

Bilicki



COULD YOU KINDLY REPHRASE THAT IN EQUIVOCAL, INACCURATE, VAGUE, SELF-SERVING AND ROUNDABOUT TERMS THAT WE CAN ALL UNDERSTAND?





Social Marketing, Environmentalism and Scientific Literacy

Presented by: John Nolan
Candidate, Master of Environment and Business

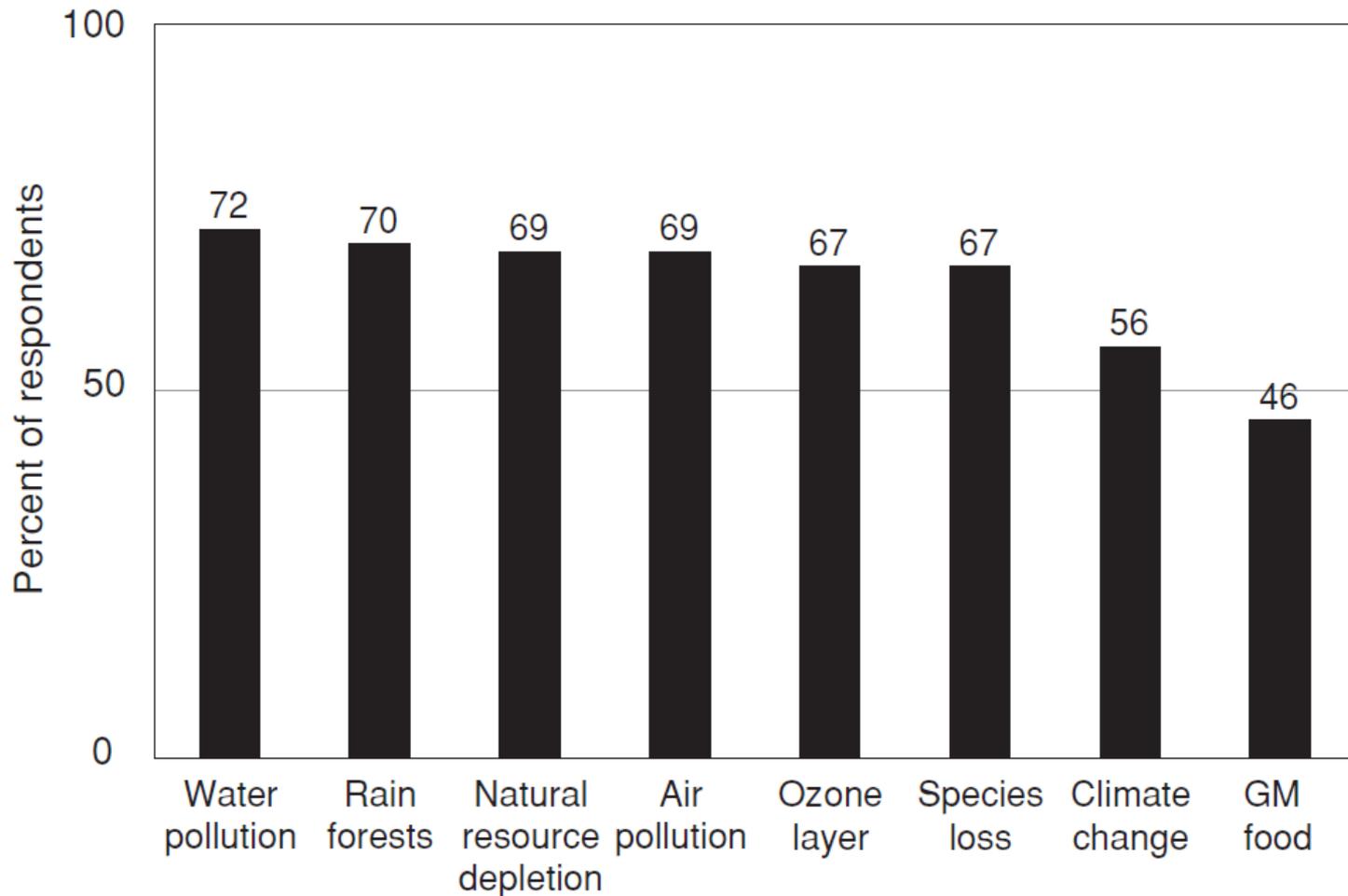
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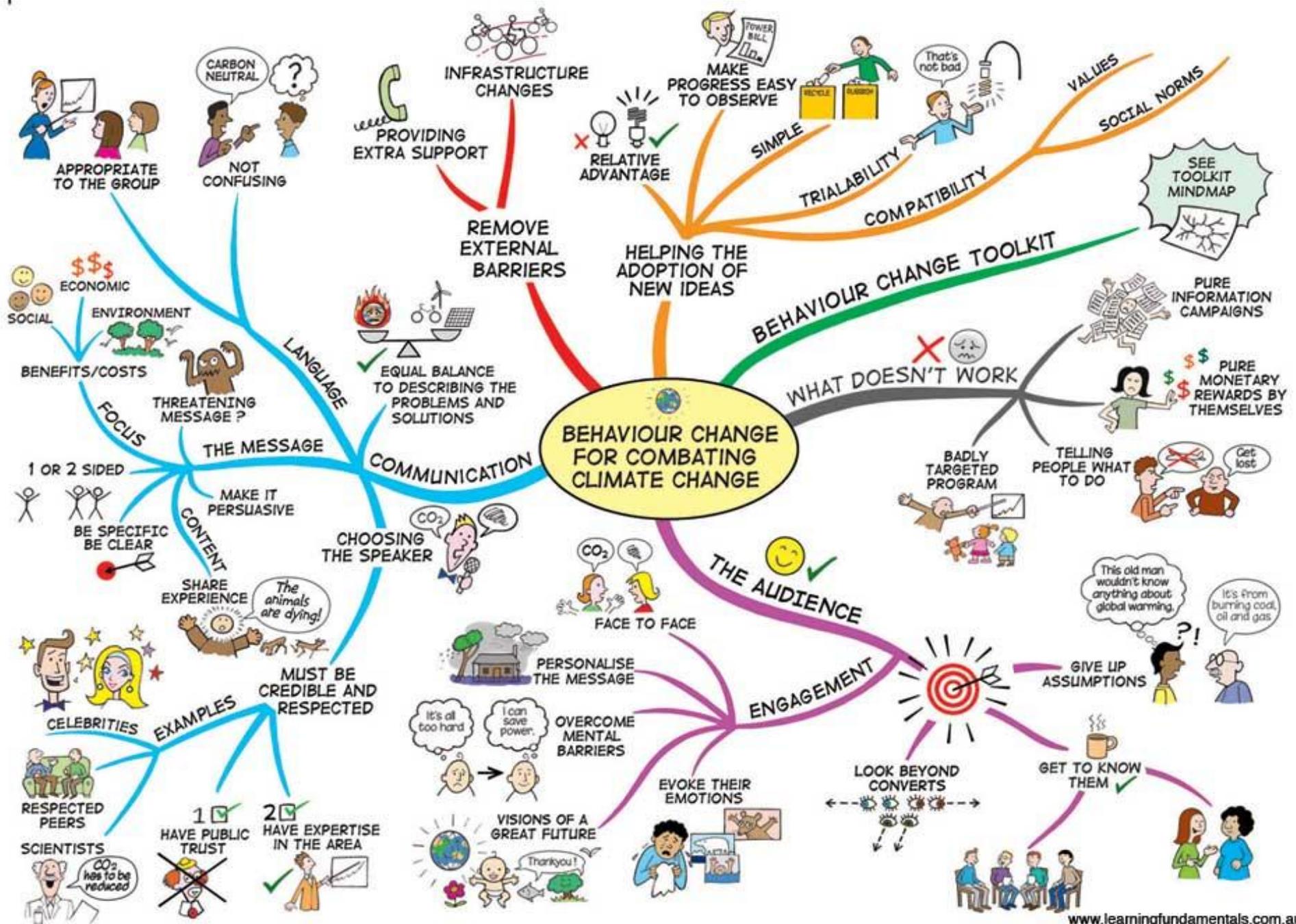
Line of Inquiry



A 57% reduction in GHG emissions from our previous packaging*



Source: Herzig, Baumert, Pershing, 2006.



Scientific Literacy

1. Intent and impact-oriented behavior (Stern, 2000)

2. Scientific Literacy: The knowledge and understanding of scientific concepts and processes required for personal decision making, participation in civic and cultural affairs, and economic productivity (The National Academy of Sciences, 1996).



Trajectory

1. Environmental and sustainability issues are fundamentally shaped and informed by science (Caldwell, 1990).
2. Economic measures, regulation and educational campaigns are *information deficit* approaches – they fail to incorporate the complex social, cultural and political factors that shape attitudes and behaviors (Owens and Drifill, 2008).
3. Science is often misunderstood and even misrepresented. Causes of barriers to scientific literacy fall under the broader and more complex social, cultural and political factors that shape attitudes and behaviors. Examining these can inform strategic and theoretical questions and considerations for the field of Social Marketing.

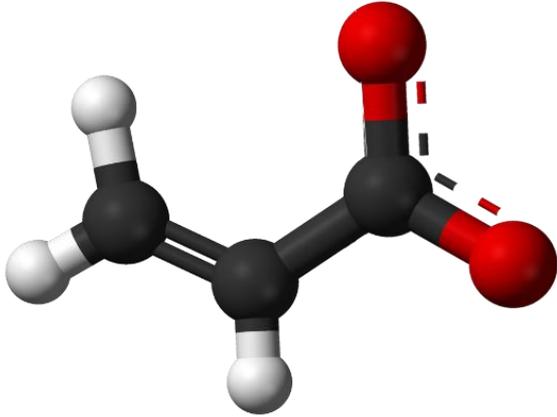
Quantitative Statements

$$\text{GHG Intensity} = \frac{\text{GHG Emissions}}{\text{Economic Output}}$$

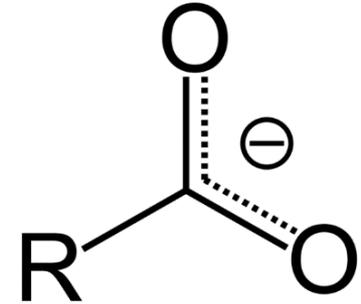
GHG intensity is a misleading measurement that affects behavior vis-à-vis confused policy decisions and public opinion (Karp, 2006; Herzig, Baumert, Pershing, 2006)



Qualitative Statements

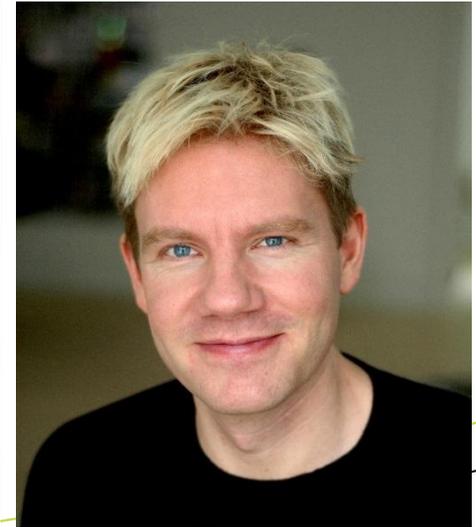
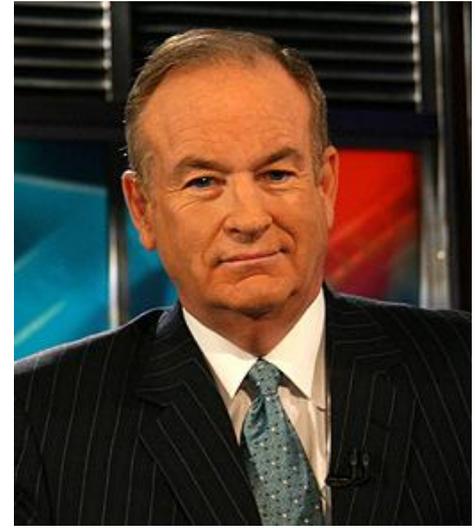


Polycarboxalate



The lack of proper analytical methodologies hampers any efforts to validate assumptions related to degradability and removal rates of polycarboxylates. This information gap also implies large difficulties or even the impossibility for establishing monitoring programs and for enforcing environmental controls, and therefore should be seriously considered (SCHER, 2009).

The Trouble with Experts



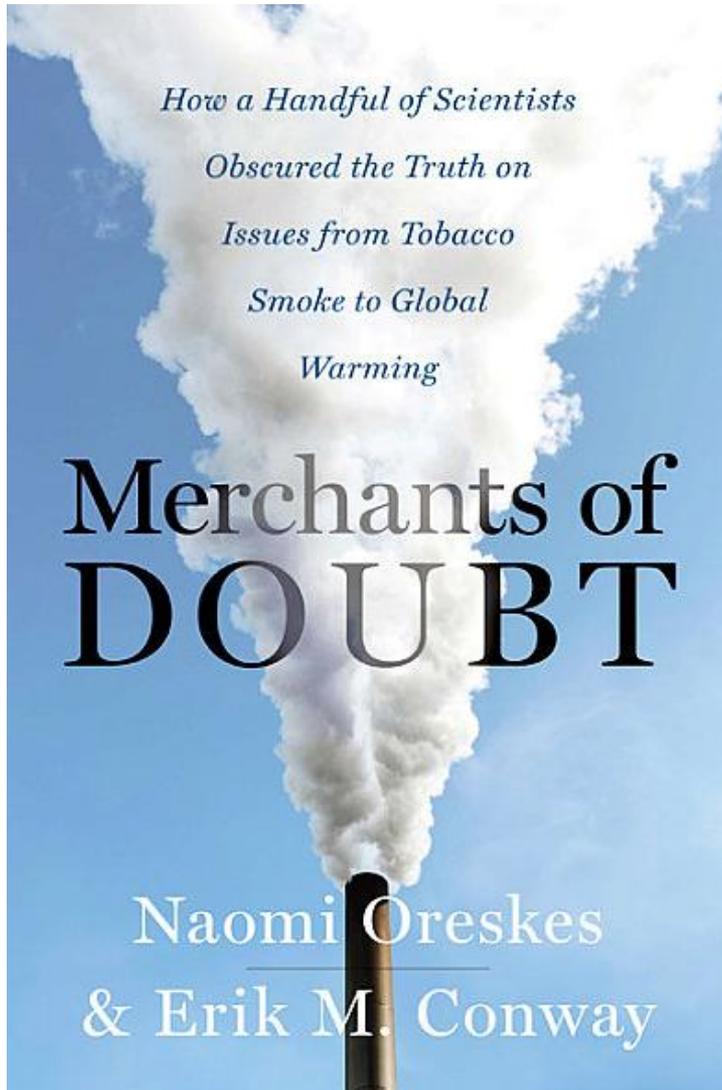


Alexis de Tocqueville, in *Democracy in America* (1835):

A confused clamor rises on every side, and a thousand voices are heard at once.



Contrarian Science



1. Keeping the controversy alive.
2. Free Markets and Free Speech.

Science and Democracy

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Science and Democracy

Science in a Democratic Society

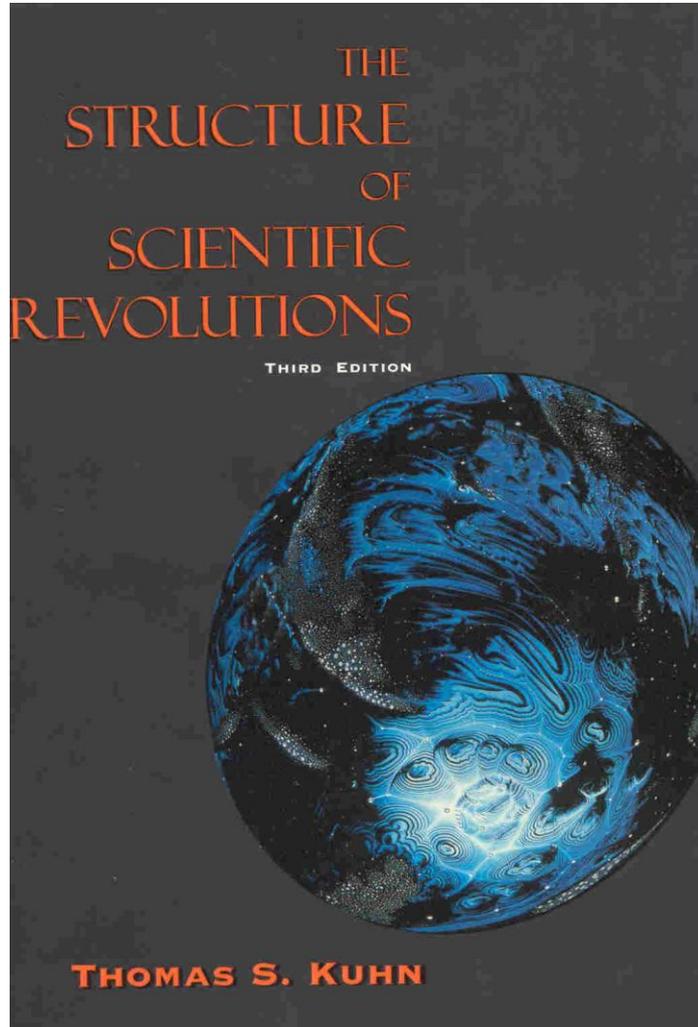


PHILIP KITCHER

1. Weak political consensus
+ strong scientific consensus.

2. Public involvement in
certifying science, and
deliberative models (Kitcher,
2011).

The Structure of Scientific Revolutions



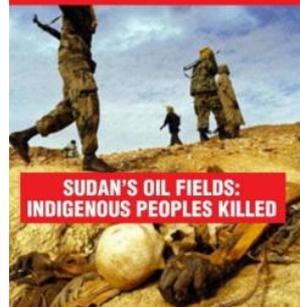
1. Paradigm Shift

2. Incommensurability

Incommensurability in Marketing

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ETHICAL OIL. A CHOICE WE HAVE TO MAKE.	

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Incommensurability in Marketing

1. Cars cannot do anything good for the environment except less damage than others (Oeverli, 2007).
2. We ask that phrases such as 'environmentally friendly', 'green', 'clean', 'environmental car', 'natural' or similar descriptions not be used in advertising cars (Norwegian Consumer Ombudsman, 2007).



Considerations

1. Social Marketers can think about specific barriers to Scientific Literacy.
 2. Can socially-robust science and deliberative models improve citizen engagement in targeting these barriers?
 3. Social Marketers can parallel environmental behavior change and action with scientific paradigm shift:
 - When is incommensurability really a problem, and how can it inform better strategies and behavioral response?
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