

## **6-1 Social Science of Change:**

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

Research shows that people respond well to their peers, and others that they trust, including medical professionals. Family, friends, neighbours, and work colleagues – we are in a position to influence them, especially when we go about it an open way that connects through shared values. We are getting on the same side, as allies, to respond to a shared problem, together. 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.

In the video ‘How to Transform Apocalypse Fatigue into Climate Action’ Per Espen Stoknes identifies 5 S’s that encourage climate action. These are: Social – we change in groups, Simple – there are doable steps we can take – Signal – we can see that our actions are having an effect (footprint apps good for this), Support – there is support for the changes we need to make, and Stories -we respond well to stories of successful action taken, we are inspired and engaged by them.

Research also shows that social change happens when a critical mass gets involved in pushing for that change. It can be as few as 3.5% of the population – but the key is they 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 the approach we are to the kitchen table conversations as 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.

### How to Transform Apocalypse Fatigue into Action on Global Warming - Per Espen Stoknes

