

Who will save the world?

A cross-cultural study of how our social and physical environments shape climate change perspectives and behavior.



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and the framing of interview questions (Lorenzoni et al. (2007), Alisat & Riemer (2015), and Larson et al. (2015)).

Various studies have been conducted to understand the role of culture and norms and values within countries in shaping an individual's likelihood to act in pro-environmental ways. Many of these are based on bi-national surveys (Lorenzoni & Pidgeon, 2005; Mancha & Yoder, 2015), and oftentimes do not compare individuals in countries that are considered to be in a different stage of development. For instance, Lorenzoni and Pidgeon (2005) provide 15 years of data regarding clim

problem, or one affect

reinforcing them but also rewarding them. As Rees and Ba[®]

as people who have been

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In spite of the increases in media, communication and technology and other tools for spreading ideas and knowledge, the topic of climate change and environmental degradation as a whole remains one that proved challenging for changing global environmental behaviors on both individual and institutional scales. In this era we are more aware of what is happening in the world than at any other point in history, and yet we continue to put in place detri i

is one of collective goals rather than small individual actions, only then can we hope to see the change that

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