

Distinguishing forms of efficacy judgements for large-scale social dilemmas

Alexia Koletsou and Rebecca Mancy,
School of Education, University of Glasgow, UK

ABSTRACT

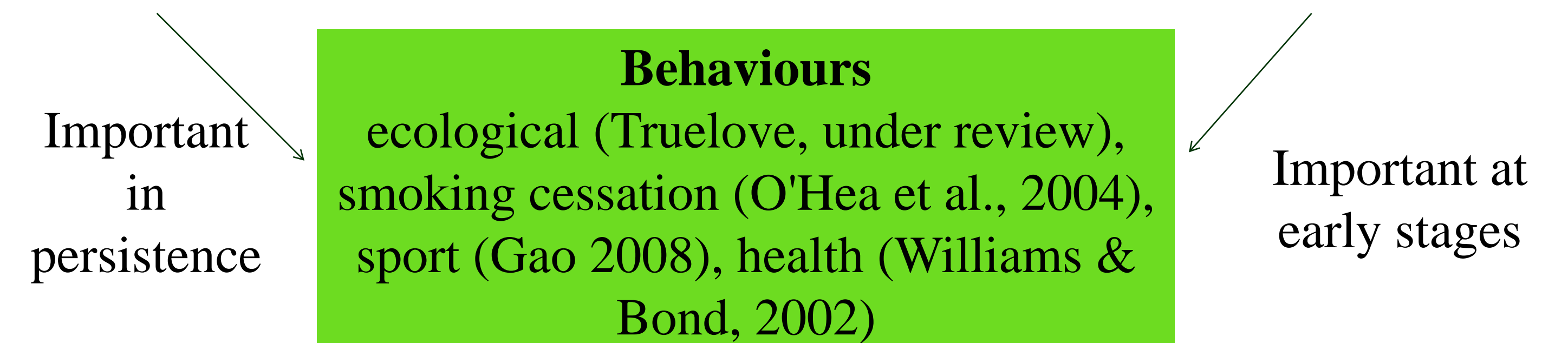
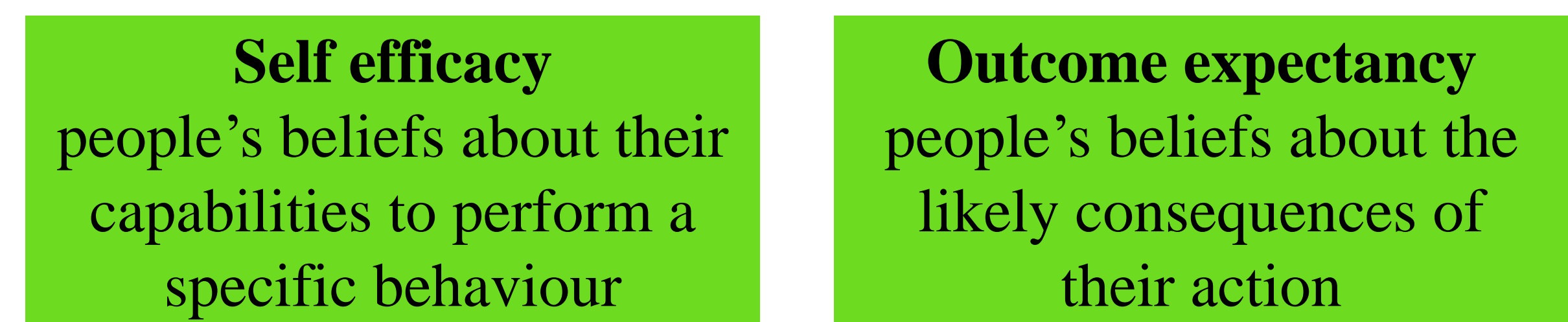
The collective nature of climate change mitigation and limited impact of individual actions on global efforts suggest the importance of viewing decisions about whether to engage in pro-environmental behaviours through the lens of work on social dilemmas.

We are using evidence that reveals that efficacy beliefs function as important determinants of human motivation and action (Bandura 1995). However, theory that clearly distinguishes between the individual and collective level is lacking, especially for social dilemma situations where desired outcomes at the individual and collective level are often conflicting (individual goals vs. collective goals).

The goal of our work is to clarify the conceptual distinctions between individual and collective forms of both efficacy and outcome expectancies and to present a new theoretical framework that incorporates these forms of efficacy and outcome expectancy for large-scale social dilemma situations.

BACKGROUND

Social cognitive theory (SCT) provides a theoretical framework for understanding, predicting, and influencing human behaviour (Bandura, 1997). It has recently begun to attract attention in studies of pro-environmental behaviour (Truelove, under review; Lubell, 2002). SCT involves two core constructs: self efficacy and outcome expectancy.



COLLECTIVE PROBLEM EFFICACY FRAMEWORK (Koletsou & Mancy, 2011)



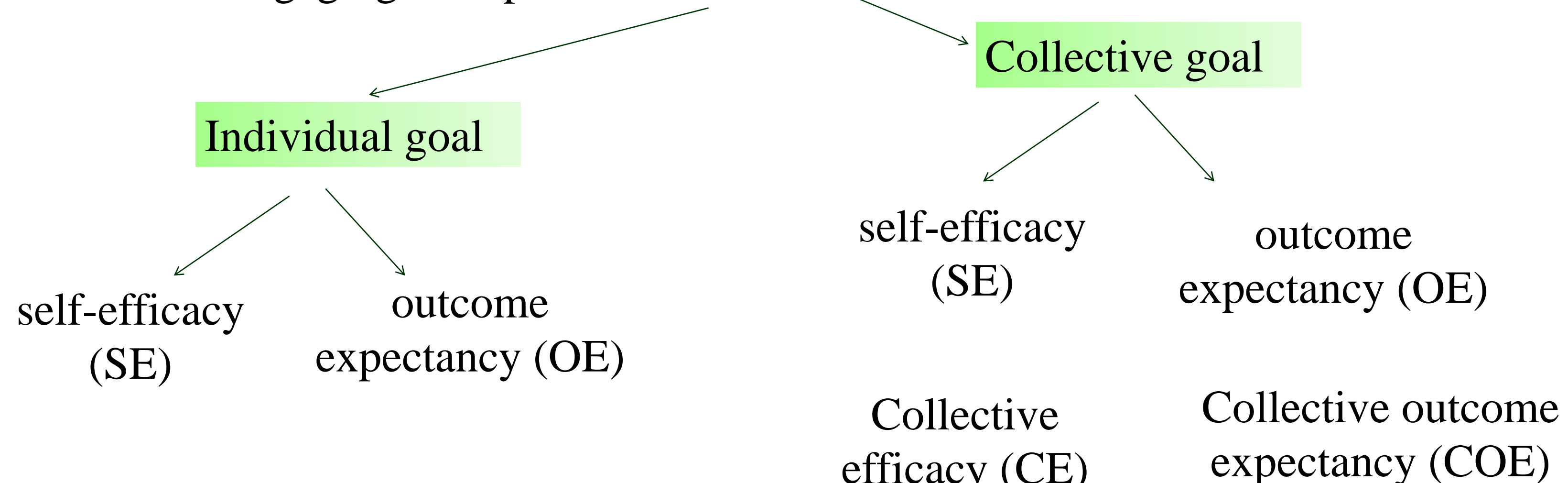
METHOD

This work proposes an integrated framework based on the distinction between individual and collective goals that encompasses individual and collective levels of efficacy and outcome expectancy.

At an individual level, individual problems are accompanied by individual goals, with behaviour determined by:

Self-efficacy (SE) outcome expectancy (OE)

At a collective level, it is important to distinguish between individual and collective reasons for engaging with particular actions.



NEXT STEPS

Carry out an online survey with 500 participants (UK representative sample) to examine this framework against the recommended mitigating climate change behaviour.

CONCLUSIONS

A better understanding of the four constructs should help in encouraging sustainable behaviours, with the framework allowing us to determine which form of efficacy or outcome expectancies requires targeting for different individuals and behaviours. Climate change communications should instil in people the belief that they have the capability to change their behaviours (self-efficacy), that these behaviours will help achieve the collective goal (personal outcome expectancy), that together we are capable of changing our behaviours (collective efficacy) and that our actions will help achieve the collective goal (collective outcome expectancy).



Acknowledgements

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