



PhD course: Motivation and behaviour in relation to climate change

Time: 14- 18 November 2011

Place: University of Copenhagen, Department of Forest & Landscape, Aud. A3-24.11
Rolighedsvej 23, 1958 Frederiksberg C, Denmark

The aim of this course is to introduce PhD students to different theoretical approaches in the study of motivation and behaviour in relation to climate change.

The challenges of climate change are well-known. However, little progress has so far been achieved when it comes to binding agreements and regulations to curb greenhouse gas emissions. As a consequence, there is an increasingly strong appeal to civil society to take action to change towards more climate friendly behaviour, e.g. in choice of transport and consumption. But how can citizens and communities be motivated and what are potential barriers?

Motivation, behaviour and behavioural change can be studied at various levels and based on varying assumptions of human action. The research field spans from detailed social psychology studies of specific, individual behaviour (e.g. theory of planned behaviour), to sociological and policy studies of social change, whether caused by social dynamics, or structural factors.

Similarly, some theories anticipate (economic) rational choice as guiding human behaviour, whether economic rationality or extended rationality, e.g. also including considerations of own vs. others' norms and expectations. Other theories such as phenomenology, in contrast, focus less on rationales and more on direct experience and how this is formative for behavioural change.

The course introduces these different theories through lectures, literature and exercises covering the role of factors such as experiences and perceptions of 'climate', emotions, norms and values, identity construction and social relations, rational choice and financial incentives, media and public debates. In addition, implications for governance and climate policy will be discussed.





The course takes the form of a five-day workshop with experts from the different fields. Literature will consist of research based articles as well as more theoretical work. Through colloquia, exercises and preparation of written essays, students are encouraged to discuss the theories, underlying assumptions of human nature and of how we can gain knowledge about human behaviour. Also, students are expected to consider the implications of behavioural theories for policy practice. How do the different ways of theorising human behaviour translate into policies and projects that aim to foster behavioural change to promote climate adaptation and mitigation?

Lecturers:

Ulrika Olausson, University of Örebro,

John Thøgersen, University of Aarhus

Bente Halkier, Roskilde University

Lars Gårn Hansen, University of Copenhagen

Ane Kollerup, The Green House, Køge

Jens Hoff, University of Copenhagen

Anja Byg, University of Copenhagen

Tove Enggrob Boon, University of Copenhagen

Teaching language: English

Credits: 7 ½ ECTS

Examination: Requirements for exam: In advance of the course each participant prepares and hands in an essay relevant to her/his own PhD project based on the course material. Active participation in the course including paper presentation.

The essay will be evaluated as passed/failed.

Censorship: Internal censorship.

Course responsible: Tove Enggrob Boon tb@life.ku.dk and Anja Byg aby@life.ku.dk

Course fee: 1450 DKK (covers lunch, coffee breaks and welcome dinner)

Signing up:

Sara Berthou sabe@life.ku.dk with cc to aby@life.ku.dk

Deadline: 15 October 2011



**Course schedule (tentative)**

	Monday 14/11	Tuesday 15/11	Wednesday 16/11	Thursday 17/11	Friday 18/11
9:30 – 11:00	Introduction of the course & participants Lecture: Media and public debates about nature and climate/ Ulrika Olausson, UoÖ	Lecture: Phenomenology, body & emotions/ Anja Byg KU	Lecture: The significance of norms and values to behaviour/ John Thøgersen UoA	Lecture: Rational choice, prosocial behaviour and behavioural economics/ Lars Gårn Hansen, KU	Lecture: Practice theory/ Bente Halkier, UoR
11:00 – 11:15	Coffee break	Coffee break	Coffee break	Coffee break	Coffee break
11:15 – 13:00	Lecture: Media and public debates about nature and climate/ Ulrika Olausson, UoÖ	Lecture: Phenomenology, body & emotions/ Anja Byg KU	Lecture: The significance of norms and values to behaviour/ John Thøgersen UoA	Lecture: A governance perspective on motivation/ Tove Enggrob Boon, KU	Lecture: Practice theory/ Bente Halkier, UoR
13:00 – 14:00	Lunch break	Lunch break	Lunch break	Lunch break	Lunch break
14:00 – 15:30	Paper discussion, student presentation and exercises	Start with people's needs – motivating change towards sustainability/ Ane Kollerup, The Green House	Paper discussion, student presentation and exercises	Research in interaction with local government, experiences from CIDEA/ Jens Hoff, KU	Paper discussion, student presentation and exercises
15:30 – 15:45	Coffee break	Coffee break	Coffee break	Coffee break	Coffee break
15:45 – 17:00	Paper discussion, student presentation and exercises	Paper discussion, student presentation and exercises	Paper discussion, student presentation and exercises	Paper discussion, student presentation and exercises	End of course discussion and evaluation





Lecturers:

Bente Halkier

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Bente Halkier is associate professor at Department of Communication, Business and Information Technologies at Roskilde University. Her research is about user-oriented communication, targets groups, and food consumption in everyday life. Her latest book is about the contestation of food habits via medialised campaigns and how consumers in everyday life handle such contestations in relation to issues such as the environment, food risk, fast food, nutrition and health. She also has a special interest in qualitative methodologies.

Lars Gårn Hansen

Professor, unit of environmental and natural resource economics
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Lars Gårn Hansen is professor in Environmental Economics at the Institute of Food and Resource Economics, University of Copenhagen. His research focuses on the effect of incentive structures on behavioural change, based on rational choice, and integration of phenomena such as prosocial behaviour, self control and motivation into behavioural economics

Ulrika Olausson

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Ulrika Olausson , PhD and Associate Professor (docent) in Media and Communication Studies at Örebro University, Sweden, is currently involved in a research project about the news media and climate change, with publications such as "Global Warming – Global Responsibility? Media Frames of Collective Action and Scientific Certainty", *Public Understanding of Science* 18 (4), "Towards a European Identity? The News Media and the Case of Climate Change", *European Journal of Communication* 25(2), and "'We're the Ones to Blame': Citizens' Representations of Climate Change and the Role of the Media" *Environmental Communication: A Journal of Nature and Culture* 5(3). Her theoretical interests revolve around issues of globalization, identity and collective meaning-making.





John Thøgersen

Professor

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John Thøgersen is professor in economic psychology at Department of Business Administration. John Thøgersen is coordinator of the Forum for Social Science Research concerning the Environment and the Marketing and Sustainability Research Group, and is connected to [MAPP](#) – Centre for research on customer relations in the food sector. Current research projects include: Motives of Organic Food Buyers in China, Brazil and Europe. FEEDBACK motivated electricity saving in the home based on visualization and new measurement technique. Moral norms and environmentally significant consumer choices, MESSIC. Consumer decision-making on organic products, CONDOR; an international project with partners from eight European countries. Breaking the habitual choice of private cars.

Ane Kollerup

Change agent, Cand.mag. Philosophy and Business Studies

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Ane Kollerup works as change agent, transport and energy advisor in the GreenHouse, an independent organisation with the main purpose to help citizens, small enterprises and public institutions to act environmentally friendly. In her presentation, Ane combines hands-on experience with helping people move towards more sustainable behaviour with reflections about the enabling and limiting factors embedded in the organisational and societal context.

Jens Hoff

Professor

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Jens Hoff is professor in comparative politics at Department of Political Science. His research focus is on the role of IT and communication technology for participation and democracy. Jens is the leader of 'Citizen Driven Environmental Action' (www.cidea.dk), a four-year research project studying the interplay between local government and initiatives to stimulate citizen change towards environmental friendly behaviour. The project conducted in a co-operation between five university partners and seven municipalities in Denmark.





Course organisers

Anja Byg

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Anja Byg is a post-doctoral researcher at Forest & Landscape. Her current work focuses on people's perceptions of climate change phenomena and impacts in rural areas in Nepal, and how these affect people's responses to climate change.

Tove Enggrob Boon

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www.sl.life.ku.dk/English/research/economics_policy_and_planning/environmental_governance_and_behaviour.aspx

Tove Enggrob Boon is senior researcher in nature and landscape politics at Forest & Landscape, and co-ordinator of a research group on environmental governance and behaviour. Her own research is about motivation and environmental behaviour of citizens and how different modes of governance enable or impede behavioural change, with a particular focus on public participation. Current research projects encompass CIDEA (Citizen driven environmental action), in co-operation with Dep. of Political Science, Dep. of Anthropology, and six municipalities, as well as studies of the environmental behaviour of forest owners.

