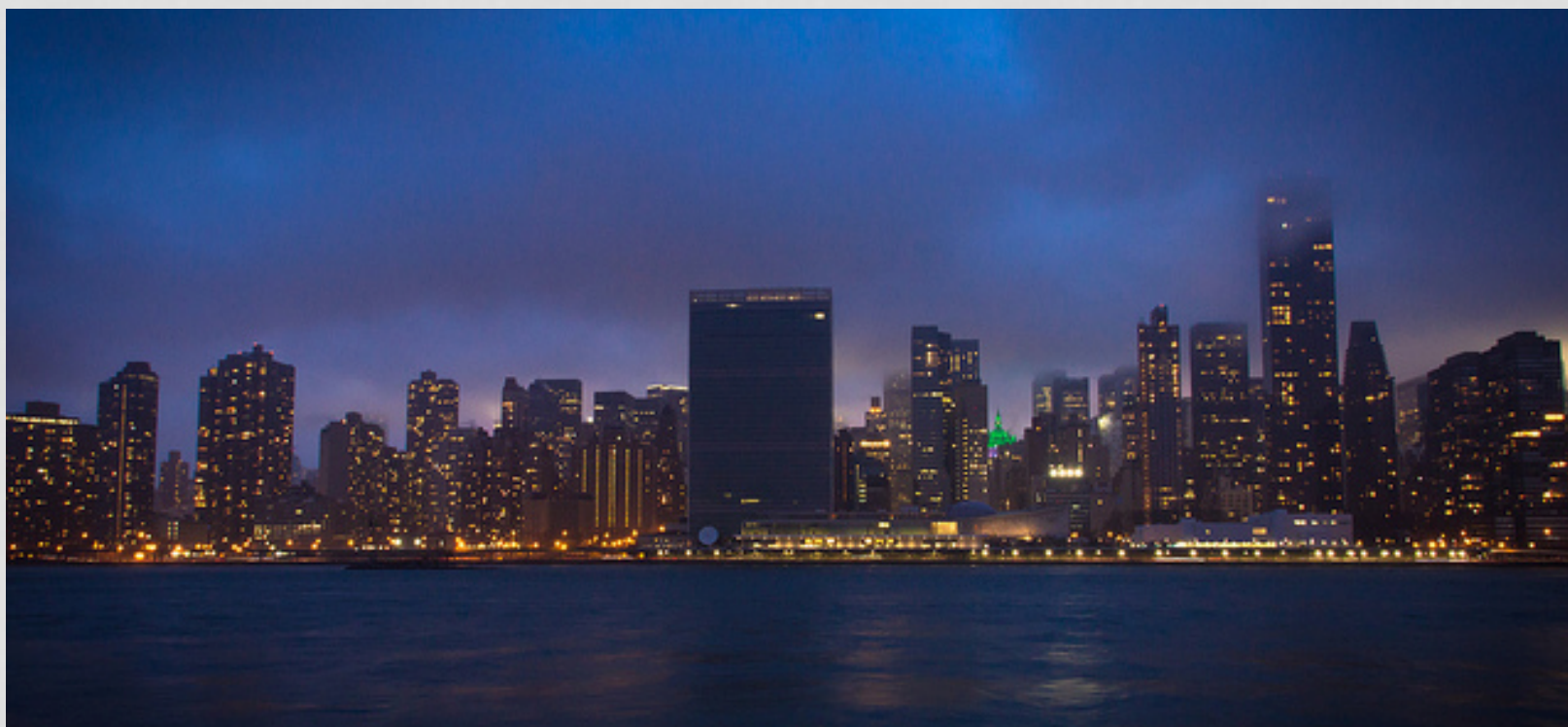
# PERSONAL VALUES



Answered "Nature" or "Comfort" : 104

The trade-off between  
comfort and nature.





## ENERGY CONSUMPTION

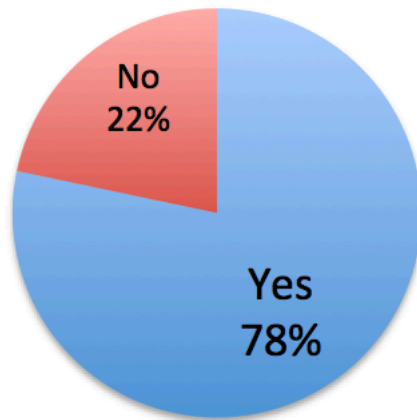
ONLINE SURVEY ON CLIMATE CHANGE AND BEHAVIOUR

# ENERGY AND ENVIRONMENT

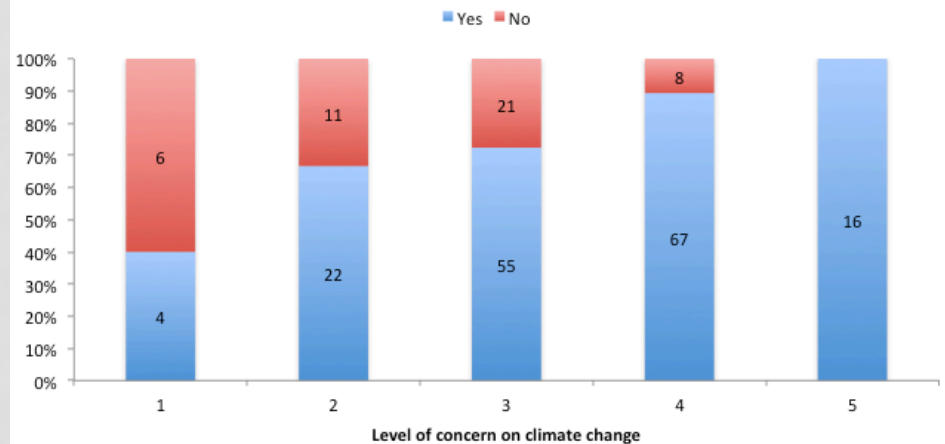


Answered: 212

**Do you believe you are contributing to tackle climate change by reducing your individual energy consumption?**



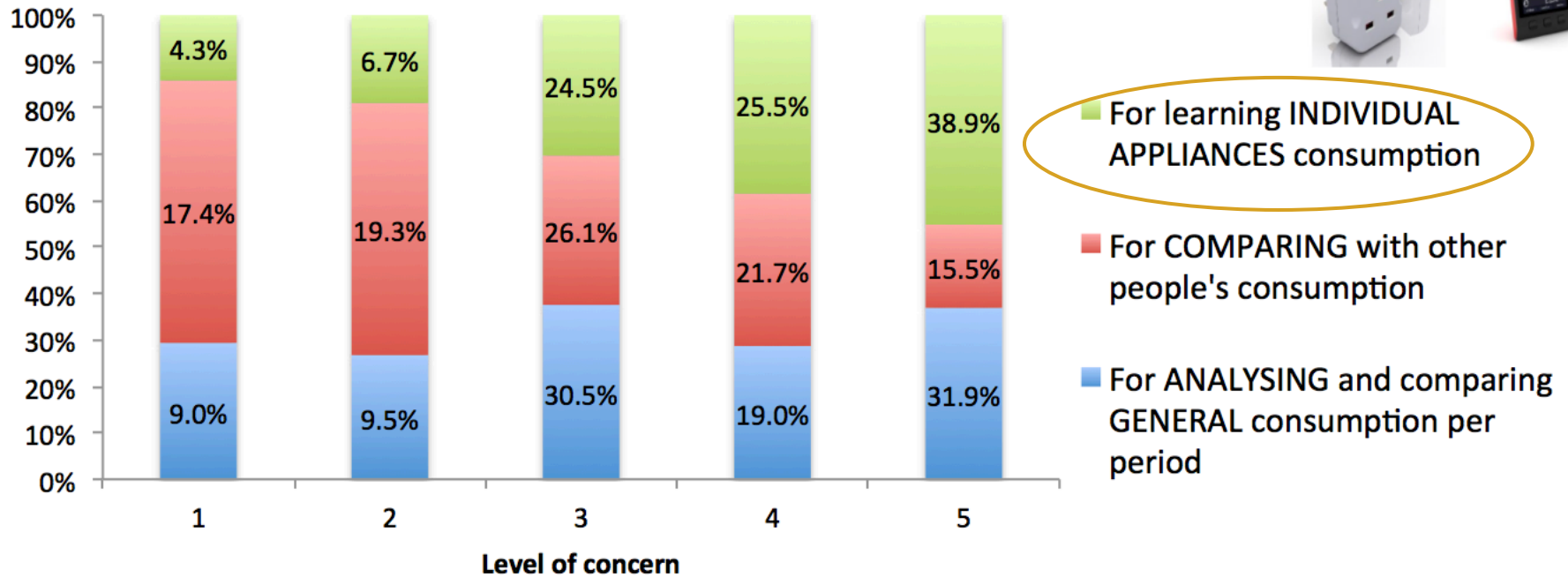
**Contribution of individual consumption according to the level of concern on climate change**



# INTEREST IN MONITORING CONSUMPTION



## How interesting the monitor devices are





## SOCIAL MEDIA AND CLIMATE CHANGE

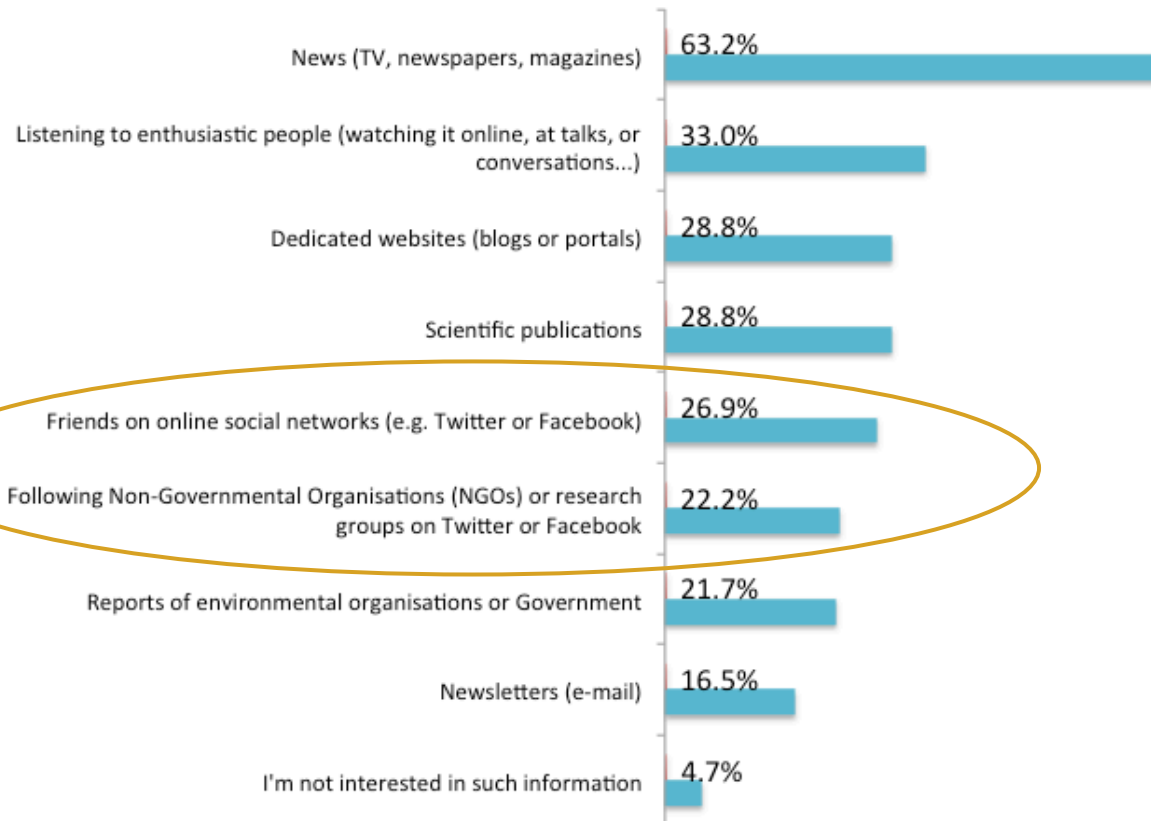
ONLINE SURVEY ON CLIMATE CHANGE AND BEHAVIOUR

# PREFERRED CHANNEL OF INFORMATION ON CLIMATE CHANGE



Answered: 212

## Preferred channels of information (% of people that selected the option)



Social media is not among the preferred



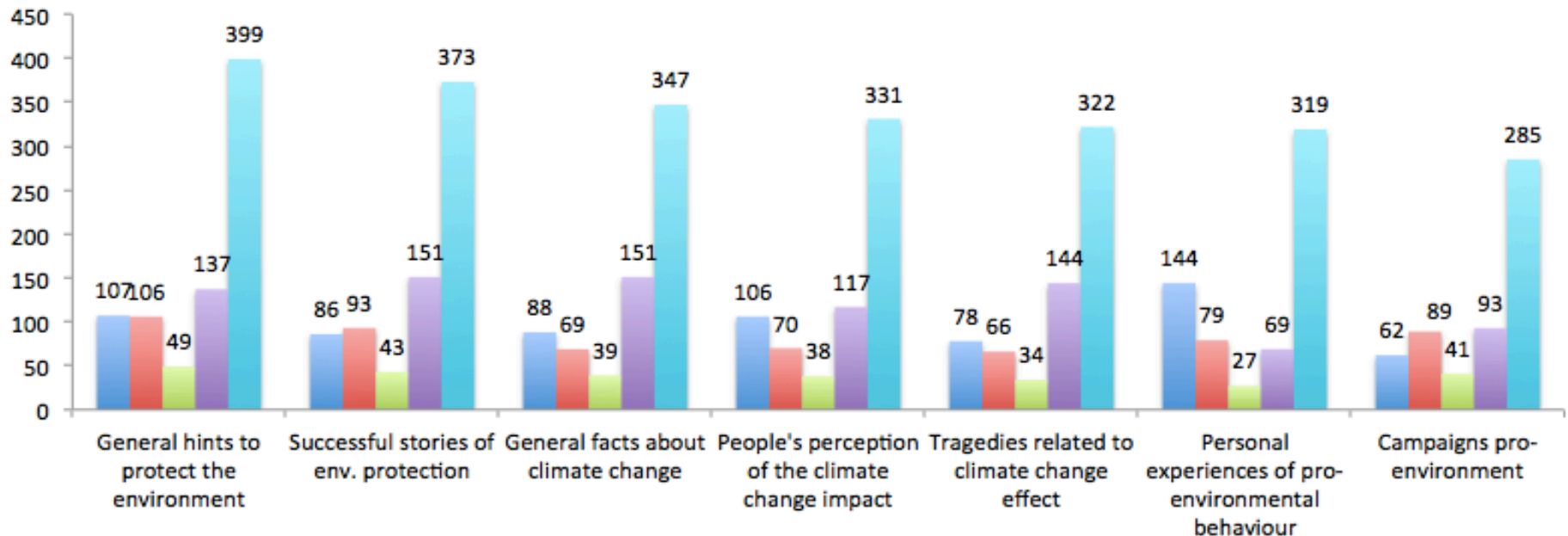
# RANKING OF INTEREST IN CLIMATE-CHANGE RELATED CONTENT



Answered: 212

## Interest in the topic according to the channel

■ in a conversation ■ on FB ■ on Twitter ■ TV, newspapers... ■ all the channels



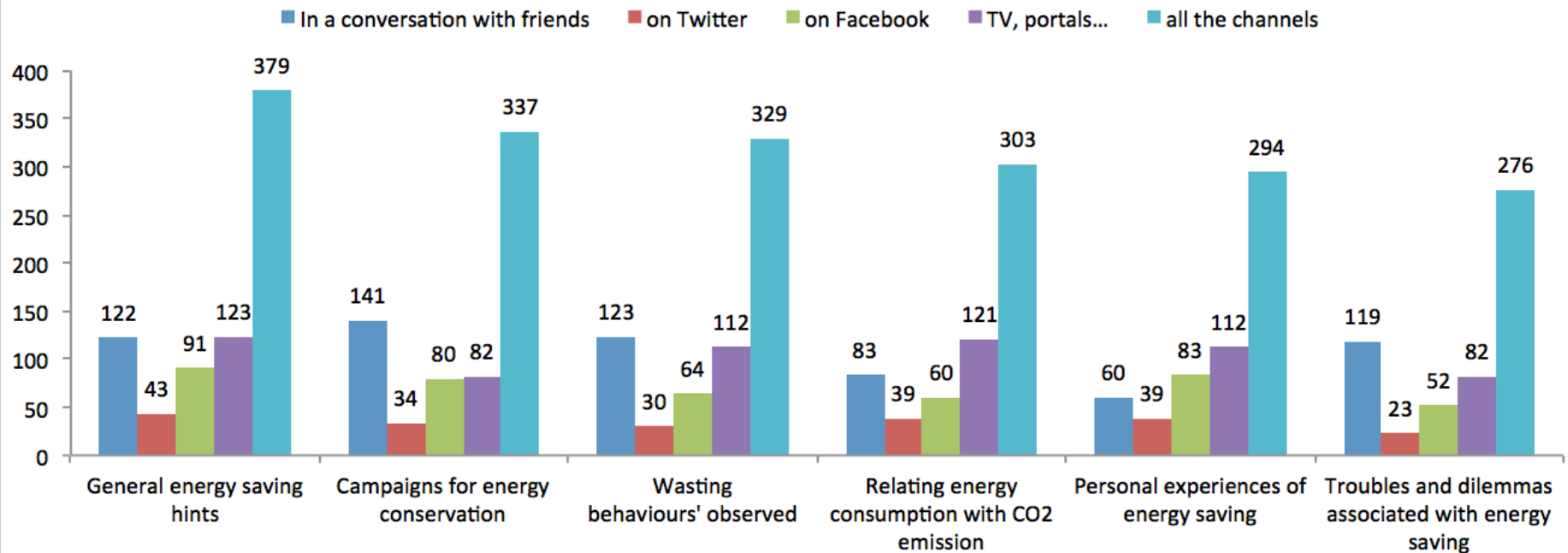
Note: the low level of interest in Twitter reflects the small number of participants that actually use this social media

# INTEREST IN ENERGY-RELATED CONTENT



Answered: 212

## Interest in the topic according to the channel



Note: the low level of interest in Twitter reflects the small number of participants that actually use this social media



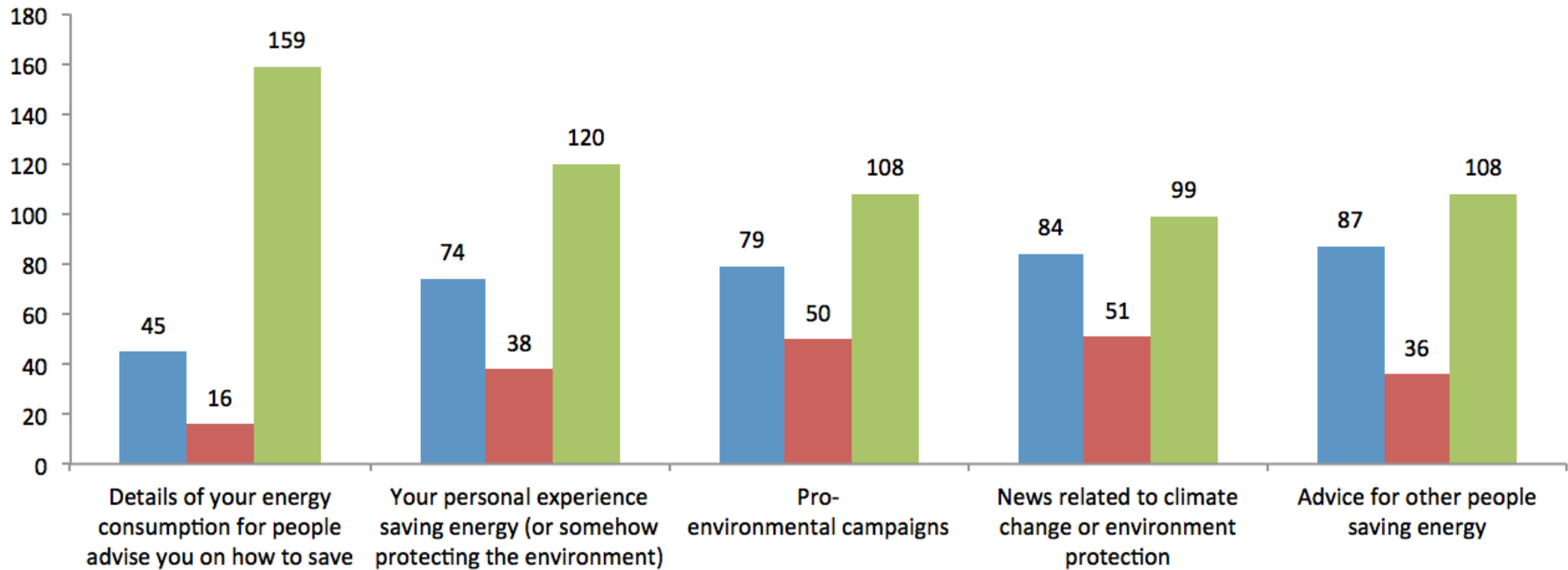
# WHAT PEOPLE ARE HAPPY TO SHARE ON SOCIAL MEDIA



Answered: 212

## Energy related content people would share

■ On Facebook ■ On Twitter ■ Wouldn't share



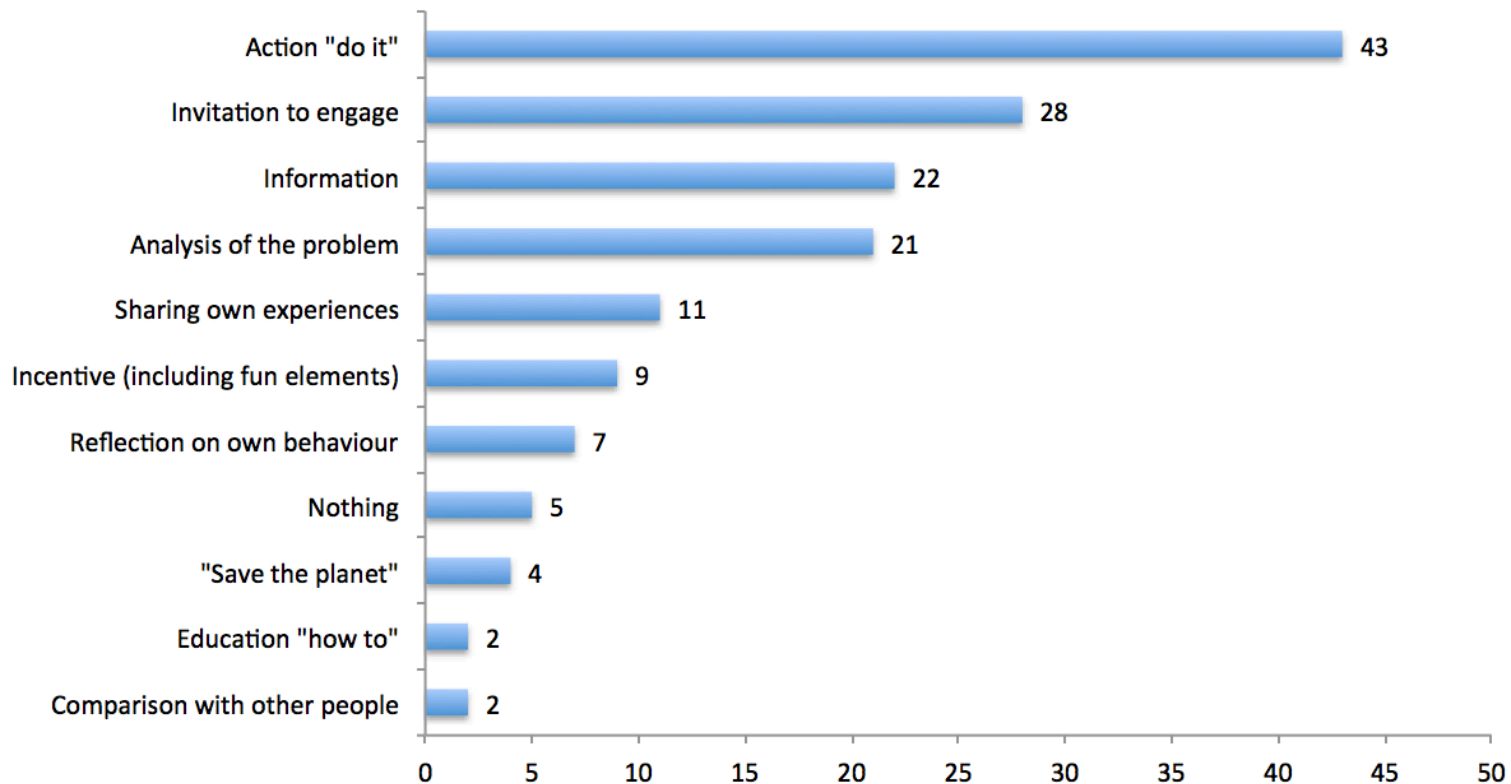
# WHAT PEOPLE WOULD POST



- Imagine you have been asked to post anything about energy consumption on Twitter or Facebook. What would you say to your friends?

**Type of content people would post**

Answered: 147



# WHAT PEOPLE WOULD POST

## EXAMPLES



- Action “do it”
  - *Please turn off the WiFi router when you are out.*
- Invitation to engage
  - *Has anyone got an energy monitor in the house? How much do you use?*
- Information
  - *Those who eat meat consume x% more energy than those who don't. Consider going veggie for just one day a week!*
- Analysis of the problem
  - *Nature and the environment is important. We must stop destroying it and look for ways to create sustainable energy that work in harmony with it.*
- Sharing own experiences
  - *I just reduced my energy by half. Guess how!*
- Incentive
  - *Don't waste, don't be a loser, save money.*



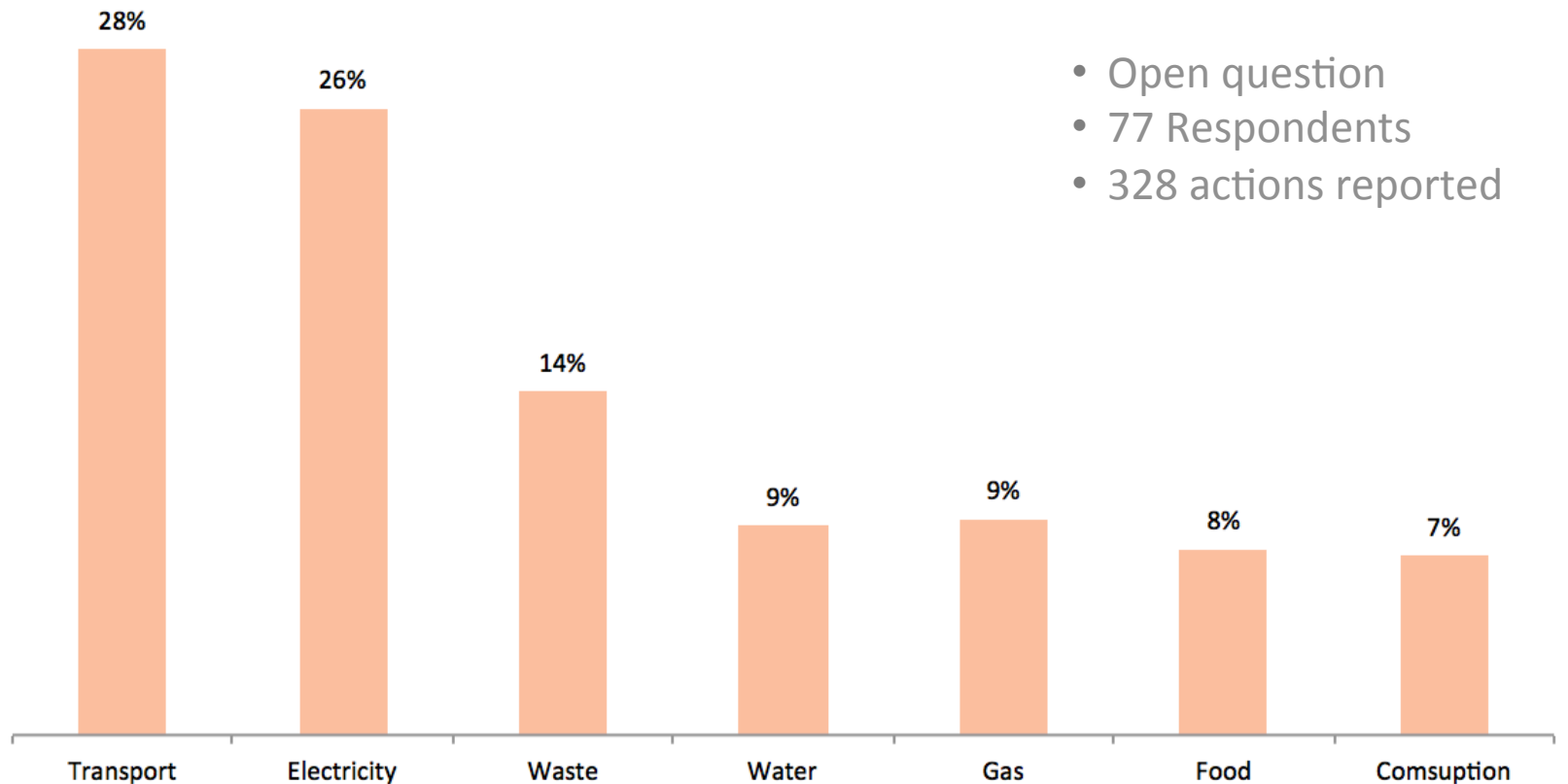
## PRO-ENVIRONMENTAL BEHAVIOUR

ONLINE SURVEY ON CLIMATE CHANGE AND BEHAVIOUR

# CURRENT BEHAVIOUR (OR KEEN TO ADOPT)



## Current pro-environmental behaviour referred to...



- Open question
- 77 Respondents
- 328 actions reported

Energy (electricity and gas) - 35%

# CURRENT BEHAVIOUR (OR KEEN TO ADOPT)



- Most frequent words in the responses

appliances avoid bike buying **car** composting  
consumption **cycle** drive eat efficient  
**electricity energy** flights friendly heating  
home house hybrid instead insulation items leave  
**lights** local making meat panels plastic possible  
produce products public rather **recycling**  
reduce room saving sharing shower solar  
switching **things** transport **turn** walk washing  
waste **water** work

NOTE: The underlined words  
evidence the “negotiation”  
needed to change behaviour

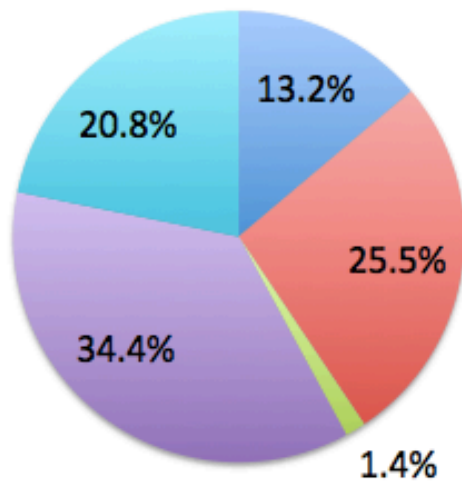


# POSITION TOWARDS ENERGY SAVINGS



Answered: 212

## Statement that best represents participants' feelings towards reducing consumption



- I recognise the need to reduce my consumption (stage 1)
- I am keen to reduce my consumption. I need to find feasible ways to do that (stage 2)
- It is a personal commitment: I will start reducing my consumption (stage 3)
- I am doing my part already using less energy than I used to (stage 4)
- I am doing my part using less energy, and I would like to encourage more people to do the same (stage 5)

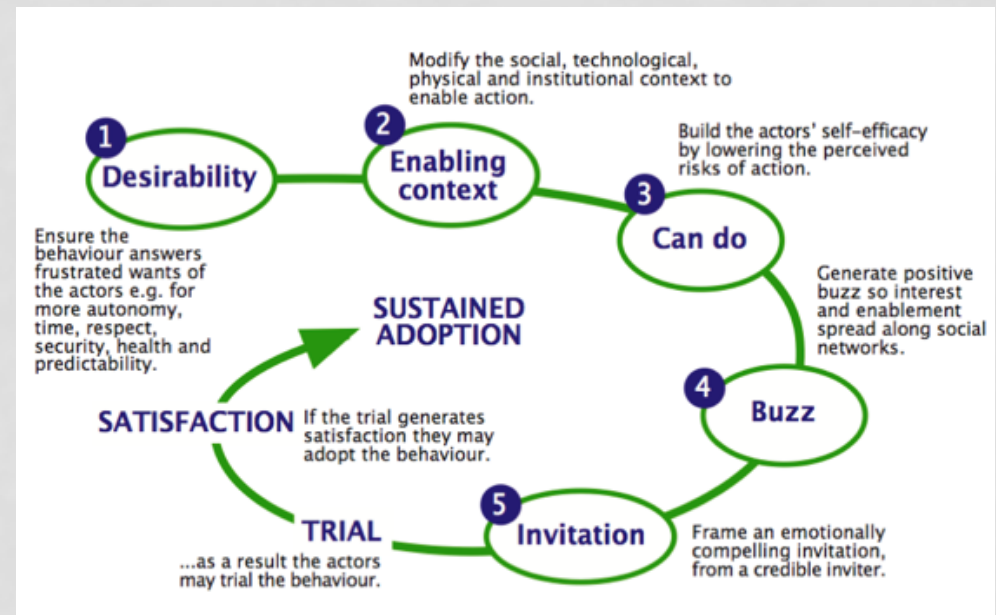
# PROMOTING BEHAVIOUR CHANGE



- 5 Door Theory

- A checklist of factors to promote behaviour change
- Integrates formal theories that explain new behaviour adoption
- The five steps need to be present to promote a new behaviour

Stage	Expected content
1	Reflections on current reality, frustrations
2	Educative, information about benefits
3	Objective actions, incentives
4	Experiences
5	Invitation to engage



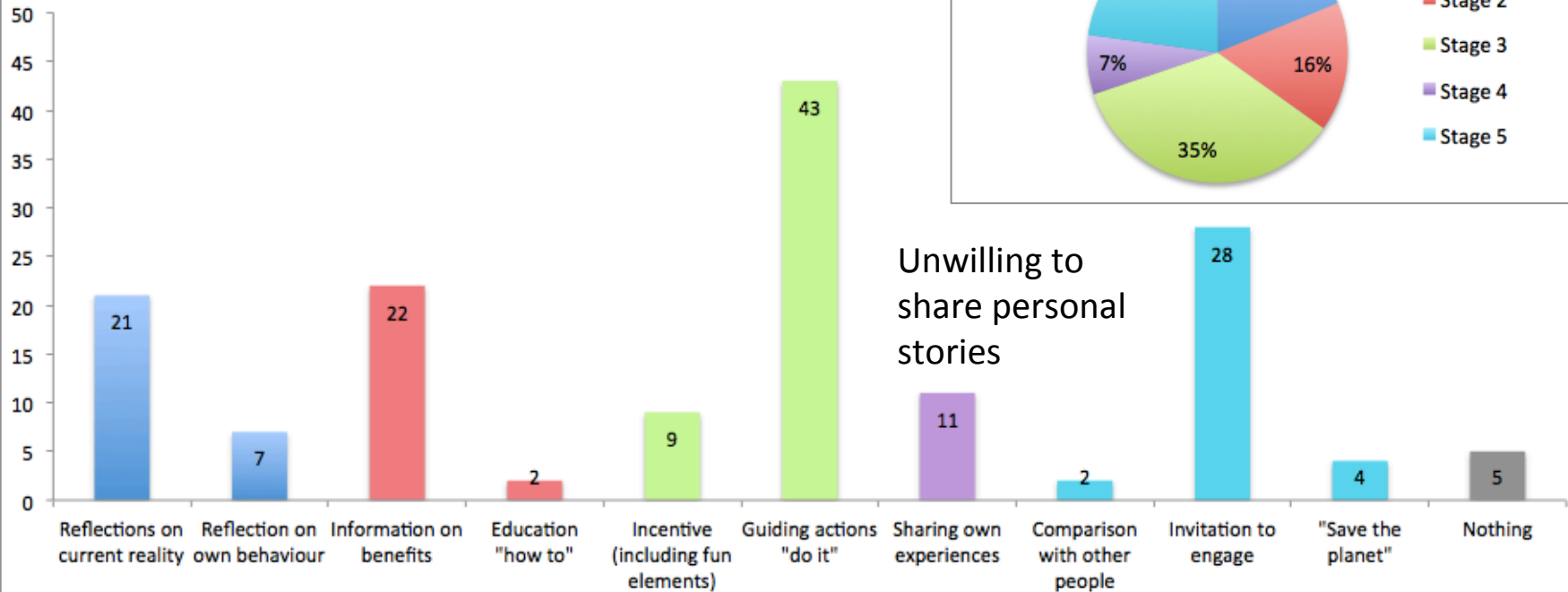


# WHAT PEOPLE WOULD POST



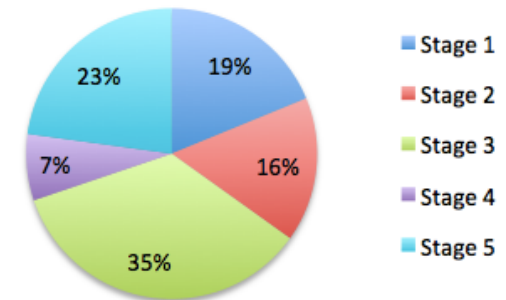
Answered: 154

## Types of content participants would share on Twitter



Unwilling to share personal stories

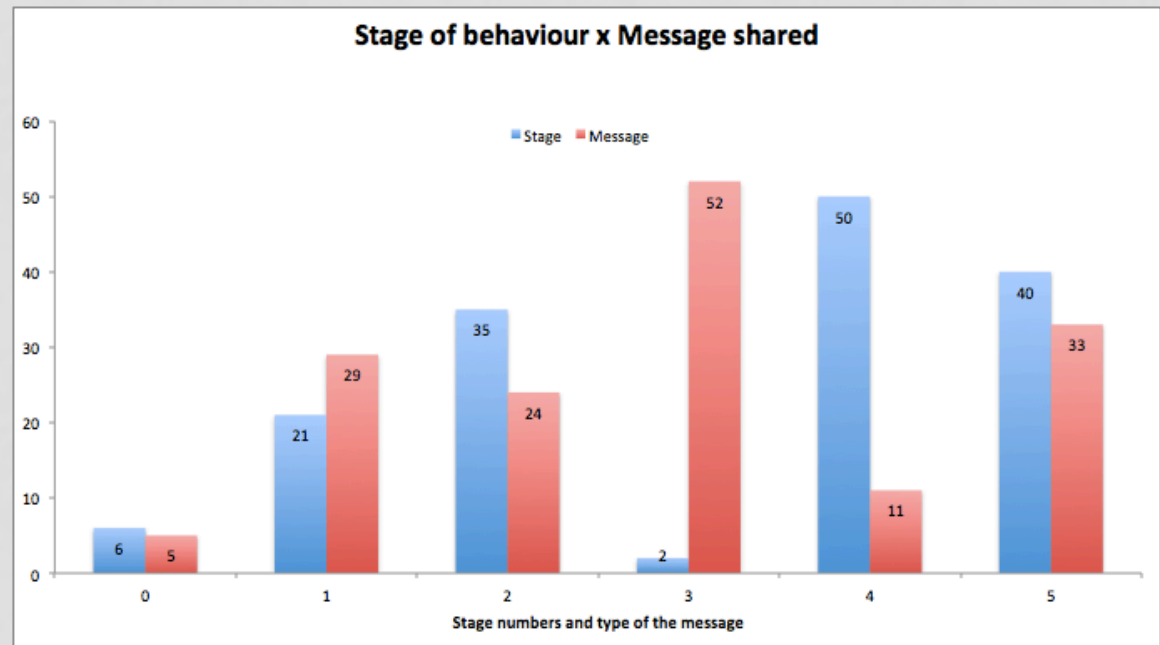
## Types of message according to the stage of behaviour change



# CORRELATION STUDY



- Moderate correlation between stage of behaviour change and the type of the message to share
  - Correlation coefficient: 0.42
- Challenge to promote behaviour change through social media
  - Incentives to people to share more personal stories





# A Decarbonisation Platform for Citizen Empowerment and Behavioural Change

## Partners



**waag society**



**The  
University  
Of  
Sheffield.**



More information about the survey:

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