

Introduction

- Most people agree that climate change will harm them personally, and that addressing it requires changes at both the individual and societal level (Bell et al., 2021).
- Prominent mechanisms that can motivate people to engage in proenvironmental action include
 - legacy motivation (Zaval et al., 2015)
 - Future vividness (Engle-Friedman et al., 2022)
 - Perceived responsibility to reduce climate change (Syropoulos & Markowitz, 2021).
- **However, it is not yet clear whether these factors separately contribute to predicting proenvironmental action.**

Methods

- N = 1211
- Legacy Motivation (3 items)
- Future Vividness (1 item)
- CC Responsibility (1 item)
- **Outcomes:** Self-reports of engagement in proenvironmental behaviors and conversations over...
 - ...the past five years
 - ...the past year
 - ...the past week

Perceived Responsibility, Legacy Motivation and Future Vividness Independently Relate to Increased Proenvironmental Behavior

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Table 1.
Regression models controlling for gender SES, age and political orientation.

<i>Past-year Proenvironmental Conversations (Adj R² = .13)</i>	<i>b</i>	<i>SE</i>	<i>β</i>	<i>p</i>	<i>95% C.I.</i>	
Legacy Motivation	0.08	0.04	0.06	.036	0.01	0.16
Future Vividness	0.08	0.02	0.13	<.001	0.04	0.12
CC Responsibility	0.24	0.03	0.25	<.001	0.18	0.31
<i>Past-year Proenvironmental Behaviors (Adj R² = .12)</i>	<i>b</i>	<i>SE</i>	<i>β</i>	<i>p</i>	<i>95% C.I.</i>	
Legacy Motivation	0.16	0.04	0.13	<.001	0.09	0.23
Future Vividness	0.07	0.02	0.11	<.001	0.03	0.10
CC Responsibility	0.20	0.03	0.22	<.001	0.14	0.26
<i>Five-year Proenvironmental Behaviors (Adj R² = .24)</i>	<i>b</i>	<i>SE</i>	<i>β</i>	<i>p</i>	<i>95% C.I.</i>	
Legacy Motivation	0.18	0.04	0.14	<.001	0.10	0.25
Future Vividness	0.08	0.02	0.12	<.001	0.04	0.11
CC Responsibility	0.31	0.03	0.30	<.001	0.25	0.37
<i>General Proenvironmental Tendencies (Adj R² = .14)</i>	<i>b</i>	<i>SE</i>	<i>β</i>	<i>p</i>	<i>95% C.I.</i>	
Legacy Motivation	0.16	0.04	0.12	<.001	0.08	0.24
Future Vividness	0.08	0.02	0.12	<.001	0.04	0.12
CC Responsibility	0.22	0.03	0.21	<.001	0.16	0.29
<i>Past-week Proenvironmental Behaviors (Adj R² = .10)</i>	<i>b</i>	<i>SE</i>	<i>β</i>	<i>p</i>	<i>95% C.I.</i>	
Legacy Motivation	0.07	0.02	0.10	<.001	0.03	0.10
Future Vividness	0.03	0.01	0.10	<.001	0.01	0.05
CC Responsibility	0.18	0.01	0.38	<.001	0.15	0.21

Discussion

CONCLUSION

- Each mechanism uniquely contributes to self-reports of proenvironmentalism
- Additional evidence for validity from correlations with demographic factors.

LIMITATIONS

- Correlational data.
- Limited measurement tools.

FUTURE DIRECTIONS

- Experimental evidence.
- Improved measurement.
- Objective proenvironmentalism indicators.

References

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- Syropoulos, S., & Markowitz, E. (2021). *JEVP*, doi:10.1016/j.jenvp.2021.101651
- Zaval, L., Markowitz, E. M., & Weber, E. U. (2015). How Will I Be Remembered? Conserving the Environment for the Sake of One's Legacy. *Psych Science*, <https://doi.org/10.1177/0956797614561266>