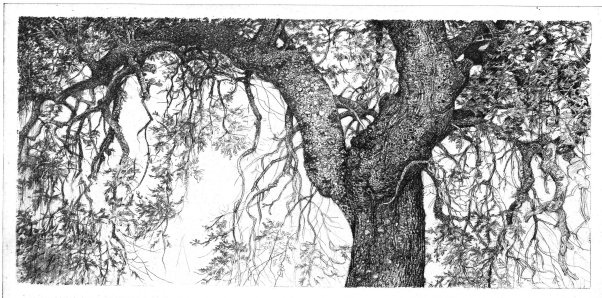


THE MYTH OF APATHY

(behaviour change from the inside out)



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20 November 2012

AMANDA'S STORY

ANXIETY

AMBIVALENCE

ASPIRATION

WHAT DO WE MEAN BY “BEHAVIOUR CHANGE”?

(What are our assumptions?)

Do people care?

Are people motivated?

What makes people do things differently?

What are the lead drivers / levers of behavioural changes?

ANXIETY
(defences)

denial
projection
disavowal
splitting

THE DISCOURSE OF **GAPS** AND **BARRIERS**

THE VALUE-ACTION **GAP**

BARRIERS TO ENGAGEMENT

WHAT HAPPENS IF WE REPLACE

WITH

GAP

BARRIERS

A large, tangled mass of multi-colored yarn (black, white, red, blue) is piled on a light wood floor. The yarn is heavily knotted and intertwined, creating a complex, chaotic shape. The background is a light-colored wooden surface with visible grain lines.

A TANGLE?

COMPLICATIONS?

DILEMMAS?

ANXIETIES?

(IT'S NOT ALWAYS ABOUT LACK OF CONCERN OR CARE.)

MY HYPOTHESIS IS THAT MAN IS HAMPERED IN HIS MEETING OF
THIS ENVIRONMENTAL CRISIS BY A SEVERE AND PERVASIVE
APATHY WHICH IS BASED LARGELY UPON FEELINGS AND
ATTITUDES OF WHICH HE IS UNCONSCIOUS

HAROLD SEARLES



Joy Garnett. *Flood (2) (Strange Weather series)* 2005.



Joy Garnett, *Evacuation (Strange Weather Series)* 2005.



Joy Garnett. *Plume (Strange Weather Series)* 2005.

An aerial photograph of Green Bay, Wisconsin, showing a river, a dam, and surrounding urban and industrial areas. The image is in black and white and serves as a background for the text.

The Myth of Apathy: Psychoanalytic Dimensions
of Ecological Degradation

GREEN BAY, WISCONSIN

The Great Lakes contain 21% of the world's fresh surface water: 5,472 cubic miles (22,810 km³), or 6.0×10^{15} U.S. gallons (2.3×10^{16} liters). This is enough water to cover the 48 contiguous U.S. states to a uniform depth of 9.5 feet (2.9 m).

Why are people not doing more to protect and restore the Great Lakes and tributaries?

(Big Idea)

What is the experience of ecological degradation? How is it made sense of, felt, experienced?

And what does this tell us about what we call “engagement” or “action”?

An aerial photograph of the Earth, showing the continents and oceans. A semi-transparent, light-colored world map is overlaid on the image, centered on the Atlantic Ocean. The map shows the outlines of the continents in a light beige or tan color, while the oceans are a light blue. The overall image has a soft, slightly blurred quality.

HOW DO PEOPLE **EXPERIENCE** DEGRADATION?

HOW MIGHT CONCERN SHOW UP?

WHY MIGHT PEOPLE WHO CARE ABOUT THEIR ENVIRONMENT, NOT ENGAGE ACTIVELY TO PROTECT IT?

WHY DOES CONCERN ABOUT CLIMATE CHANGE NOT TRANSLATE INTO ACTIONS?

METHODOLOGY

Use of survey with follow-up in-depth interviews

Interview design (free associative, narrative-base)

Three interviews per participant

Affective, narrative data analysis





WARNING:

**NO MORE SWIMMING
NO MORE FISHING
NO MORE DRINKING WATER
NO MORE
GREAT LAKES**

The Great Lakes hold one fifth of the world's fresh water supply and provide drinking water to over 30 million people. Yet each day, our Lakes are damaged economically and ecologically by untreated sewage, industrial pollutants and invasive species. Unless we invest in a solution today, the price we will pay tomorrow will be much higher and future generations may never experience the Lakes as we know them. Fortunately there is a solution—you. You can sign a petition to urge Congress to pass the Great Lakes Collaboration Implementation Act, a comprehensive regional plan that dedicates funding to protect our drinking water, economic future and way of life. Log on to www.healthylakes.org to let your voice be heard. In just a few minutes you can protect the Great Lakes.



**TAKE A FEW MINUTES AND URGE CONGRESS TO
PROTECT THE GREAT LAKES**
WWW.HEALTHYLAKES.ORG

NEW! BEGINNING JUNE 1, ENTER THE GREAT LAKES PHOTO & STORY CONTEST.
Visit www.healthylakes.org to win prizes.

An aerial photograph of a forest with a large, dark tree stump in the center. The text is overlaid on the image.

LOSS

MOURNING

MELANCHOLIA

AMBIVALENCE

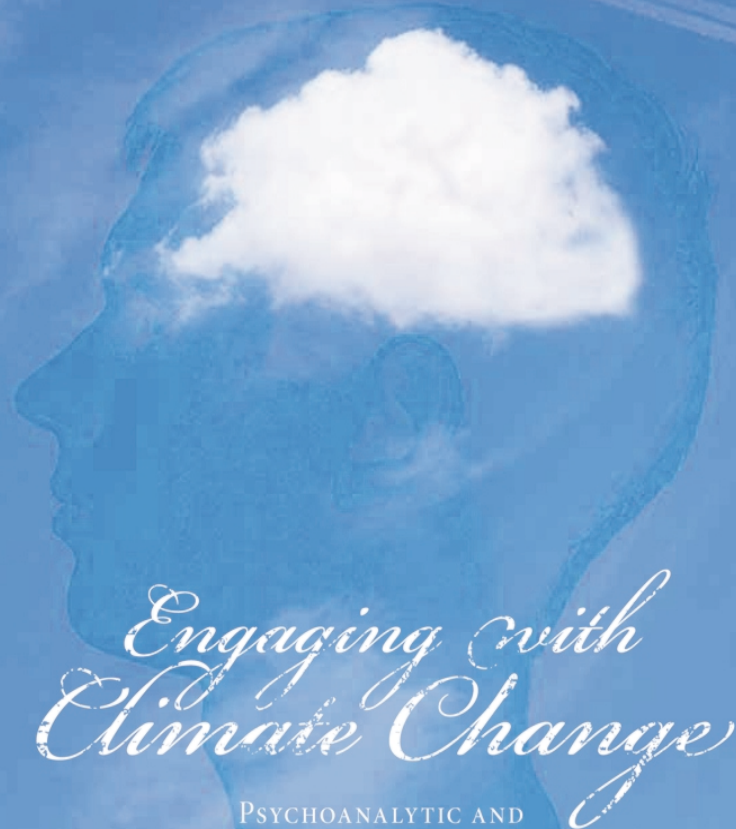
CONFLICT

NOT FEELING INVITED OR ENGAGED

BEYOND THE COUCH SERIES

THE NEW LIBRARY OF PSYCHOANALYSIS

Series Editor: Alessandra Lemma



*Engaging with
Climate Change*

PSYCHOANALYTIC AND
INTERDISCIPLINARY PERSPECTIVES

EDITED BY
SALLY WEINTROBE

Published in Association with the Institute of Psychoanalysis, London

(application)

Targeting the **epeat** Voice



Challenge:

Messaging for environmental electronics registry
(new consumer brand)

The paradox of green electronics

[+]

Love, lust, pleasure, excitement

[-]

Toxics, exploitation, suffering, waste

How do we align messaging to address
consumers' latent, unconscious dilemmas?
[weird, eh?]

For example:
Walking the middle path (not too rah rah)

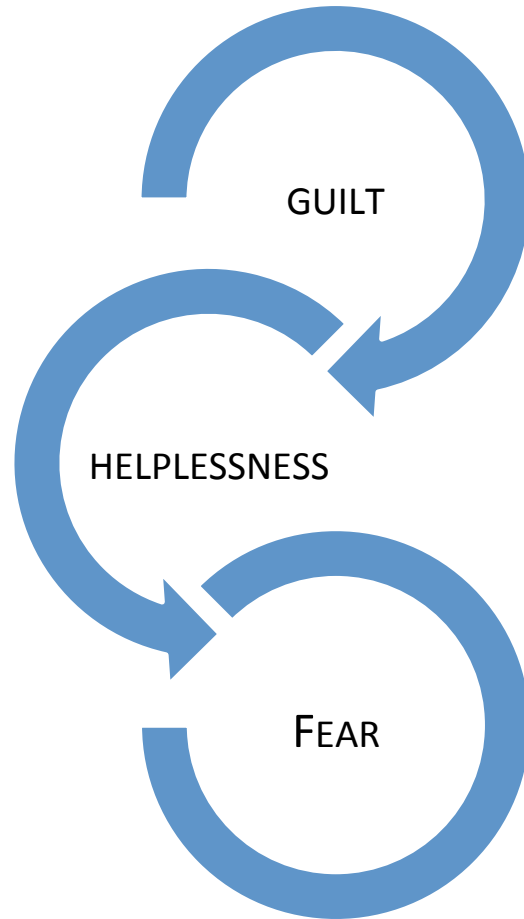
We know that you know.

We know that you care.

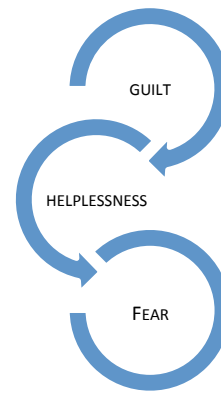
We know that this is a bit of a drag.

We know you want your product and to do the right thing.

1. MEETING PEOPLE WHERE THEY ARE (SENSITIVE, NUANCED COMMUNICATIONS)



1. MEETING PUBLICS WHERE
THEY ARE
(SENSITIVE, NUANCED
COMMUNICATIONS)



2. DOING RESEARCH DIFFERENTLY

LISTEN

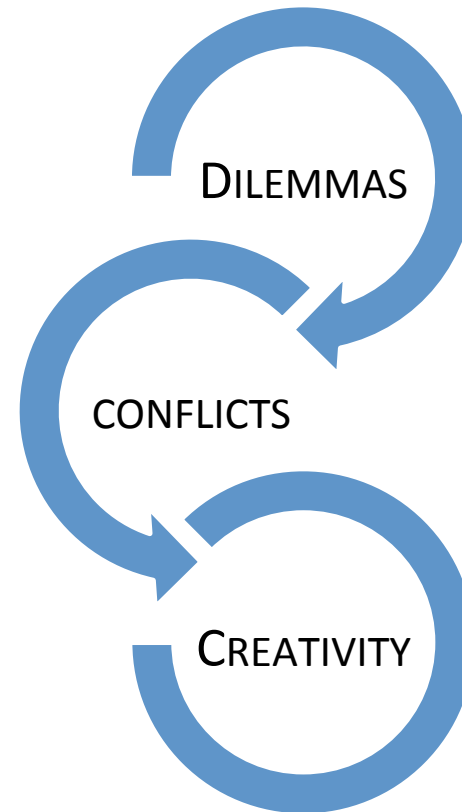
GO LATERAL (NOT FRONTAL)

INTERDISCIPLINARY TEAMS

RESEARCHING AFFECT/EMOTIONS

CONTEXTUAL, PSYCHOSOCIAL METHODS

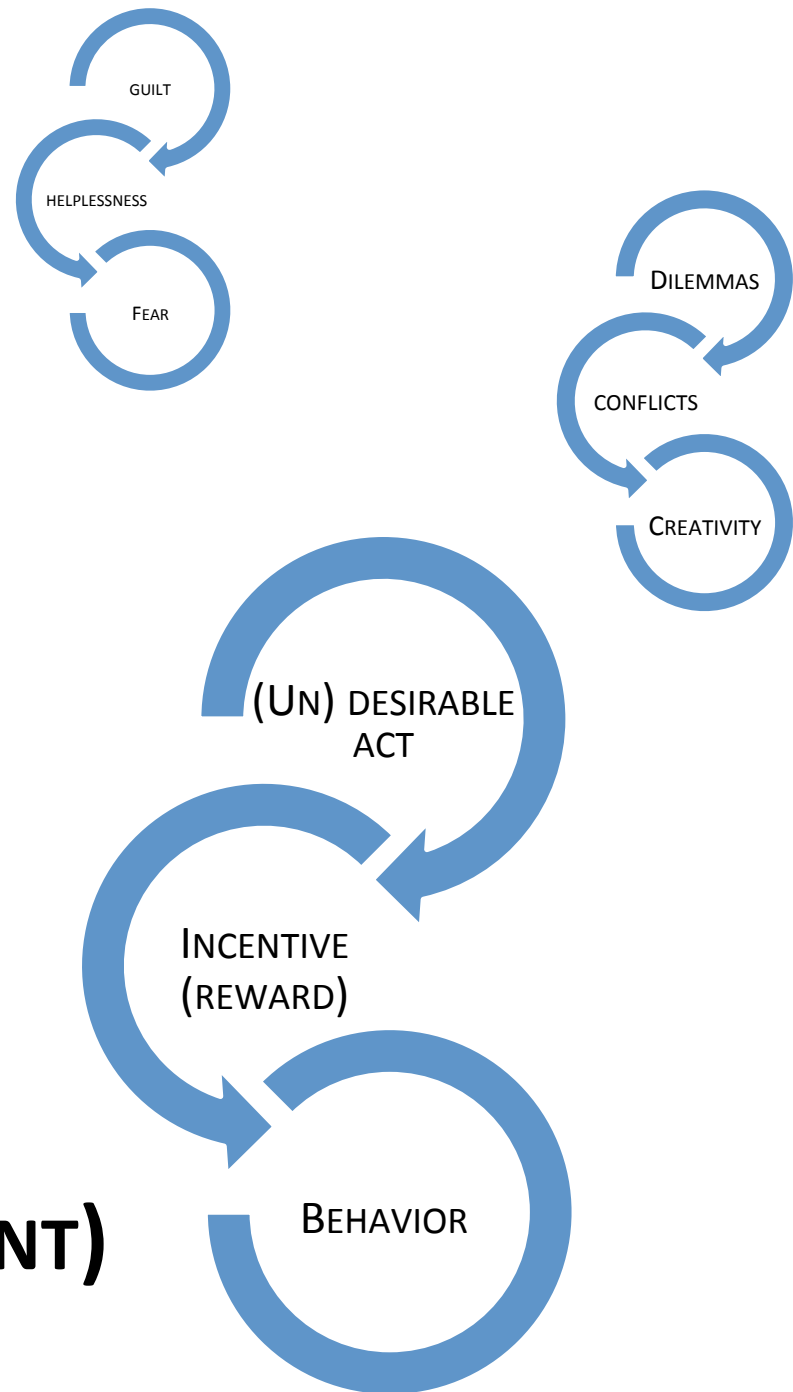
NARRATIVE AND MEANING-BASED
ENQUIRIES



1. MEETING PUBLICS WHERE THEY ARE
(SENSITIVE, NUANCED COMMUNICATIONS)

2. DESIGNING MEANING-BASED
PROGRAMMES (TAPPING CREATIVE
POTENTIAL, INVITATIONAL
ENGAGEMENT)

**3. DESIGNING MEANING-
BASED PROGRAMMES
(TAPPING
CREATIVE POTENTIAL,
INVITATIONAL ENGAGEMENT)**



“If you want people to change, you’ve got to listen to them. You’ve got to understand what stops them from making changes or engagement with issues, and you find that happens through starting conversations.”

Rosemary Randall
Founder, Carbon Conversations

1. LISTEN. BE CURIOUS.

CREATE CONVERSATION-BASED PLATFORMS.
(i.e. Carbon Conversations)

2. BE HONEST. DITCH THE RAH-RAH.
(THIS IS F'ING HUGE.)

3. PARTNER. PARTNER WITH PSYCHOLOGICAL
PRACTITIONERS. CREATE GENUINE
INTERDISCIPLINARY TEAMS.