



Climate Change Denial: The Role of Country and Personal Individualism/Collectivism (Evidence from Nine Countries)

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Climate change denial (CCD)

A social attitude that expresses skepticism or unwarranted doubt about the scientific fact of climate change, including its consequences for people, society, nature as a whole and its individual species, as well as the possibility of adaptation to it through human efforts.

Topicality

Climate change is one of the global threats that humanity is currently facing => therefore it is important to study possible cultural and individual manifestations and predictors of this phenomenon, in order to join together different countries in solving this environmental problem (Clayton, Koehn, & Grover, 2013; Clayton et al., 2016; Dunlap, 2013; Goldsmith, Feygina, & Jost, 2013; Nestik, Zhuravlev, 2018).

The relevance of the study

is due to the need to

- a) understand the cultural characteristics of the manifestation of CCD and
- b) study individual predictors of CCD.

=> the research is carried out at the cultural and individual levels of consideration of the CCD phenomenon.

Sample

2,751 respondents from Armenia, China, Cuba, Estoniam, India, Poland, Russia, Turkey, and Ukraine ($M_{age} = 18$, $Me_{age} = 20$, $SD_{age} = 3.9$; 1,060 male, 1,691 female).

According to the prevailing culture in the countries, post-communist Poland and Estonia belong to individualistic cultures, while the rest of countries belong to collectivist cultures.

Respondents also identified their religion and place of birth (rural area, small city or suburb, or megalopolis).

Hypotheses

1. Collectivistic cultures are more likely to deny climate change than individualistic ones (the CCD score will be higher).
2. People with high levels of personal collectivism will be more likely to recognize climate change (the CCD score will be lower).
3. In the women's sub-sample, the CCD scores will be lower than in the men's.

Design and Instruments

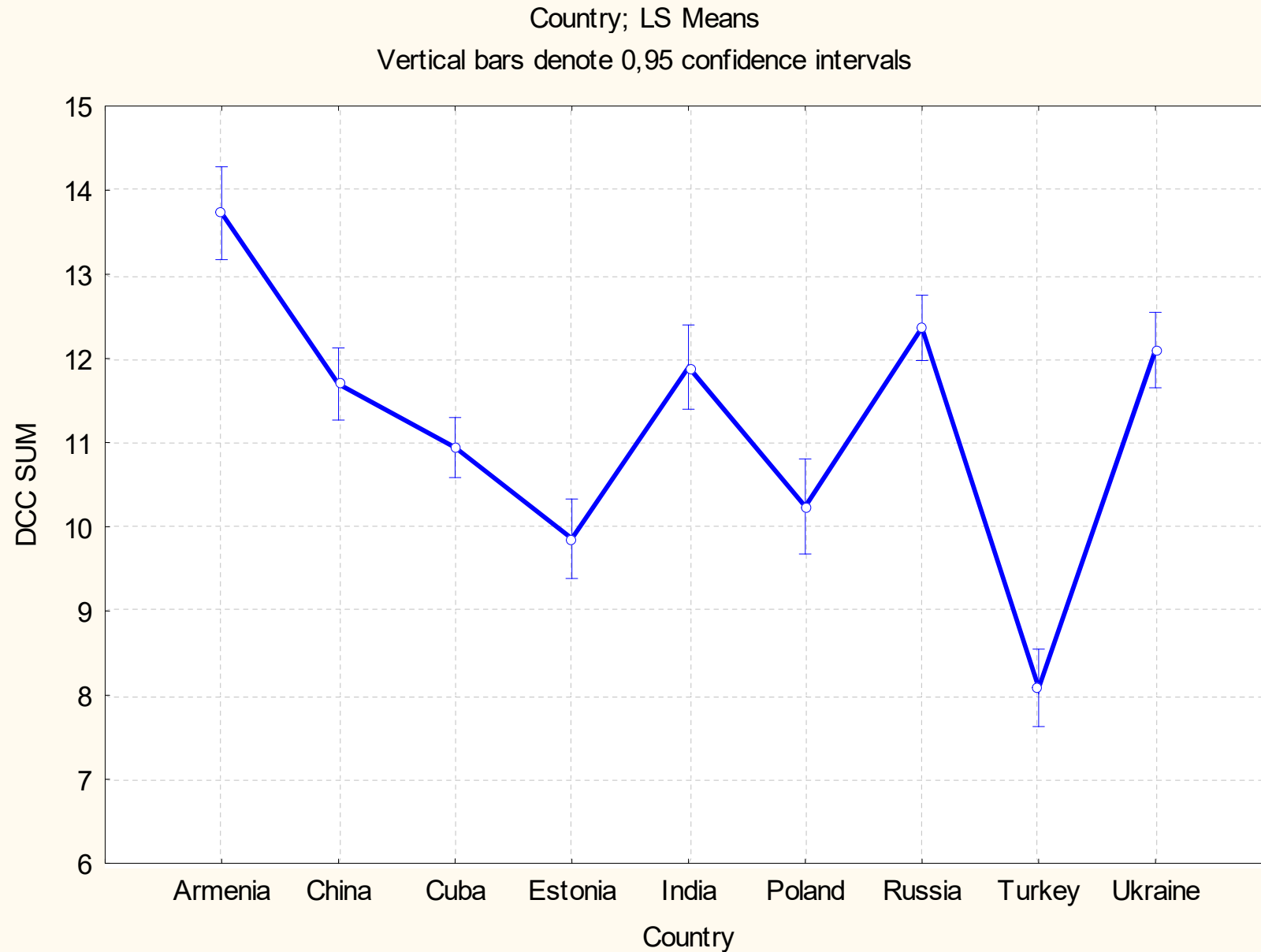
A correlational study was performed

Questionnaires:

- Indicators of Climate Change Denial (McCright and Dunlap, 2011)
- The Horizontal and Vertical Individualism/Collectivism (Triandis and Gelfand, 1998).

Results

Climate Change Denial scores in different countries



Social and cultural differences in the CCD scores

CCD is higher in collectivistic cultures ($F(1, 2749) = 44.45, p = .000$).

The highest CCD was obtained in Armenia, followed by Russia, Ukraine, India, China, Cuba, Poland, Estonia, and finally the lowest in Turkey.

The CCD level differs depending on the religion of the respondents ($F(7, 2728) = 22.9, p = 0.000$): the highest score was found in people who have not yet decided on their religious identity, the lowest – in Muslims.

There is also a tendency to connection between the place of birth with the CCD: people born in a megalopolis are more likely to deny climate change than those who were born in small cities and suburbs ($F(3, 2590) = 2.13, p = .095$).

Individual differences in the CCD scores


Contrary to expectations, gender was not a factor in differences in the level of CCD.

CCD is negatively associated with the manifestations of personal vertical and horizontal collectivism ($r_s = -0.04$, $r_s = -0.10$, respectively), and positively with the manifestation of vertical individualism ($r_s = .12$).

The regression model: with a relatively small strength of the model ($R^2 = .11$), horizontal collectivism predicts CCD negatively ($beta = -0.07$, $p = .001$), and vertical individualism - positively ($beta = .11$, $p = .000$).

Conclusion

Hypotheses were partially confirmed but the results require detailed models for each country studied.



Thank you for your attention!
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