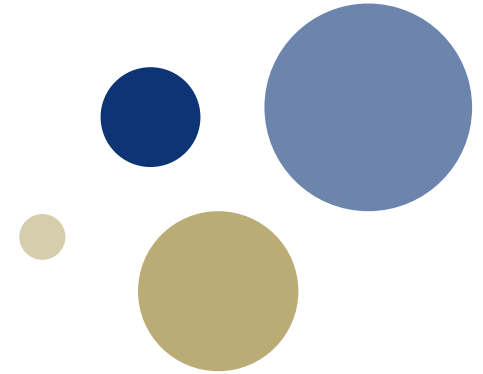




NTNU – Trondheim
Norwegian University of
Science and Technology



Hvordan påvirke kjøp av biff og fisk

To eksempler fra forskningen i gruppen
“Consumption, Environment & Traffic” på NTNU

Christian A. Klöckner



Agenda

- Bakgrunn til forskningsgruppen min
- Eksempel kjøtt
- Eksempel fisk

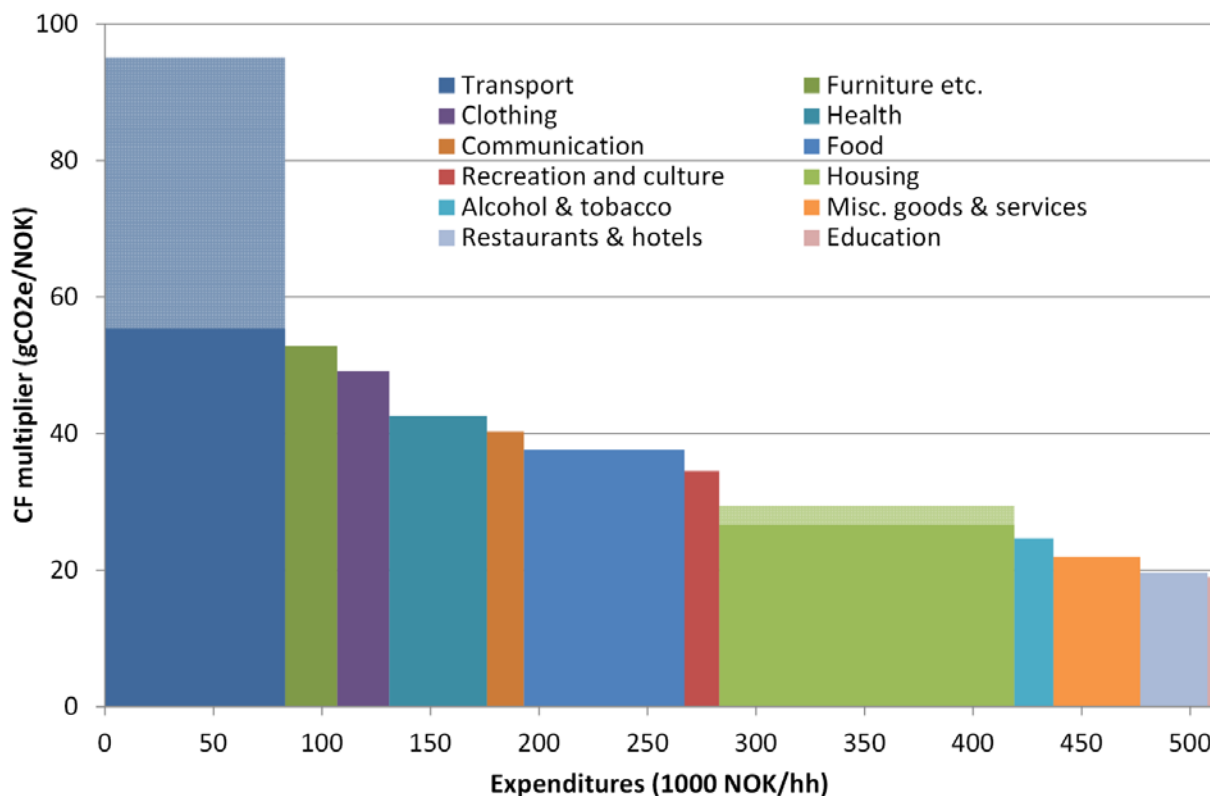


Bakgrunn

- Forskergruppen “Consumption, Environment and Traffic” på psykologisk institutt forsker på
 - Psykologiske faktorer som påvirker forbrukervalg i forhold til miljø
 - Interaksjon av psykologiske og strukturelle faktorer
 - Bruk av innovative kommunikasjonsverktøy (spill, kunst, nudging, ...)
- Består av 2 Prof, 1 Prof II, 1 postdoc, 5 stipendiater (+ gjesteforskere)

Bakgrunn

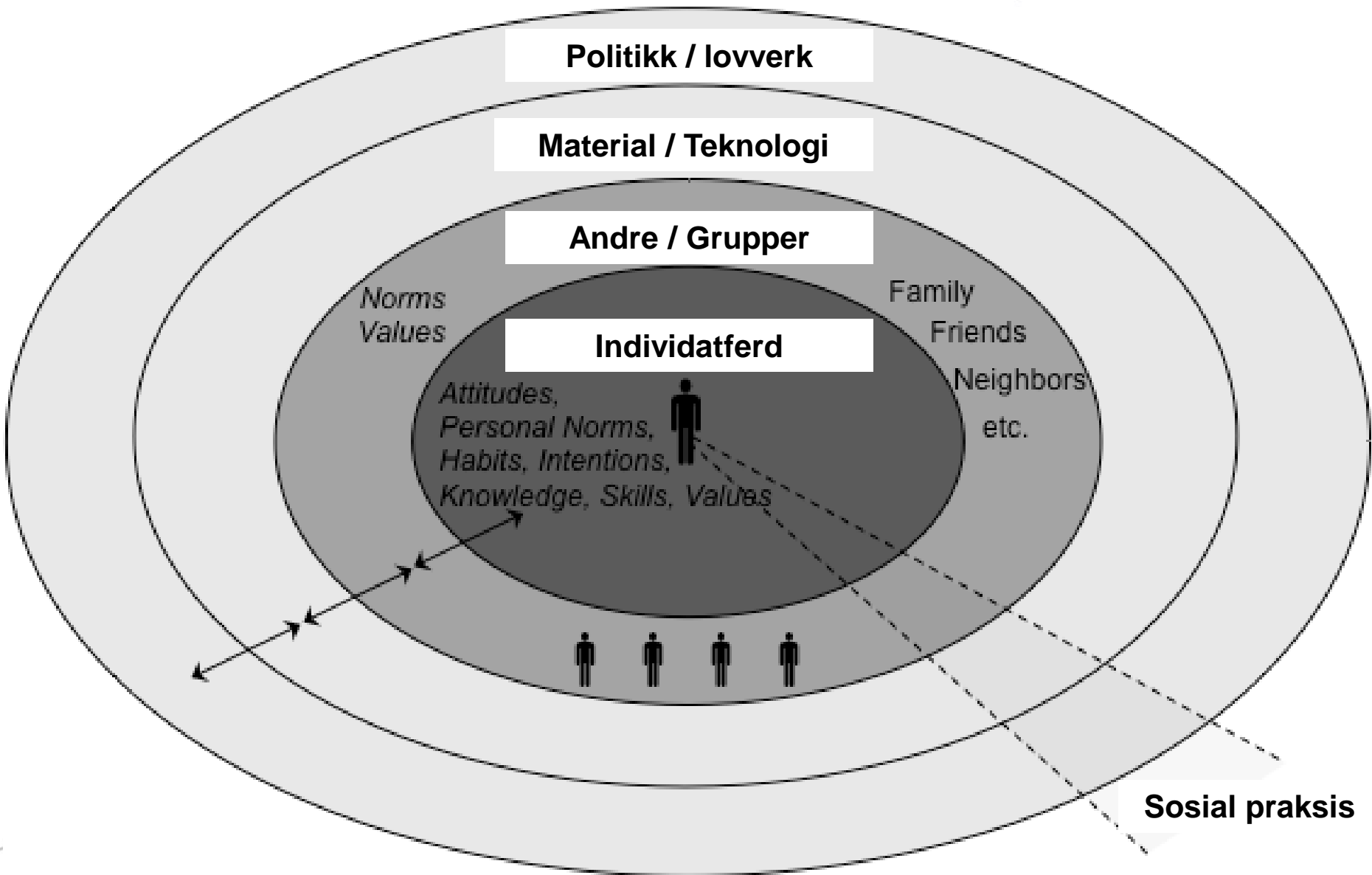
- Forskningen vår er alltid knyttet til miljøeffektene, dvs. vi fokuserer på atferd som har stor effekt



Background

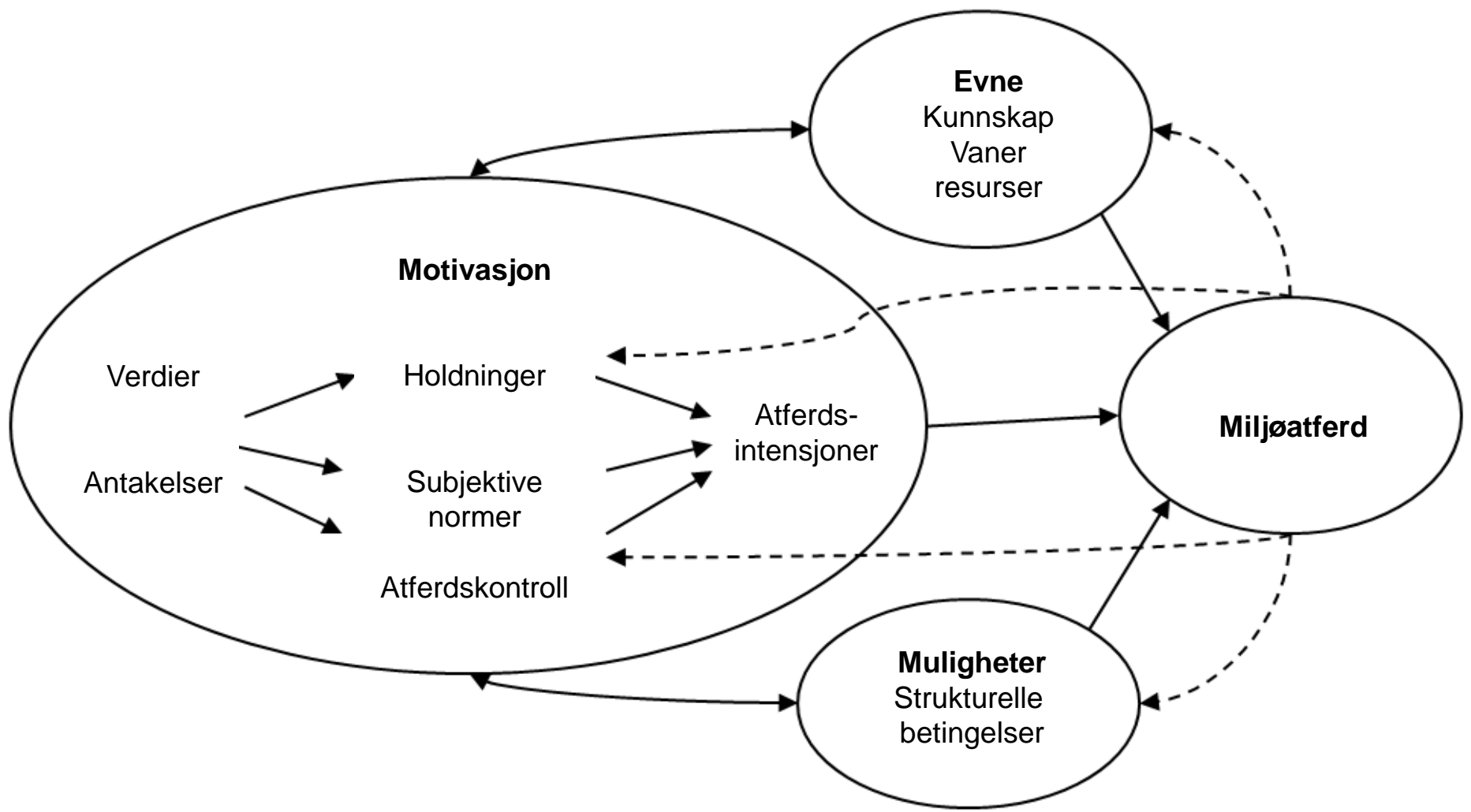


- Mat er en viktig del av karbonfotavtrykket
- Biff er særdeles karbonintensiv
- Fisk er mer bærekraftig, men bærekraften krever diversitet og tilpasning til statusen i fiskepopulasjoner
- To av våre prosjekter ser på disse to typer konsumentatferd (kjøp og spising av biff og fisk)

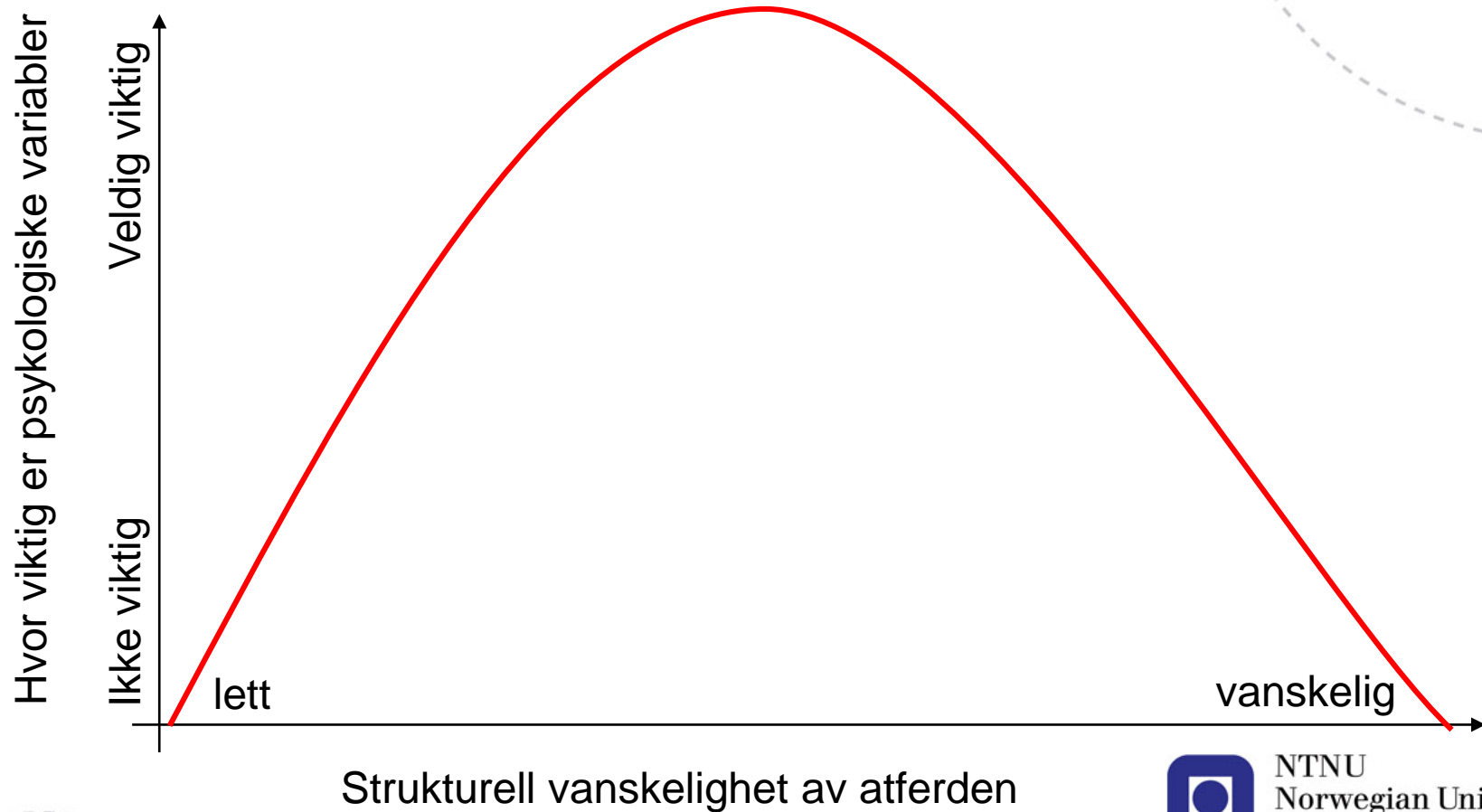


Motivasjon-Evne-Mulighet-Model

(Thøgersen, 2009)



Når gjør psykologien en forskjell?

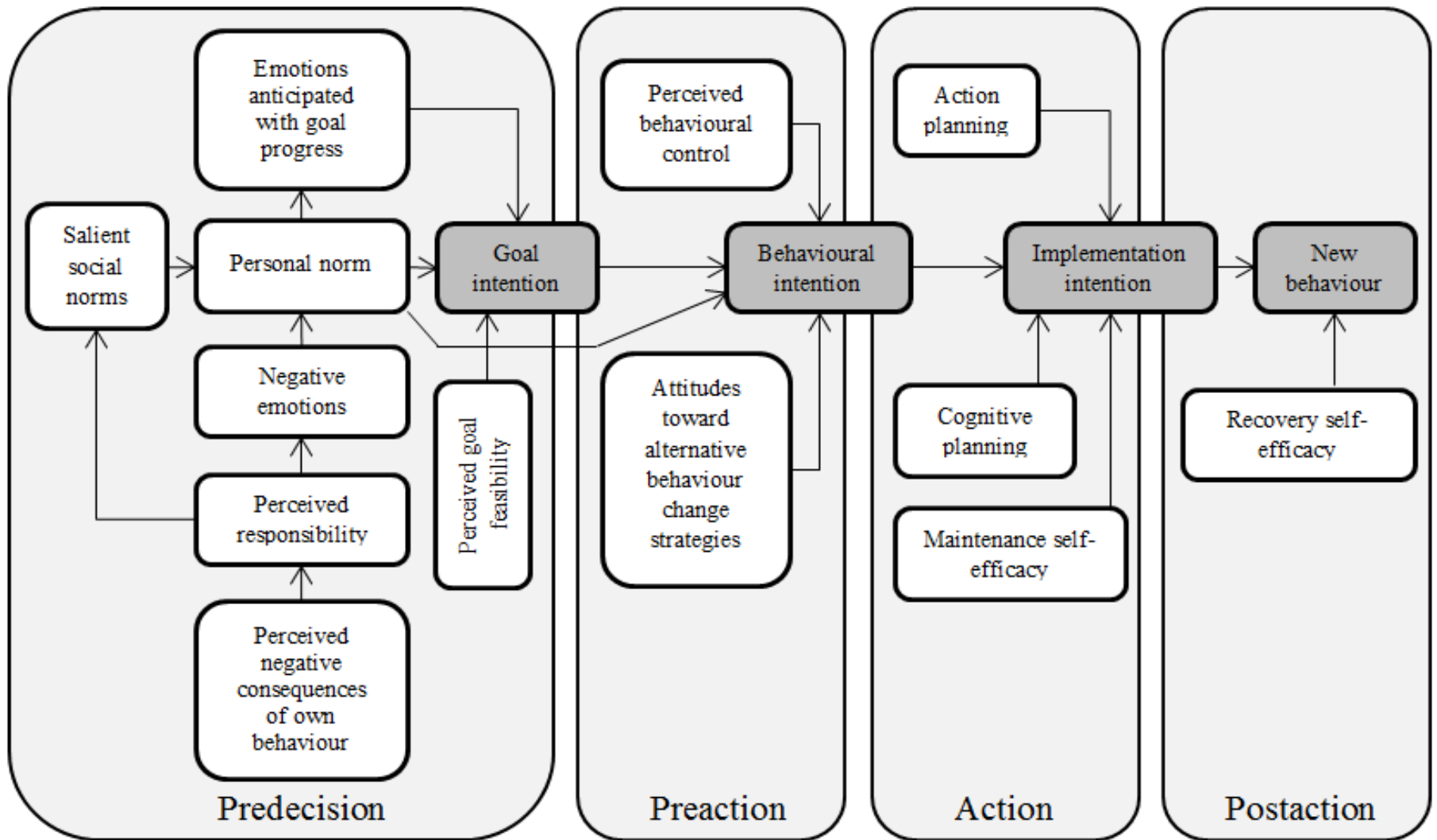


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Case “biff”

Teoretisk bakgrunn



The intervention website



- Vi laget en nettside med informasjon tilpasset forandringsfase:
 - Predecision -> Hvorfor skal jeg gjøre noe?
 - Preaction -> Hva kan jeg gjøre? (erstatte, redusere, ta ut biff)
 - Action -> Hvordan kan jeg gjøre det? (Oppskrifter, tilgang til ingredienser, ...)
- Informasjonen ble presentert som en personlig historie av tre skuspillere (“typiske Nordmenn”)

WHY SHOULD
YOU DO
SOMETHING
about your meat
consumption?

WHAT CAN I
DO
to reduce my meat
consumption?

HOW DO I
MASTER
the challenges of
reducing my meat
consumption?

We present KARI, OLA and RANDI

Throughout this website we will follow these three characters, and their stories about how they have reduced their meat consumption.



Fire studier basert på nettsiden

Study 1

Web use study (small pilot), N=44

- People had access to the whole website
- Stage membership was measured and web-use was tracked

Study 2

Web use study, N=386

- People had access to the whole website
- Stage membership was measured and web-use was tracked

Study 3

Intervention study (2 waves), N=869

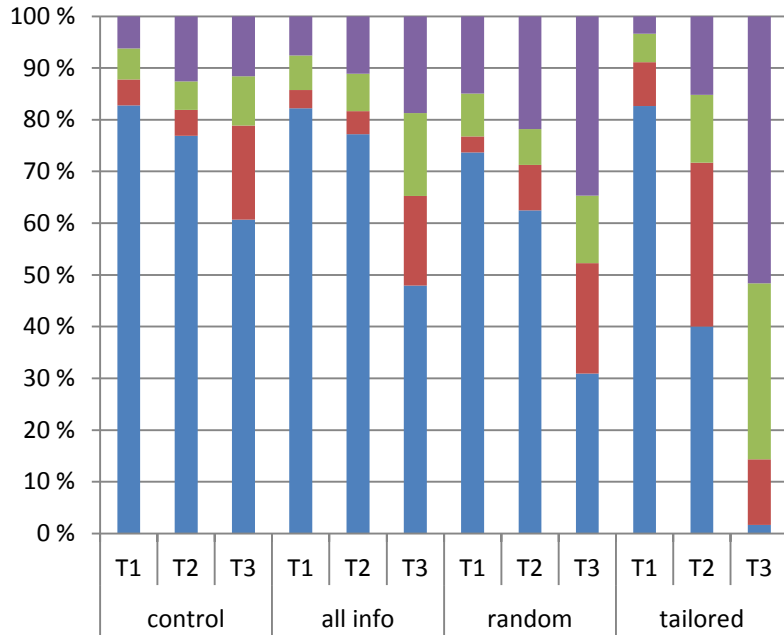
- Stage membership was measured in both waves (8 Weeks between the waves)
- Intervention after wave 1
- Four groups:
 - Control (no website),
 - access to the whole website,
 - tailored access only to the stage matching part of the website,
 - access to a random mismatching part of the website

Study 4

Intervention study (3 waves), N=3.559

- Three waves (4 Weeks between the waves)
- Interventions after wave 1 and 2
- Same groups as in study three

Study 4 (N=3559)

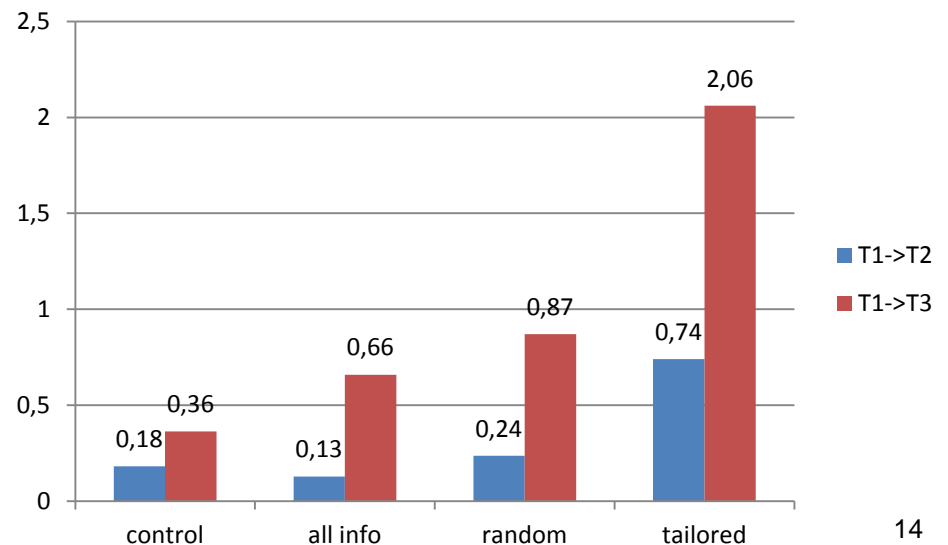


Stage composition for the time-points per group

Chi²-tests show a highly significant difference between the groups at all time-points

For both the T1-> T2 (t=14.123, df=2614.78, p<.001) and the T1->T3 (t=34.943, df=2658.70, p<.001) transition the planned comparisons are highly significant

Average number of stage progressions per group



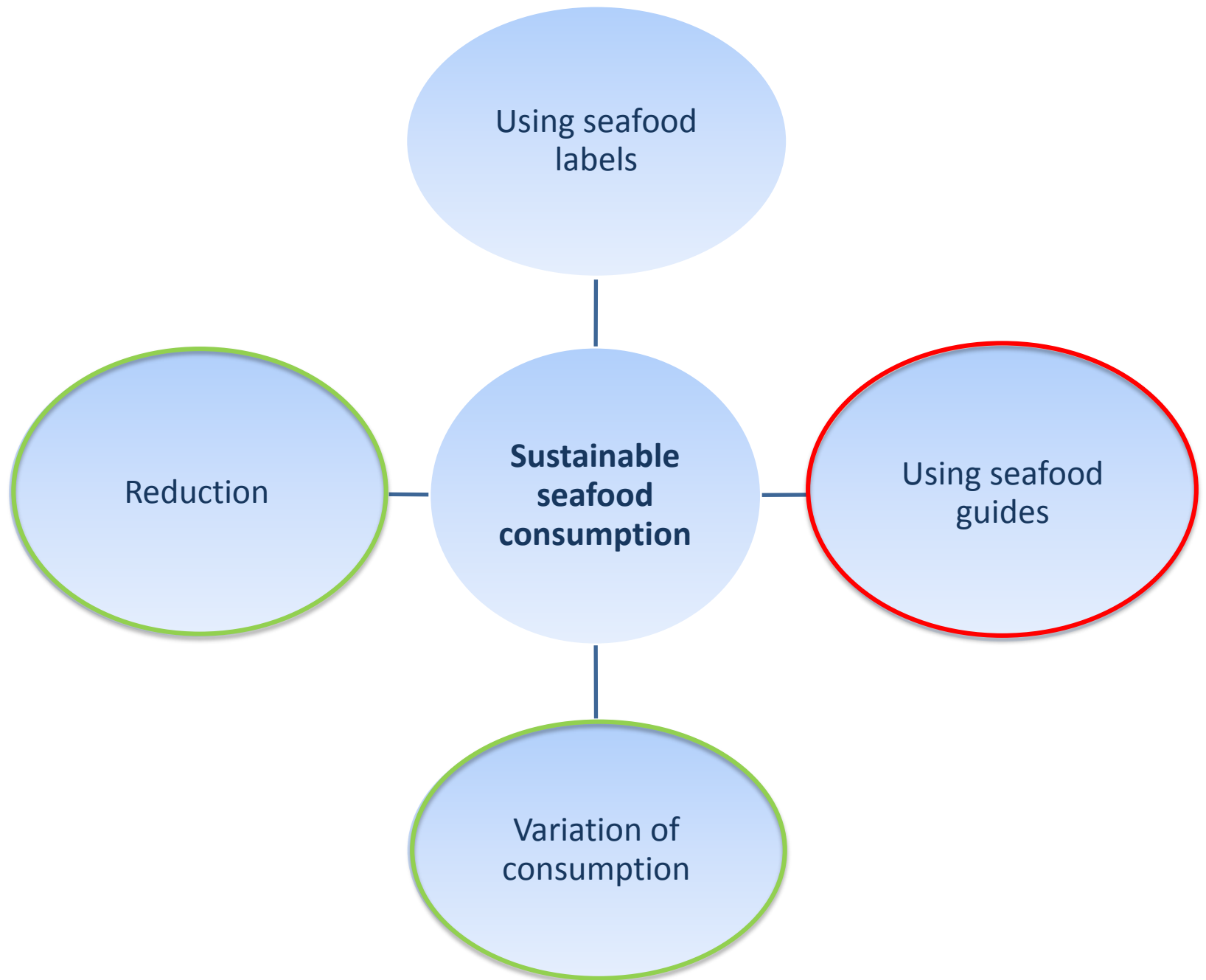
Konklusjon

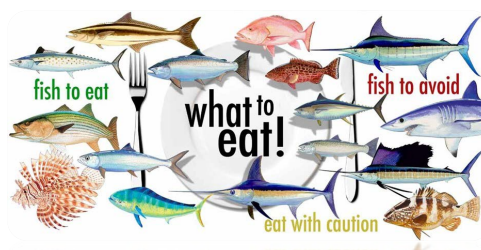
- Mennesker prøver å tilpasse informasjon som passer til forandringsfasen de er i
- Hvis vi tilpasser informasjonen for dem, har de det mye enklere å gå fram i fasemodellen, særlig hvis man bruker en sekvensiell tilpasning av intervensjonene



Case “fisk”







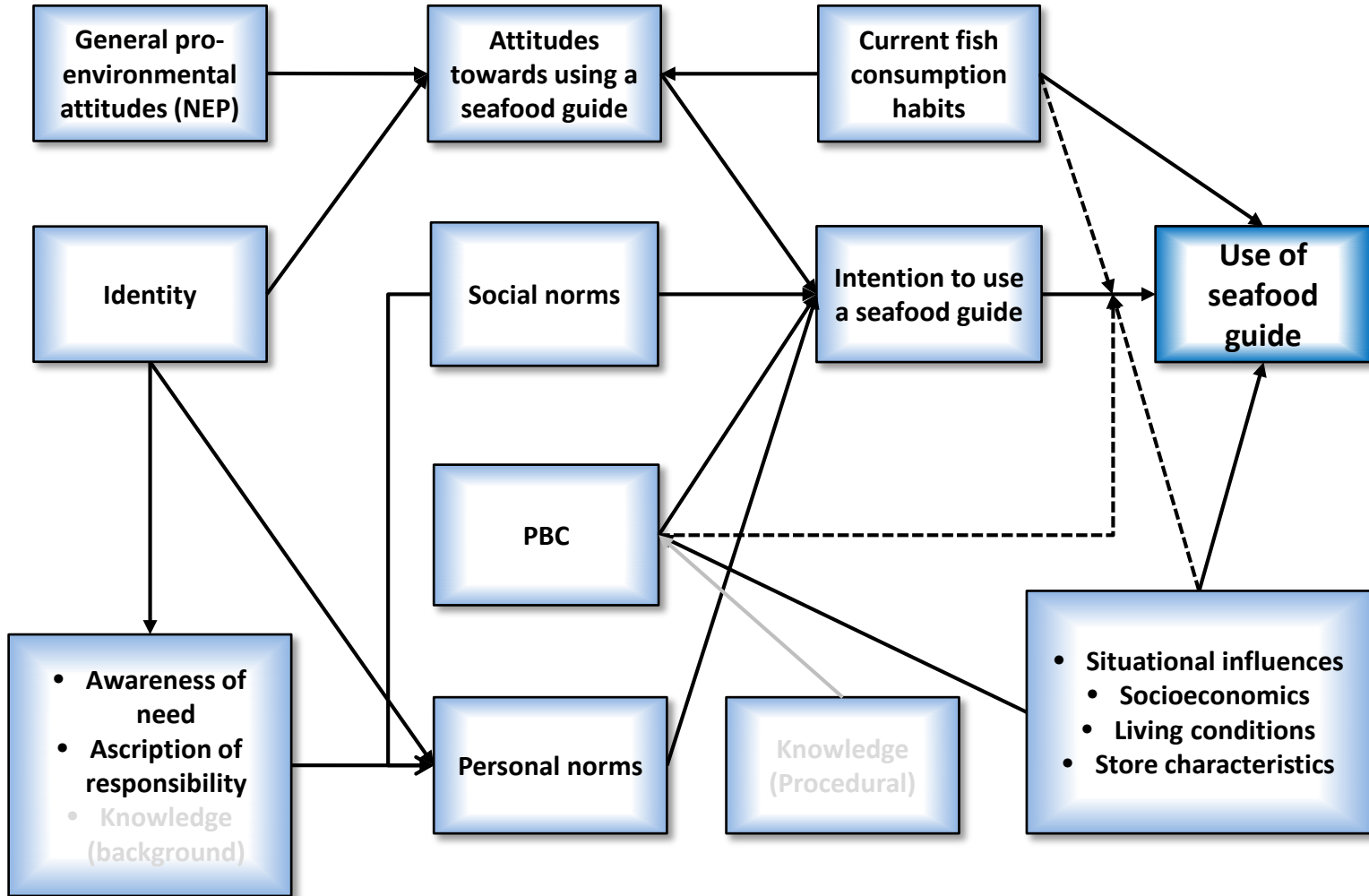
Seafood guides (WWF, Greenpeace, Seafood Watch, NOAA...)

- Educational aspect (reduce & vary)
 - Red category
 - Wide choice (small fisheries included)
 - Double check of labeled species
 - Inclusion of unlabeled species
 - Allround-use (store, restaurant, harbor sale...)
 - Emphasis on local species
-
- Time and effort
 - Embarrassment?
 - No consideration of *carbon emissions* and *packaging*



→ Complements label use

→ Helps consumers to make the right decision independent of labels and supermarkets



Norm Activation Theory (Schwartz & Howard 1981)

Thank you

