

# From Responsibility to Action

## Understanding the Role of Personal Responsibility and Social Influence on Climate Action Intentions in The Netherlands

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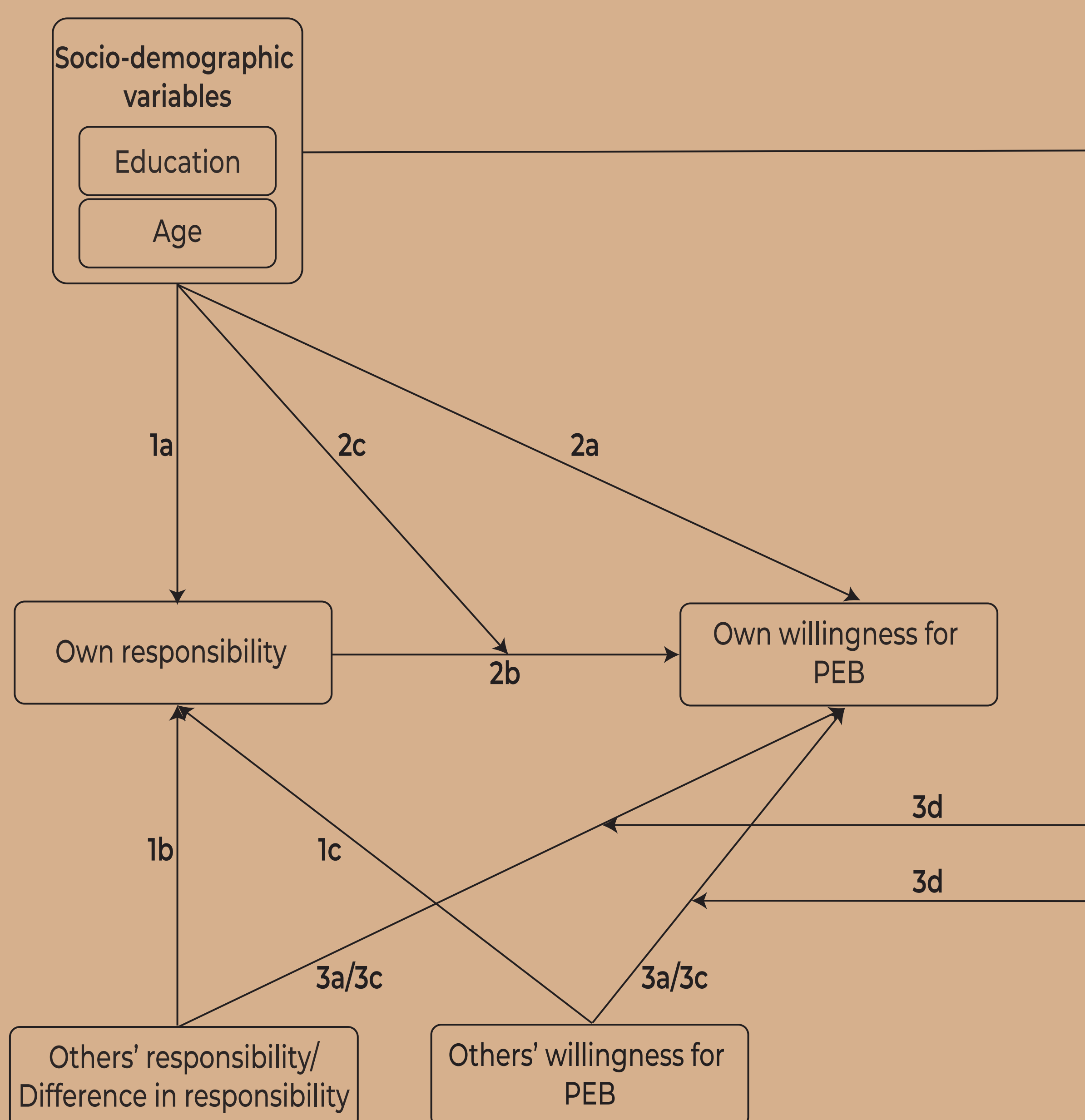
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### Research Questions

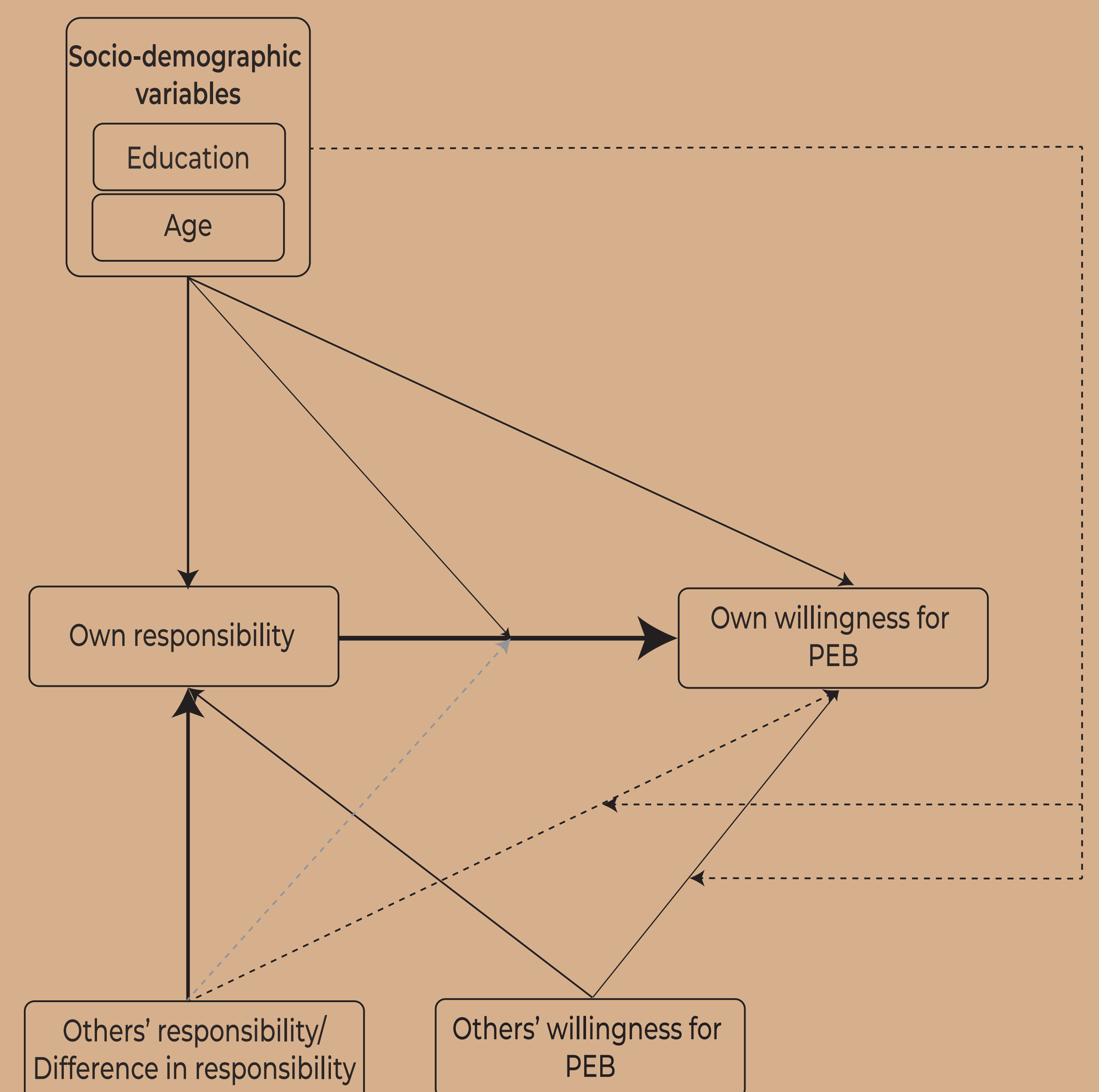
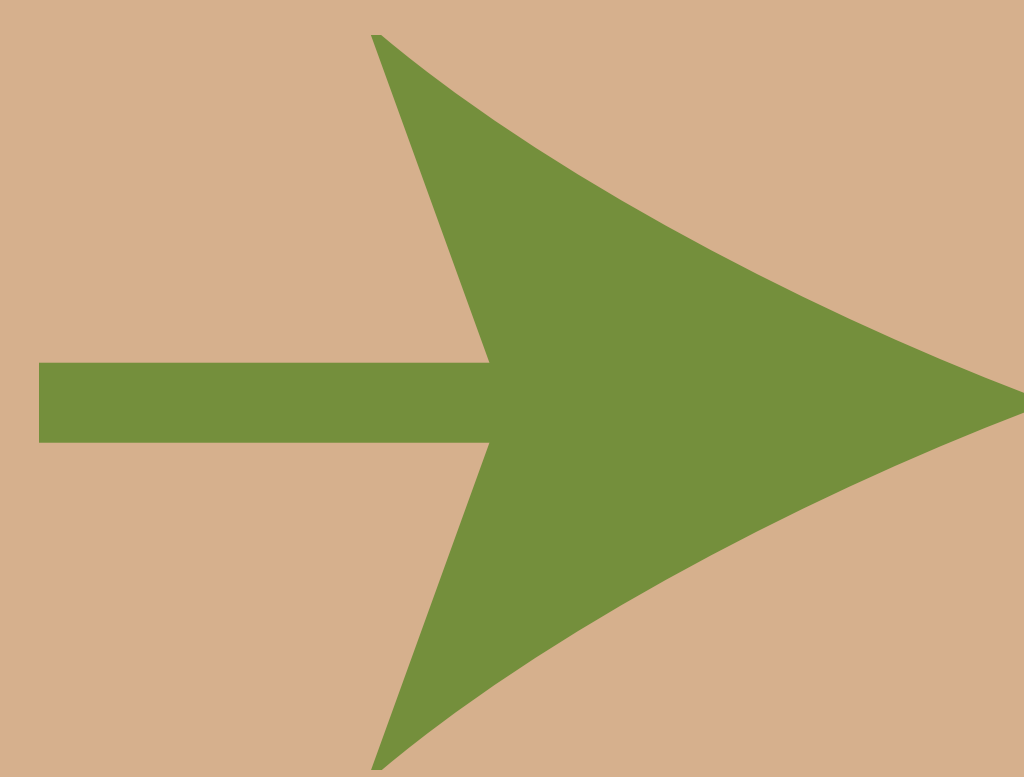
- To what extent do feelings of personal responsibility contribute to behavioral intentions?
- To what extent are people's felt responsibility and willingness to change affected by the extent to which they presume others to feel responsible and willing to change?
- To what extent individual feelings of responsibility to mitigate the effects of climate change depend on socio-demographic variables?

### Why responsibility?

A sense of **obligation** to take certain actions, the extent to which individuals feel **able** and **compelled** to act and makes individuals believe it is **up to them** to do something



We have controlled for how much a respondent identifies with and feels connected to the Dutch, we find no significant effects.



The magnitude of the correlation is indicated by the thickness of the line. Dotted lines are non-significant/negligible effects. All positive correlations.

### What does this tell us?

- Personal responsibility is important** to enhance behavioral change.
- Age and education shape responsibility.** However, the influence of personal responsibility on the willingness to change is mostly similar across groups.
- Our beliefs about others matter.** When we believe others feel responsible, we are more likely to feel responsible too, which may influence our willingness to change.

### Methods

#### Data

- LISS-Panel data (May 2022)
- \*Greener than others?
- Self-report study (N = 890)

#### Analyses w

- 10 linear regression models
- Dependent variables: own responsibility and own willingness for PEB

#### Items

- "I feel a personal responsibility for reducing/preventing environmental problems"
- "I am prepared to change my lifestyle to reduce/prevent environmental problems"
- "The average Dutch person feels a personal responsibility for reducing/preventing environmental problems"

\*With thanks to Vincenz Frey, Thijs Bouman, and Fleur Goedkoop (University of Groningen)

### Let's discuss!

#### Limitations

- We do not measure real-world behavior
- The "other" is related to the average Dutch person
- Are responsibility and willingness to change two different things in the minds of participants?

#### Implications

- Dutch people in general feel responsible for mitigating the effects of climate change and are also willing to change their behavior.
- Messages portraying that the general public does not feel responsible nor is willing to change will mostly likely harm the intentions of the person who sees them.
- Messages are predicted to be largely effective across social groups, particularly within the Dutch context.



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