

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

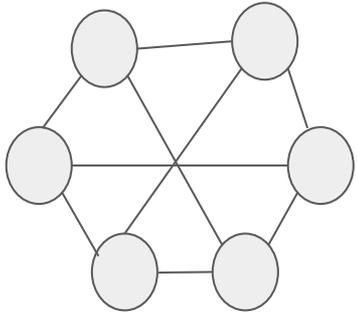
2) Research Updates (Yue)

- a) Brief intro to social norms
- b) Climate Course Social norms experiment

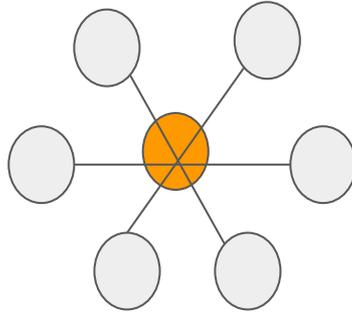
About the Civic Ecology Lab



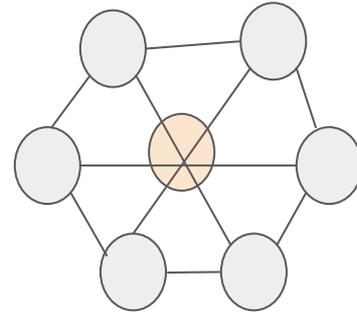
MOOC Approaches



Connectivist
MOOCs



xMOOCs



Our Approach, the
**Social Learning
MOOC**

Krasny, M. E., DuBois, B., Adameit, M., Atiogbe, R., Alfakihuddin, M. L. B., Bold-erdene, T., ... & Shian-Yun, L. (2018). Small Groups in a Social Learning MOOC (sIMOOC): Strategies for Fostering Learning and Knowledge Creation. *Online Learning*, 22(2), 119-139.

Online Course Values

Social learning

Equity

Sustainability

Course design

Course design
Fee structure

Final projects
Social networks

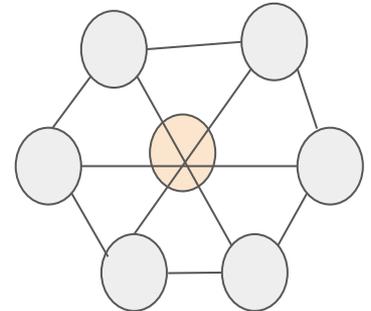
Some Factors Motivating Our Approach

- 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

Kizilcec, R. F., Saltarelli, A. J., Reich, J., & Cohen, G. L. (2017). Closing global achievement gaps in MOOCs. *Science*, 355(6322), 251-252.

Krasny, M. E., et al., (2018). Small Groups in a Social Learning MOOC (sMOOC): Strategies for Fostering Learning and Knowledge Creation. *Online Learning*, 22(2), 119-139.

Li, Y., Krasny, M., & Russ, A. (2016). Interactive learning in an urban environmental education online course. *Environmental Education Research*, 22(1), 111-128.



Completion

837 participants
from over **60**
countries have
earned certificates.

Climate Course Objectives

1. Literacy

2. Network

3. Action



Course Topics

Intro to Climate
Change



Climate Change
Communication

Climate Change
Action



Introduction to
Climate Policy

Global Negotiations



Project Week



Week 1: Introduction to Climate Change

> How are we doing on Climate Actions?



> Watch

> Readings



> Discussion
Discussion



> Check your knowledge
Quizzes

> Webinars



Introduction to Drawdown

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If you're taking this course, it is likely that you are looking for a way to reduce your carbon footprint. Krasny introduces the organization [Drawdown](#), which h

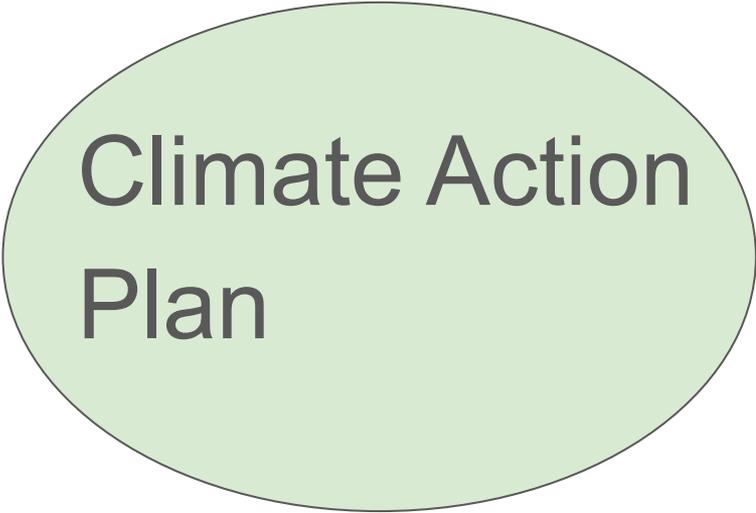


[Chinese Subtitles](#)

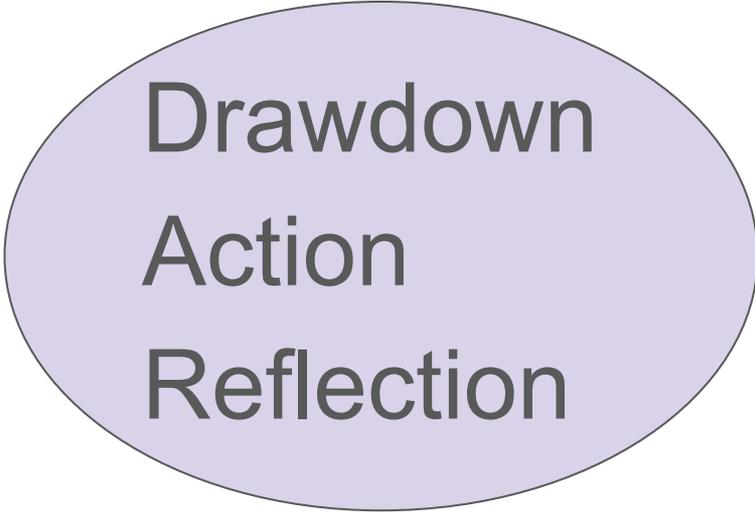
Choose a Drawdown action from **Project Drawdown** (one of our required readings this week).

- 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/1DzoMobs5jntebGL00VHQjZJ-dcnXBeMI/view?usp=sharing>

Other Notes

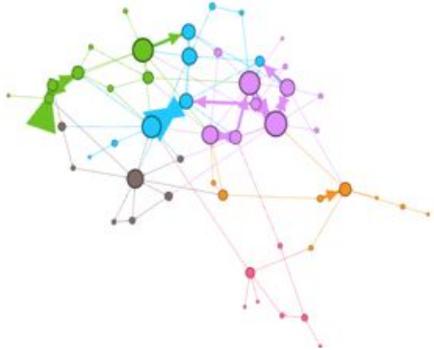
Course lectures now available on YouTube:

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

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

Research

Online Courses



Interventions

Normative messages



Study groups



Learning Outcomes

Practice

Knowledge
(co)-creation

Network

Intercultural
Competence

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

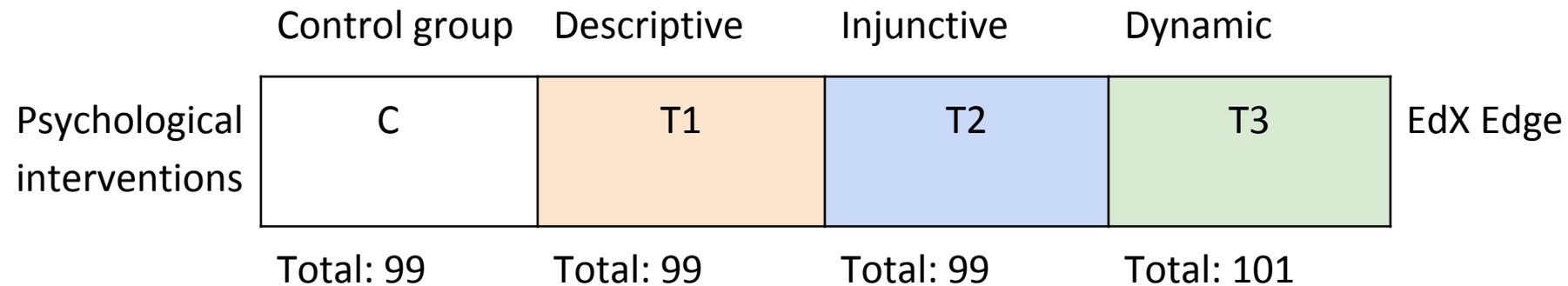


Research Question

How normative messages in a climate change online course influence participants' learning and climate actions?

Study Design

Control and treatment groups



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:

Ridesharing

Reduced food waste

LED Lighting (household)

Water saving (household)

Composting

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?

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

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!



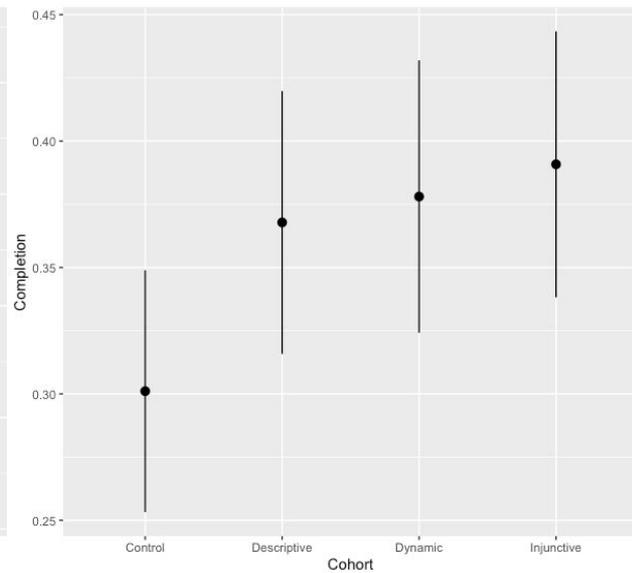
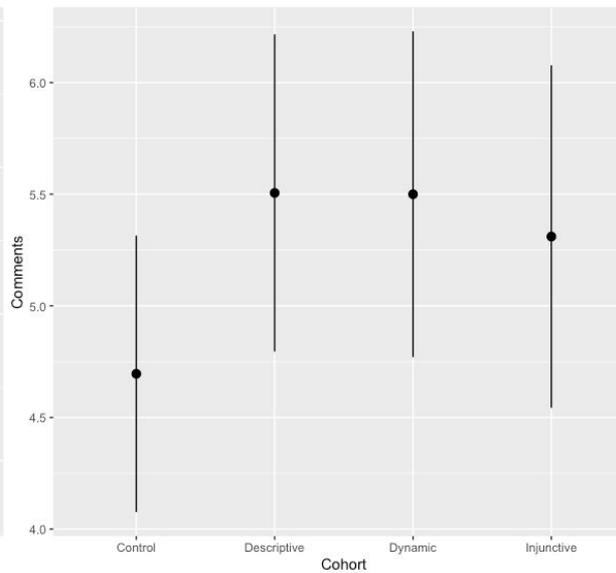
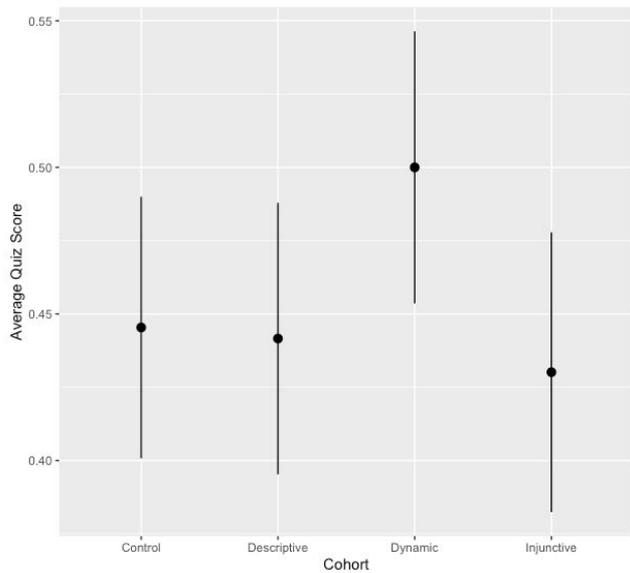
According to last week's survey

89% of us

think that we should all take
at least **three climate actions**
per week

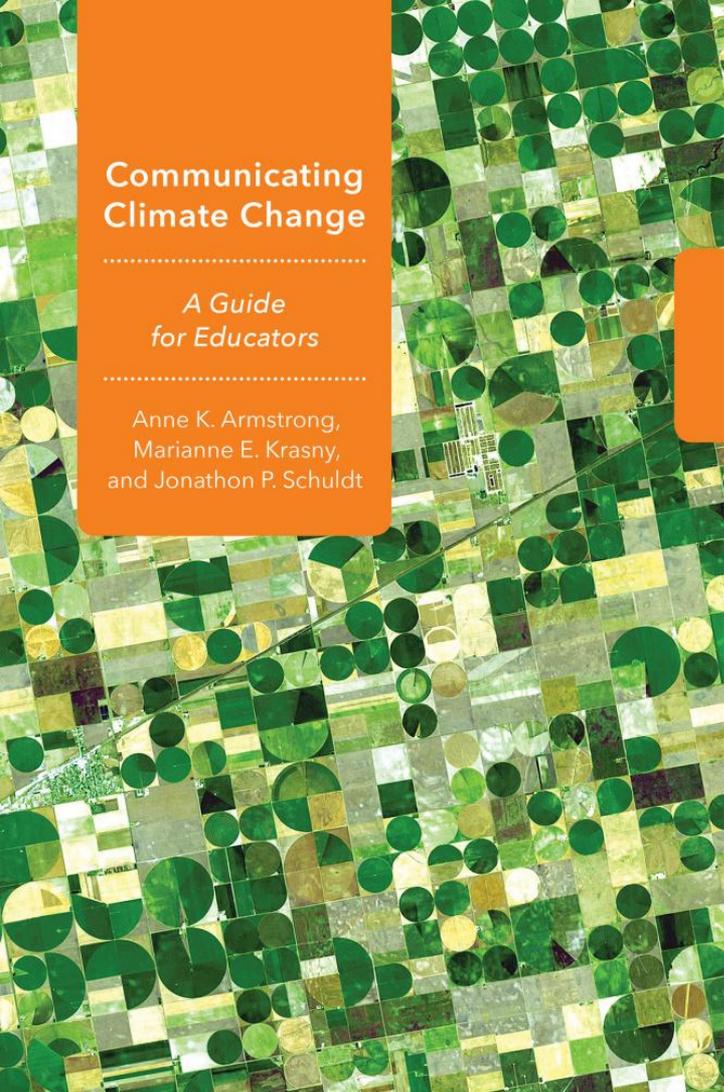
Preliminary results

Learning



Next step

Climate actions?



Communicating
Climate Change

*A Guide
for Educators*

Anne K. Armstrong,
Marianne E. Krasny,
and Jonathon P. Schuldt

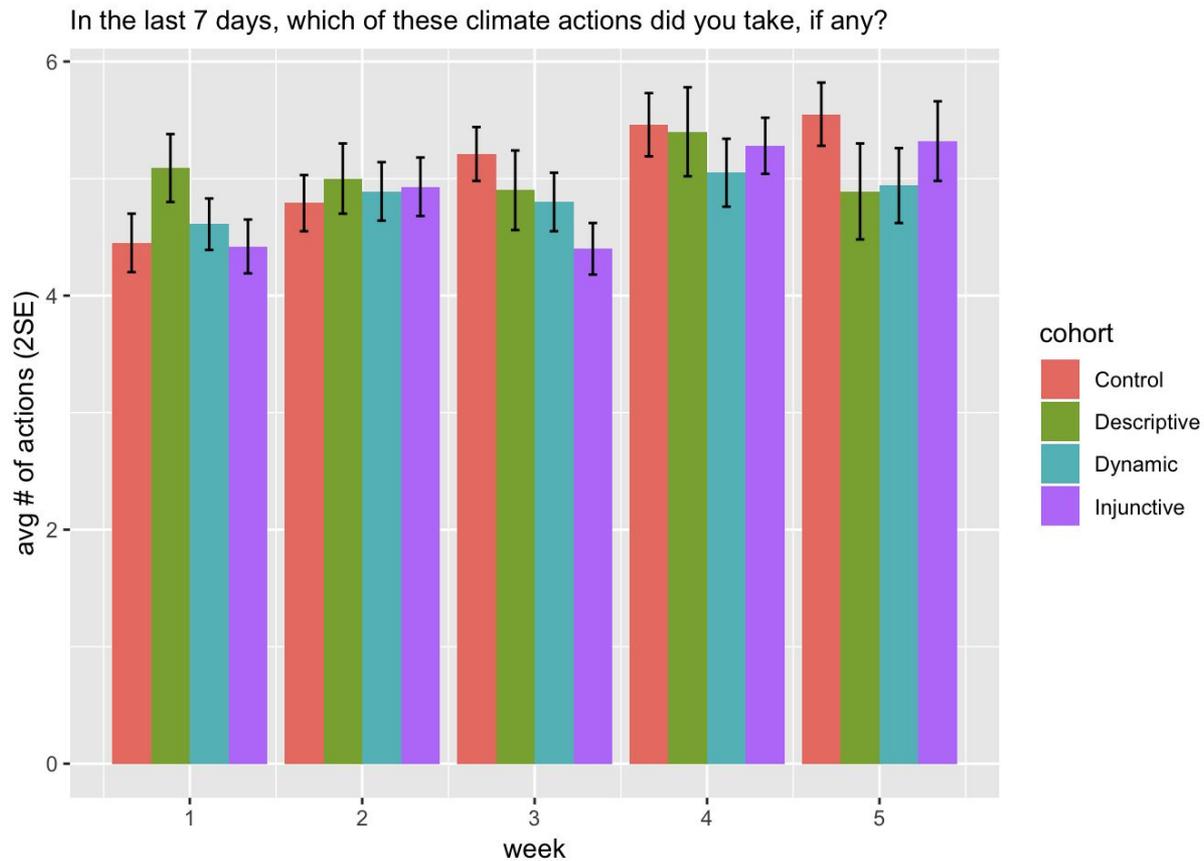
Thank you!

Email: aka67@cornell.edu

www.civicecology.org

CC

All responses: 833



CC

Only participants who took all surveys: 243

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

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

