Integrating Drawdown Actions in a Climate Change Massive Open Online Course

CLEAN Call, 12/3/2019
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Today’s call:

1) Course updates (Annie)
   a) Design changes
   b) Participation
   c) Action focus

2) Research Updates (Yue)
   a) Brief intro to social norms
   b) Climate Course Social norms experiment
About the Civic Ecology Lab
MOOC Approaches

Connectivist MOOCs

xMOOCs

Our Approach, the Social Learning MOOC

Online Course Values

- Social learning
- Equity
- Sustainability

Course design

Fee structure

Final projects

Social networks
Some Factors Motivating Our Approach

● Closing the online course "global achievement gap"

● Participant-participant and participant-instructor connections --> intent to join professional networks

● Social support can assist participants in overcoming access barriers

● Wicked problems require global engagement


Completion

837 participants from over 60 countries have earned certificates.
Climate Course Objectives

1. Literacy
2. Network
3. Action
Course Topics

1. Intro to Climate Change
2. Climate Change Action
3. Global Negotiations
4. Introduction to Climate Policy
5. Climate Change Communication
6. Project Week
Week 1: Introduction to Climate Change

- How are we doing on Climate Actions?
- Watch
- Readings
- Discussion
- Check your knowledge
- Quizzes
- Webinars
Choose a Drawdown action from Project Drawdown (one of our required readings this week).

- Which action did you choose and why?
- What barriers do you foresee to taking this action?
- What resources do you have that you can use to take this action?
Final Project

Climate Action Plan

Drawdown Action Reflection

https://drive.google.com/file/d/1DzoMobs5jntebGL00VHQiZJ-dcnXBeMI/view?usp=sharing
Other Notes

Course lectures now available on YouTube:

https://www.youtube.com/channel/UCNfi3e_b03vo5zBttcLpFEQ

Not clear whether we’ll offer again or in what format!
Research

Online Courses

Interventions

Learning Outcomes

Normative messages

Study groups

Practice

Knowledge (co)-creation

Network

Intercultural Competence

Yue Li
Climate Change Online Course

Take the course

Take climate action

Plant-rich diet
Photo credit: Alex Russ
Social Norm

**Descriptive norms:** What most others do

**Injunctive norms:** What most others approve or disapprove

**Dynamic norms:** What most others change over time

(Cialdini, Reno & Kallgren, 1990; Sparkman & Walton, 2017; Sparkman & Walton, 2019)
Research Question

How normative messages in a climate change online course influence participants’ learning and climate actions?
<table>
<thead>
<tr>
<th>Psychological interventions</th>
<th>Control group</th>
<th>Descriptive</th>
<th>Injunctive</th>
<th>Dynamic</th>
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Study Design

Climate Actions Survey

In the last 7 days, which of these climate actions did you take, if any?

- [ ] I didn't take any.
- [ ] Plant rich diet
- [ ] Afforestation
- [ ] Mass transit
- [ ] Household recycling
- [ ] Other, please describe: 

How many climate actions do you think each course participant should take in a week?

Enter a number: 0 or higher.
Study Design  Norm treatment

In the last 7 days, which of these climate actions did you take, if any?

All of us are acting!
According to last week's survey
85% of us took at least three climate actions the week prior

Change is in the air!
According to last week's survey more and more of us are taking at least three climate actions the week prior. It went up to 85%

We ought to act!
According to last week's survey 89% of us think that we should all take at least three climate actions per week

How many climate actions do you think each course participant should take in a week? Enter a number: 0 or higher.
Preliminary results

Learning
Climate actions?
Thank you!

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www.civicecology.org
In the last 7 days, which of these climate actions did you take, if any? 

avg # of actions (±SE) 

week 

cohort  
- Control  
- Descriptive  
- Dynamic  
- Injunctive
Only participants who took all surveys: 243

Participants in dynamic cohort took significantly less actions than participants in other cohorts.