

## **LIVING WITH CLIMATE CHANGE: MOTIVATION AND ACTION FOR LIFESTYLE CHANGE (CLIMLIFE)**

Professor Kjersti Fløttum, University of Bergen, head of project

### **SUMMARY**

Living with climate change has become a crucial issue worldwide. Climate change concerns all aspects of our lives and affects how we think about our personal lifestyle choices and political behavior, how we perceive of the fate of our planet and the future of humanity. Recent research shows that, when asked about solutions to tackle climate change, Norwegian citizens generally say “we must all contribute”. However, what does this mean more specifically?

While there is broad agreement on the urgency of the situation, people must also go on living their daily lives, attending to the needs and interests of themselves, their family and community. How do people relate the political and existential challenges of climate change to their normal, day-to-day life choices? The CLIMLIFE cross-disciplinary project addresses this question and will generate new and vital knowledge about the role of climate in lifestyle issues, revealing barriers and opportunities, conflict and consensus.

We suggest that people use mainly four strategies for integrating, or not, the challenges of climate change (CC) into their lives:

- 1) **Activism:** People engage actively to influence policies to mitigate CC.
- 2) **Responsiveness:** People respond in accordance with incentives designed for climate-friendly behaviour.
- 3) **Resignation:** People recognize the problem but give up engaging with the complex challenges of CC.
- 4) **Rejection:** People actively choose not to consider CC in their choices.

Our new and challenging methodological cross-disciplinary approach consists of a combination of Facebook data and open-ended survey questions, that targeted respondents (citizens, politicians, journalists) can answer in their own words. The project puts a particular focus on the views of young people. We use tools for language analysis generated through linguistic polyphony (multivoicedness), topic analysis, framing and narrative theory, combining quantitative (semi-) automated and qualitative methods.