

Talk on Tuesday, 5. Dec 2023

in HS 424

Start: 10:15 c.t. (till 11.30)

The talk will be presented in English

The Manylabs Climate Collaboration: Testing the perceived and actual efficacy of 11 behavioral interventions to promote climate action in 63 countries

Dr. Kimberly Doell

Universität Wien



What is the best way to promote climate change mitigation? While many interventions have been tested, comparing their efficacy is problematic because they are generally tested on specific populations, in specific contexts, and on specific outcome variables (e.g., behavioral intentions). Here, we conducted an international mega-study across 63 countries (N= 59,440), including over 250 collaborators, that compared 11 different interventions (against a control), on the same four sustainability-related outcome variables (i.e., climate change belief, policy support, willingness to share information on social media, and an effortful tree-planting task). We found that no intervention worked across all outcome variables, and intervention efficacy depended on prior climate change beliefs, suggesting that interventions need to be tailored according to their outcome, and individual-level characteristics of the populations being sampled. Forecasts showed that academics (e.g., behavioral scientists; N=242) were largely better than members of the general public (N=574) when predicting how interventions would impact belief and policy support, but not the effortful behavior. Together, these results highlight the necessity of conducting well-powered, highly collaborative research that looks at many facets of climate change mitigation, including real behavior.