

Developing an Interactive Ecofeminist-Based Intervention

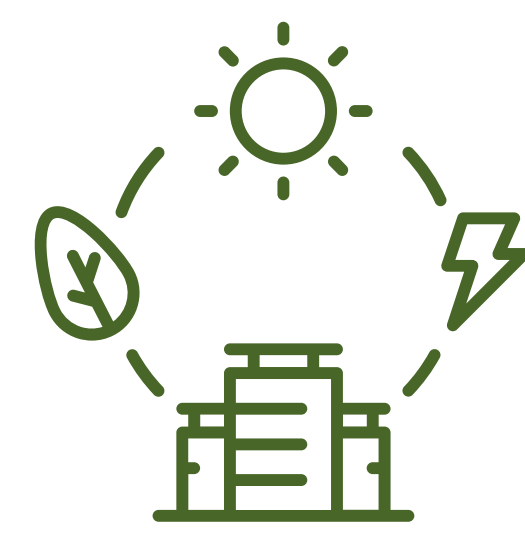
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Introduction

- Ecofeminism argues that the oppression of women is deeply linked with the domination of the environment.
- If the treatment of nature is connected to the treatment of women, and more broadly, the treatment of oppressed communities, how can this connection be used to uplift social and environmental justice?
- Psychological investigation into this topic can identify, shape, and deploy the most effective strategies to mitigate unsustainable behaviors.
- Game-style interventions offer a practical and accessible opportunity to educate participants and alter corresponding behaviors (Roozenbeek & van der Linden, 2019). Such interventions can be more effective compared to traditional behavioral interventions because they are accessible to large, diverse audiences via smartphones and computers and present information in fun or approachable formats (Liu et al., 2020).

Pilot-Testing Materials for an Ecofeminist Game-Style Intervention



Study 1

155 participants* viewed 12 fictitious profiles of city council candidates formatted in two different styles (bullet-points or a paragraph) then responded to questions measuring their perceptions and the expected voting behavior of the candidates.

Study 2

146 participants* read one of three descriptions of a hypothetical city (either green or industrial) or a control condition, allocated funds for a city budget, and ranked 9 city council candidates with bullet-points and a paragraph description.

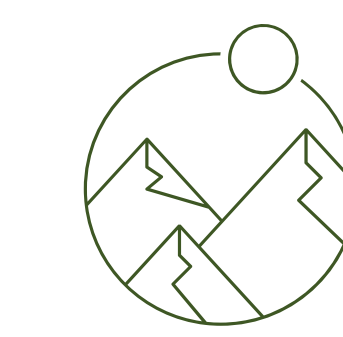
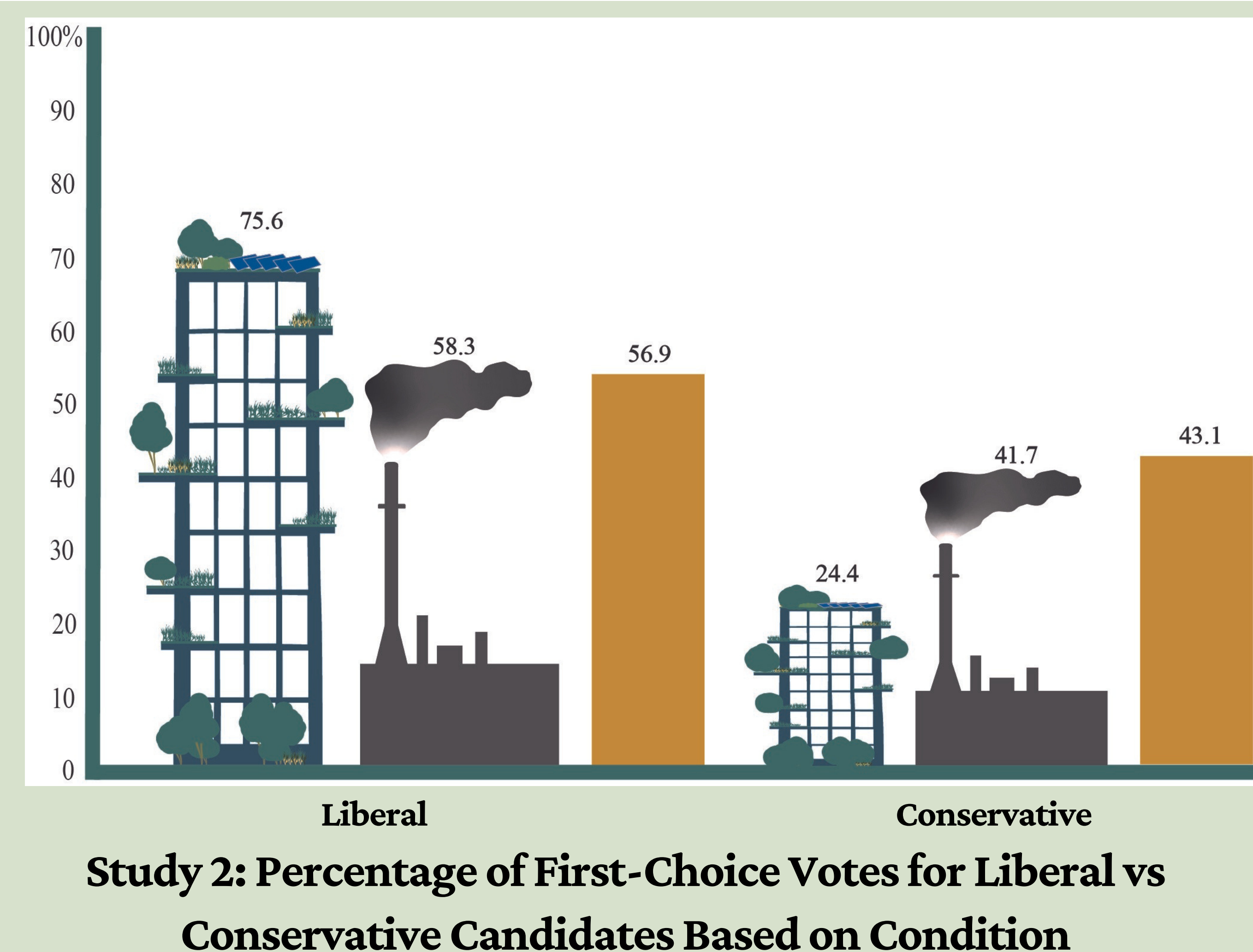
In both studies, participants also reported their environmental & gender attitudes and political affiliation.



Results

Study 1 found that framing the candidate profiles as either bullet-points or paragraphs had inconsistent effects on how participants viewed the candidate but did not influence how they expected them to vote on social or environmental well-being policies.

In Study 2, participants in the green city condition prioritized social and environmental policies in the budget allocation activity. In the green city condition, participants also ranked liberally leaning candidates higher than conservative candidates.



Discussion

- Candidate profile framing does not have a significant effect on how participants view the candidate nor influence how they think they would vote on certain policies.
- A priming condition (such as the green city essay) may positively influence participant responses to information about social and environmental topics.

Other steps for continuing the game development process will include further research on framing the game's goal, the policies that participants and candidates in the game will vote on, and measuring ecofeminist attitudes.

Example of Candidate Profile Format Styles

The owner of a successful local business chain

Strengths: Strong leader, makes businesses profitable, efficient project planning
Weaknesses: Doesn't like to follow orders of plans they disagree with, very busy, proud of having a lot of money
Personal Traits: Family-focused, persistent, is good at balancing responsibilities efficiently
City Stats: + Population Wellbeing, + City Funds, - Environmental Justice

Former American Civil Liberties Union (ACLU) Director

Has a proven track record of incorporating fairness, diversity, inclusion, and belonging in all aspects of an organization. They are especially skilled at building and maintaining partnerships with communities most impacted by civil liberties and civil rights injustices (including women, Black, Indigenous, and people of color, and low-income communities). Strong organizational and communication skills to develop and maintain relationships that ensure financial health and stability. Building important partnerships between citizens and the government is one of the core reasons they are running for the city council.

Study 1: Bullet-Point Format

Key	
Population Wellbeing:	Encompasses citizens' physical and mental health in addition to the happiness, level of living standard, and feeling of fulfillment of the city population.
City Funds:	This is the financial wellbeing and liquidity of the city.
Environmental Wellbeing:	Encompasses amount of green space within and around the city, water and air quality, an equal risk of environmental hazards to all citizens (not just concentrated in one area), pollution, and sustainable management of resources.

+ is an increase in the indicated stat
- is a decrease in the indicated stat
↔ the indicated stat remains neutral (not explicitly positive or negative)

Key given to participants assigned to bullet-point and hybrid formats

Study 1: Paragraph Format

A Public Defense Lawyer

Who went to an Ivy League university for law with the intention of becoming a public defense attorney. They support social justice and want to bring advocacy and representation for those who are often discriminated against in governmental laws and policies.
Strengths: Knowledgeable about the law, committed to uplifting disadvantaged communities, passionate about their work
Weaknesses: Getting emotionally involved in cases, low in compromising, drinking too much coffee
Personal Traits: Hardworking, studious, empathetic
City Stats: +Population Wellbeing, -City Funds, ↔ Environmental Justice

Study 2: Hybrid Format

References

- Liu, J., Su, M., McLeod, D. M., Abisaid, J., & Lu, L. (2020). The effects of framing and advocacy expectancy on belief importance and issue attitude. *Mass Communication & Society*, DOI:10.1080/15205436.2020.1728776
- Roozenbeek, J. & van der Linden, S. (2019). Fake news game confers psychological resistance against online misinformation. *Palgrave Communications*, 5(65). <https://doi.org/10.1057/s41599-019-0279-9>
- *Participants recruited from Amazon's MTurk.

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