

6-1 The Science of Social Change

Research shows that there are certain approaches that work better than others in mobilizing people for climate action:

Trusted Peers and Professionals Play a Key Role

People respond well to their peers, and others that they trust, including medical professionals. As peers we are in a position to influence family, friends, neighbours, and work colleagues – especially when we go about it an open way that connects through shared values -- that is, when we are allies responding to a shared problem, together.

Supportive Group Environments Incubate Change

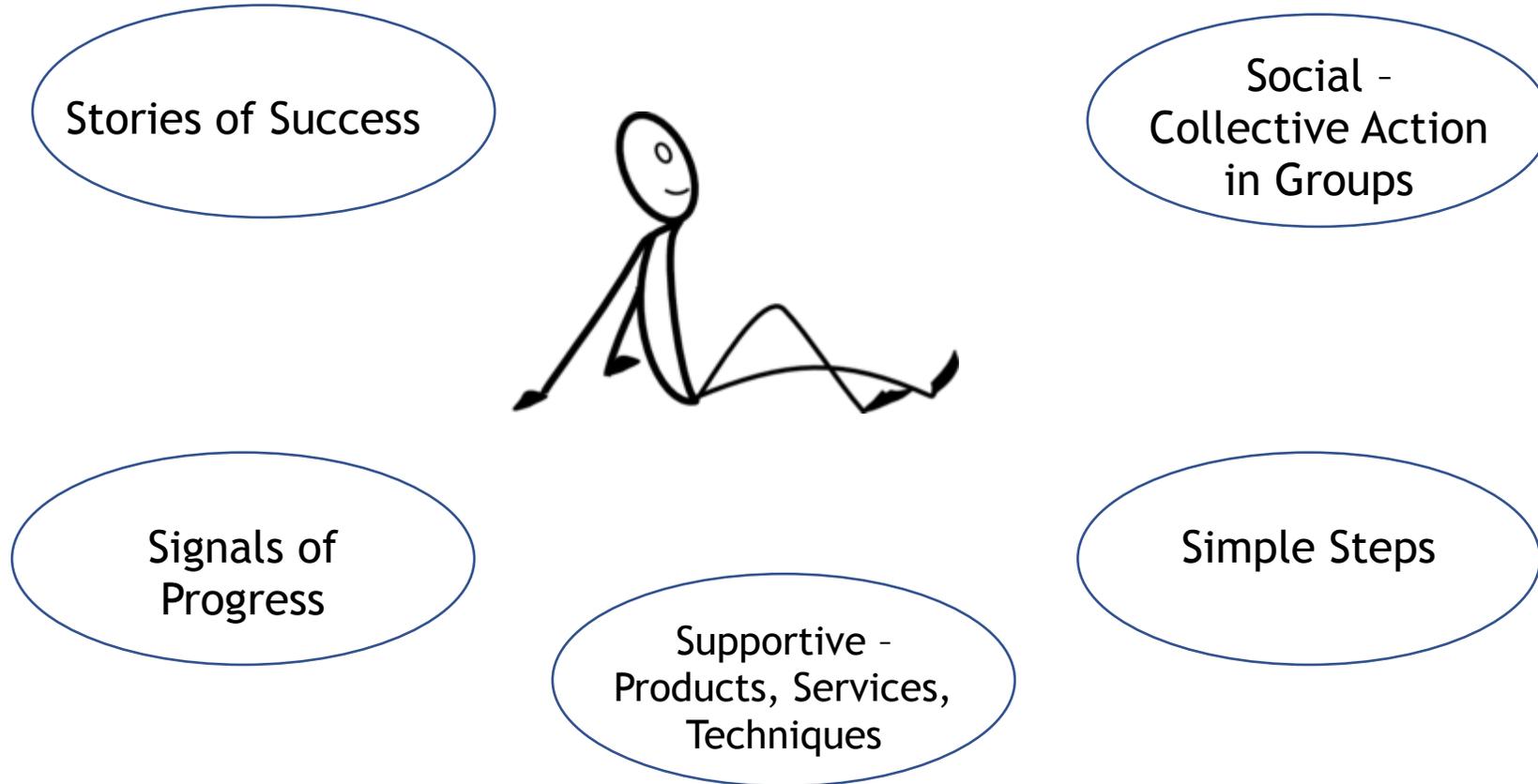
People are more likely to shift views in a warm positive environment, in a group setting, rather than when alone or when confronted. When we feel attacked we put up our defenses and justify the way we already think.

3.5% Can Make it Happen!

Research also shows that social change happens when a critical mass gets involved in pushing for that change through non-violent action. As few as 3.5% of the population can trigger large scale social change – but the key is the 3.5% must be actively engaged. You can find many links on this research by Erica Chenoweth, here is one: <https://www.ericachenoweth.com/research/wcrw>.

We are taking Erica Chenoweth's findings to heart with Kitchen Table Conversations. The science of social change says that it is really important to get 'outside the tent' of those already involved and active on the climate issue. We need to expand the number of people who understand and are engaged toward action on climate – fast.

What We Need to be Successful Activists



Stick figure from [here](#)

In the video 'How to Transform Apocalypse Fatigue into Climate Action' Per Espen Stoknes identifies 5 S's that encourage climate action. In our words these are: **Social** - we change in groups; **Simple** - there are doable steps we can take; **Signals of Progress** - we can see signs that our actions are having an effect (footprint apps good for this); **Supportive Environment**- we see things that help us (meatless burgers, sharing apps); and **Stories** - we are inspired and engaged by success stories.

[How to Transform Apocalypse Fatigue into Action on Global Warming - espen stoknes](#)