Assessing Green Web Applications
From behavoir to attitudes – or vice versa?
Prague, March, 2013

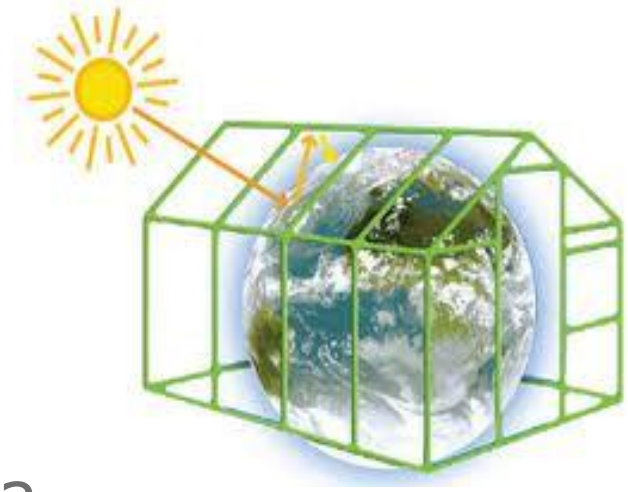
European TA Conference: Technology Assessment and Policy Areas of Great Transitions

Session V. Participation within the Field of Climate Change – Chair: Dr. Georg Aichholzer

PhD Fellow Christian Elling Scheele

CIDEA – Institute for Political Science

Problem



1 2

3 4

From Attitudes to Behavior …or from Behavior to attitudes?

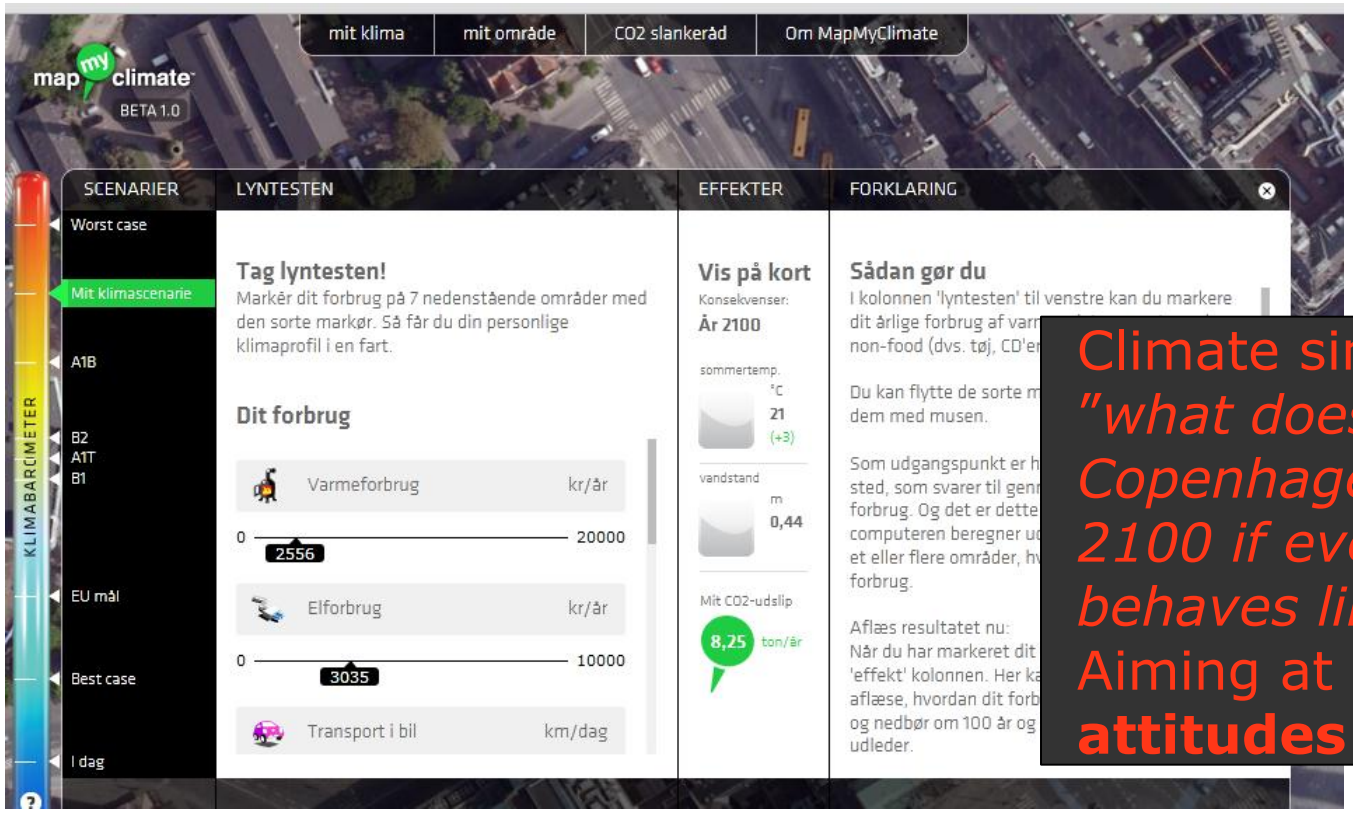
Attitudes

Behavior

Web app - ”The House’s Web”

Home improvements.
Aiming at changing
behavior

Web app - ”MapMyClimate.dk”

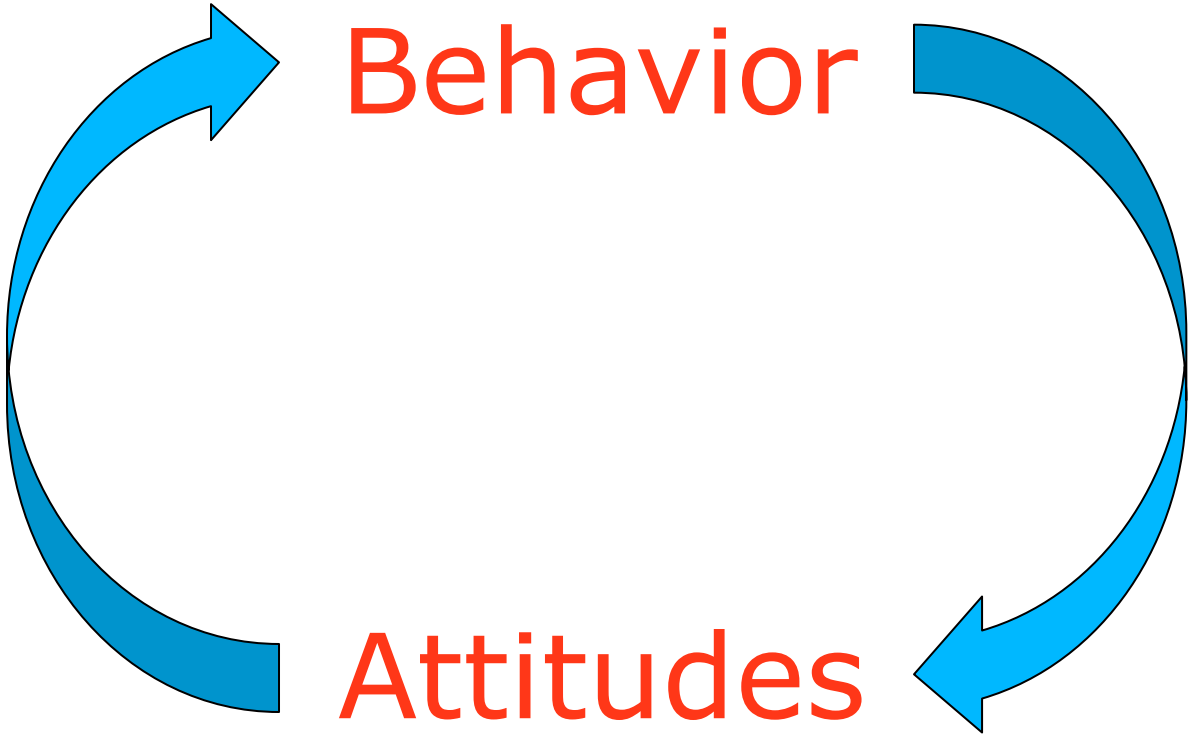


Climate simulator – *”what does Greater Copenhagen look like in 2100 if everybody behaves like you”*
Aiming at changing **attitudes**

Web app - "Climate Awareness"

Energy Savings Guides. Aiming at creating a more sustainable climate awareness **attitude and behavior**

What affects what?



From Attitudes to Behavior …or from Behavior to attitudes? Conclusions

Policy implication: Should web applications be designed to aim at changing behavior or changing attitudes?

The preliminary conclusion from a quantitative study with appr. 2000 respondents indicate that both strategies work:

There is a strong effect on attitudes towards climate change from climate friendly behavior (even when controlling for a string of background variables). This means that if you behave in a climate friendly way, you are likely to have more climate friendly attitudes. While this sounds intuitively reasonable the ***survey shows that the causality of the relationship between attitudes and behavior can run both ways, thus it is not possible to give priority to neither attitudes nor behavior a priori*.**