

We Can Do It! The Role of Collective Environmental Efficacy in the Relationship Between Climate Change Threat Perception and Pro-environmental Behavior



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The increasing frequency and severity of extreme weather events due to climate change have profoundly impacted global communities, prompting urgent action. While perceived climate change threat is a key predictor of pro-environmental behavior, existing research has yielded conflicting findings, suggesting potential moderating factors. Prior studies have predominantly focused on individual-level influences, overlooking climate change's collective nature and the need for collective solutions. The present study adopted a group perspective to examine the role of collective environmental efficacy in the association between climate change threat perception and pro-environmental behavior.

Through three main studies (comprising five sub-studies), this research explored the moderating role of collective environmental efficacy. Study 1 investigated the moderating effect of collective environmental efficacy by analyzing public survey data in China (Study 1a) and an online survey with rigid variables controlled (Study 1b). Study 2 manipulated collective environmental efficacy as a Chinese (Study 2a) or as a college student of virtual university (Study 2b) in online scenario experiments to examine causal relationships among core variables. By employing a simulated town game to assess participants' environmental investment attitudes from a collective perspective, Study 3 manipulated both climate change threat perception and collective environmental efficacy to further test the hypothesis. The results consistently revealed that climate change threat perception positively predicted pro-environmental behavior when individuals perceive a high level of collective environmental efficacy. Overall, these findings contribute to understanding the promotion of pro-environmental behavior in the context of climate change, providing insights for interventions and research in environmental psychology.

Biography:

Xinyi Yang is a Master's student in the Department of Psychology at Beijing Normal University.

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