



CLIMATE JUSTICE: THE ROLE OF HUMAN VALUES IN EFFECTIVE COMMUNICATION AND INSPIRING ACTION

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Background

- Communities of Black and Indigenous People of Color and low-income people face climate injustices and lack the resources to combat them
- Altruistic values are tied to participation in the climate movement while conformity is tied to skepticism
- Understanding these values could improve communication and help increase awareness of climate change impacts on local communities.

Research Question

Can understanding the values of climate justice advocates, and non climate justice advocates lead to effective climate justice communication?

Internship & Methods

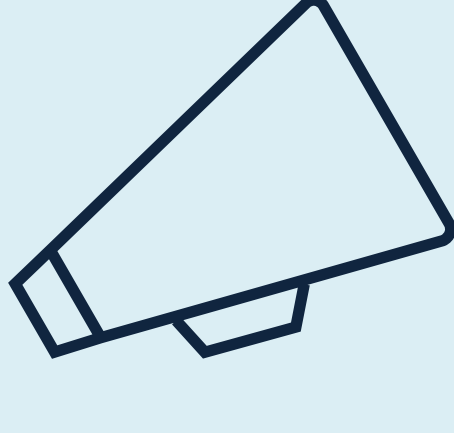
- I partnered with Seattle Shapers to create a Climate Justice online resource webpage to educate at least 1000 Seattle voters (See Figure 1).



Learn



Act



Amplify

Figure 1. The three sections created for the Climate Justice Online Resource.

- Created a survey that measured respondents' climate justice advocacy and their scores for 10 values based on Schwartz's Portrait Values Questionnaire.
- Researched scholarly papers about the relationship between climate change communication and values.

Results

103 respondents of the survey self-identified as...

77
Climate Justice
Advocates



26
Non-CJ
Advocates

Average Value Scores

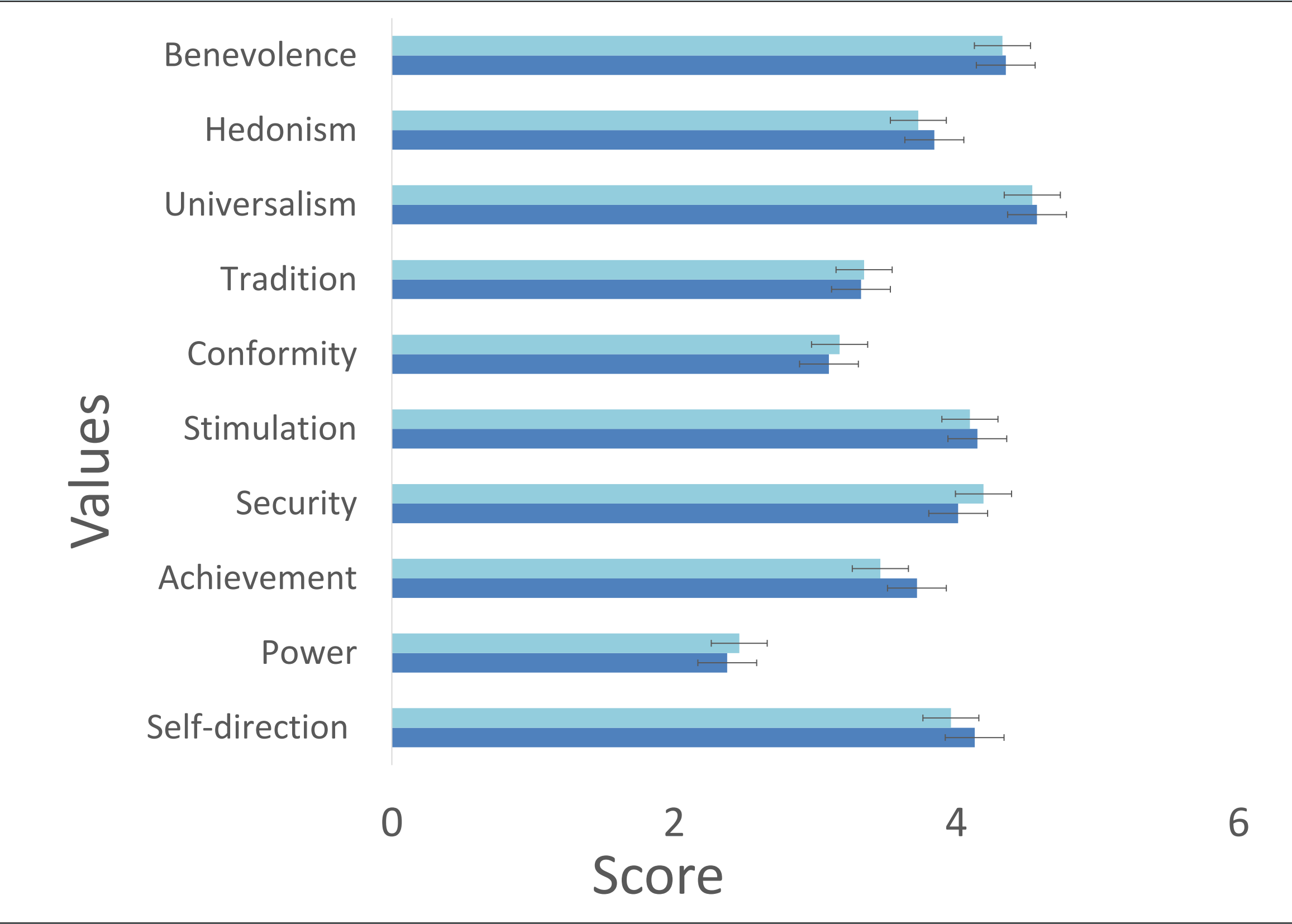


Figure 2. The respondents' average scores for ten value were calculated. Highest scores are in Benevolence, Universalism, Stimulation, Security, and Self-direction. With lower scores in Hedonism, Tradition, Conformity, Achievement and Power.

Value Clusters Scores

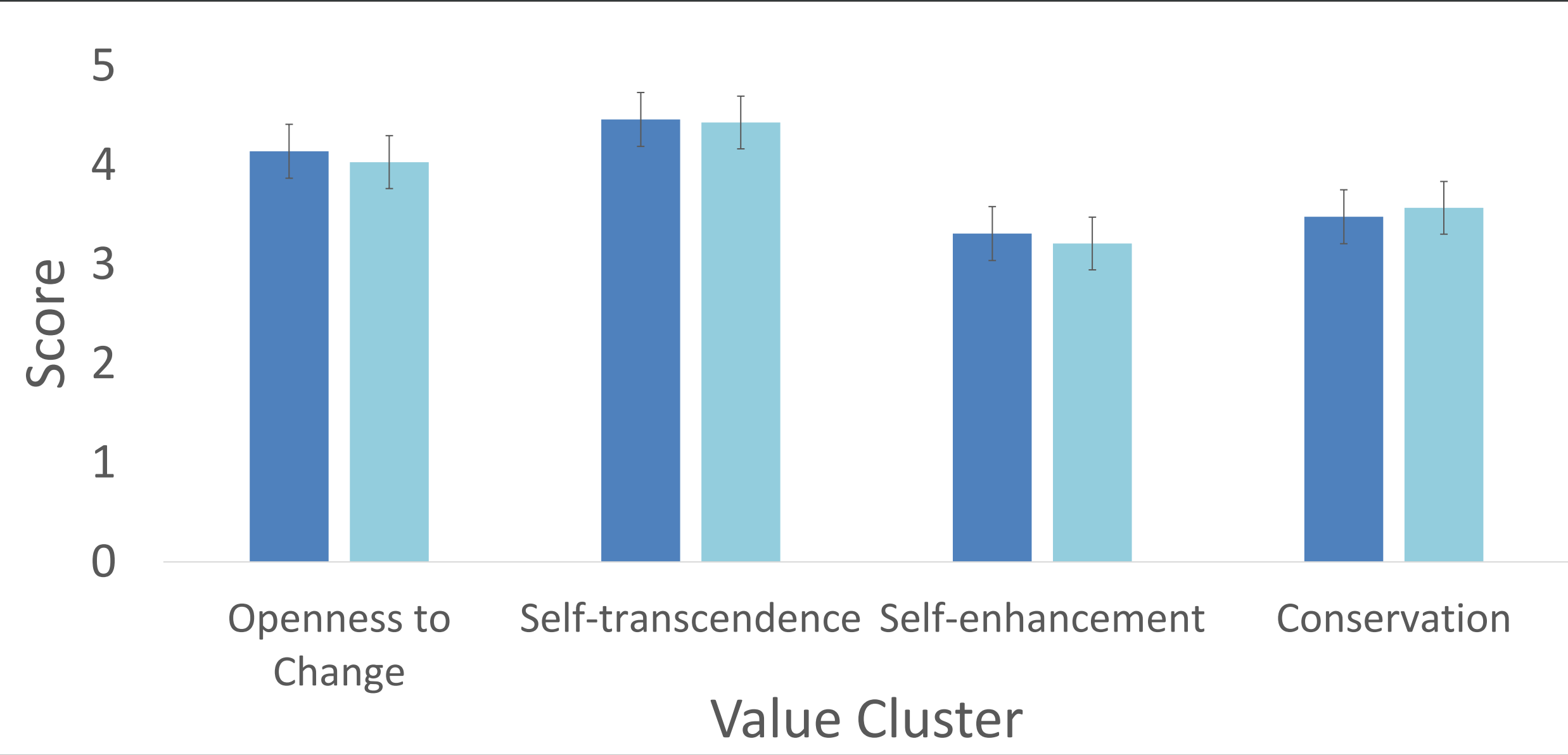


Figure 3. The four clusters were calculated for everyone based on the scores of the 10 values. Openness to change and self-transcendence clusters have higher scores than self-enhancement and conservation.

Takeaways

- The groups have **similar value scores** overall.
- Higher scores** in Benevolence, Universalism, Stimulation, Security, and Self-direction (Figure 2)
- Lower scores** in Hedonism, Tradition, Conformity, Achievement and Power (Figure 2)
- Higher scores translate to higher **Self-transcendence** and **Openness to Change** scores (Figure 3)



- People are motivated to act against climate change because of the resulting **social injustices**, and not only for the sake of the environment (Corner et al.).

Implications

- Climate justice is not considered to be the **most important** issue in the climate movement by non-advocates
- Communication needs to be **improved** by appealing to peoples' values like Benevolence, Universalism, Security and more.
- Utilizing these values can **influence increased action** against climate injustices that face vulnerable communities

Acknowledgements

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