

Cultural and Environmental Cognition: Cultural
Cognition, New Ecological Paradigm, and
Climate Change Risk

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Value System

Figure: Hierarchically Structured Value System



Value System

- ▶ Core values
 - ▶ Political ideology / partisanship
 - ▶ *Cultural theory*

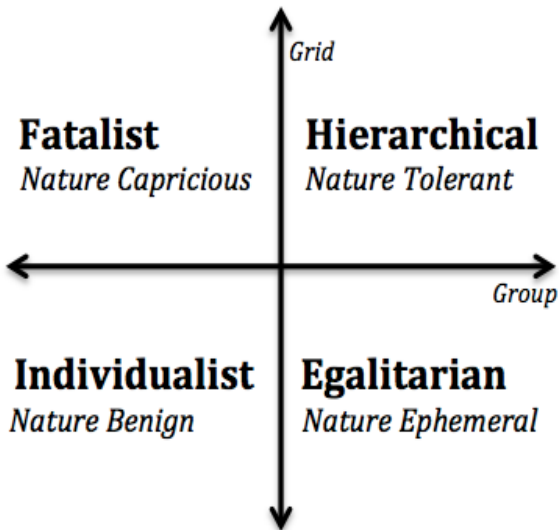
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- ▶ Core values
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 - ▶ *Cultural theory*
- ▶ Environmental values
 - ▶ Myths of nature
 - ▶ New Ecological Paradigm

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- ▶ Policy attitudes
 - ▶ Climate change risk

Figure: Cultural Theory and Myths of Nature



Cultural and Environmental Cognition

- ▶ Cognition: reasoning processes that translate values into attitudes
 - ▶ *Cultural cognition*: core values
 - ▶ *Environmental cognition*: environmental values

Cultural and Environmental Cognition

- ▶ Cognition: reasoning processes that translate values into attitudes
 - ▶ *Cultural cognition*: core values
 - ▶ *Environmental cognition*: environmental values
- ▶ Psychological mechanisms
 - ▶ Identity affirmation
 - ▶ Biased information processing
 - ▶ Credibility
 - ▶ Affirmation

Data

- ▶ Sample of residents from South Carolina's eight coastal counties
 - ▶ March-April 2015 and August 2015

Data

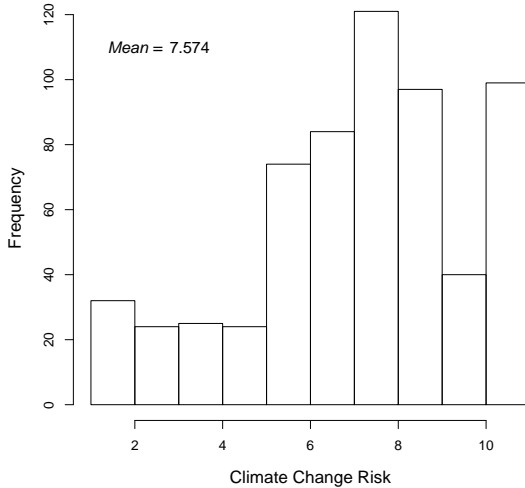
- ▶ Sample of residents from South Carolina's eight coastal counties
 - ▶ March-April 2015 and August 2015
- ▶ Cultural cognition measures
 - ▶ Hierarchy-egalitarian, $\alpha = 0.841$
 - ▶ Individualists-communitarian, $\alpha = 0.754$
- ▶ New ecological paradigm scale
 - ▶ 15 questions, $\alpha = 0.67$
- ▶ Climate change risk (0 to 10)
 - ▶ $\bar{X} = 7.574$

New Ecological Paradigm Scale

Table: New Ecological Paradigm Questions

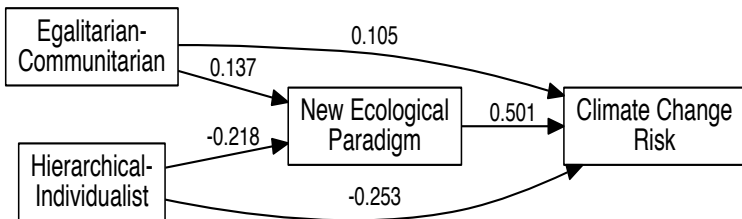
Dominant Social Paradigm	New Ecological Paradigm
Humans will eventually learn enough about how nature works to be able to control it	Despite our special abilities, humans are still subject to the laws of nature
The balance of nature is strong enough to cope with the impacts of modern industrial nations	Humans live on a planet with very limited room and resources
The Earth has plenty of natural resources if we just learn how to develop them	Plants and animals have as much right as humans to exist

Figure: Perceived Climate Change Risk



Results

Figure: Cultural and Environmental Cognition and Climate Change Risk



Conclusion

- ▶ Total effect on climate change risk
 - ▶ Egalitarian-Communitarian = 0.174
 - ▶ Hierarchical-Individualist = -0.362
 - ▶ New Ecological Paradigm = 0.501

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- ▶ *Core values constrain environmental values and both constrain policy attitudes through values-based cognition*