

# 個人レベル vs 社会レベルの気候変動対策行動 日本におけるアンケート調査からの考察

Individual versus Societal Climate Actions? Findings from a Survey Experiment in  
Japan

○別木苑果\*・杉山昌広\*\*

Sonoka Bekki, Masahiro Sugiyama

## 1. Introduction

The attitudes and perceptions of citizens in society are important in climate change policy. Although Japanese awareness of climate change is among the highest in the world, Japan is uniquely low compared to the rest of the world in terms of willingness to take action to address climate change. As climate action failure is highlighted as leading global risk by business and scientific communities (Seth et al., 2022), it is necessary to investigate the reason behind the Japanese's low willingness to act and how we can improve it. Previous studies have analyzed the factors that contribute to the willingness to act on climate action, but there has been little analysis on how different types of climate action impact people's perception towards climate actions.

Therefore, we conducted a survey experiment under the theme of providing information about different climate actions, more specifically, whether providing information of societal-level climate actions, compared with individual-level climate actions, will make people more positive towards climate change measures and more aware of the importance of societal system change to achieve carbon neutrality.

## 2. Method

This survey was conducted via web-based commercial service. 2400 responses were collected from December 1st to December 2nd 2023. **Figure 1** shows the survey structure. We prepared four videos presenting different level of climate actions, two videos for individual-level actions and two other videos for societal-level actions. Questions were prepared before and after the video to see changes in respondents' perceptions.

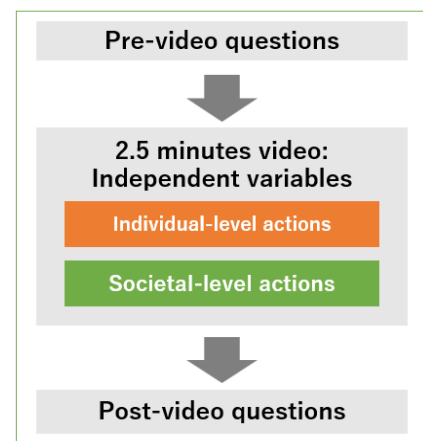


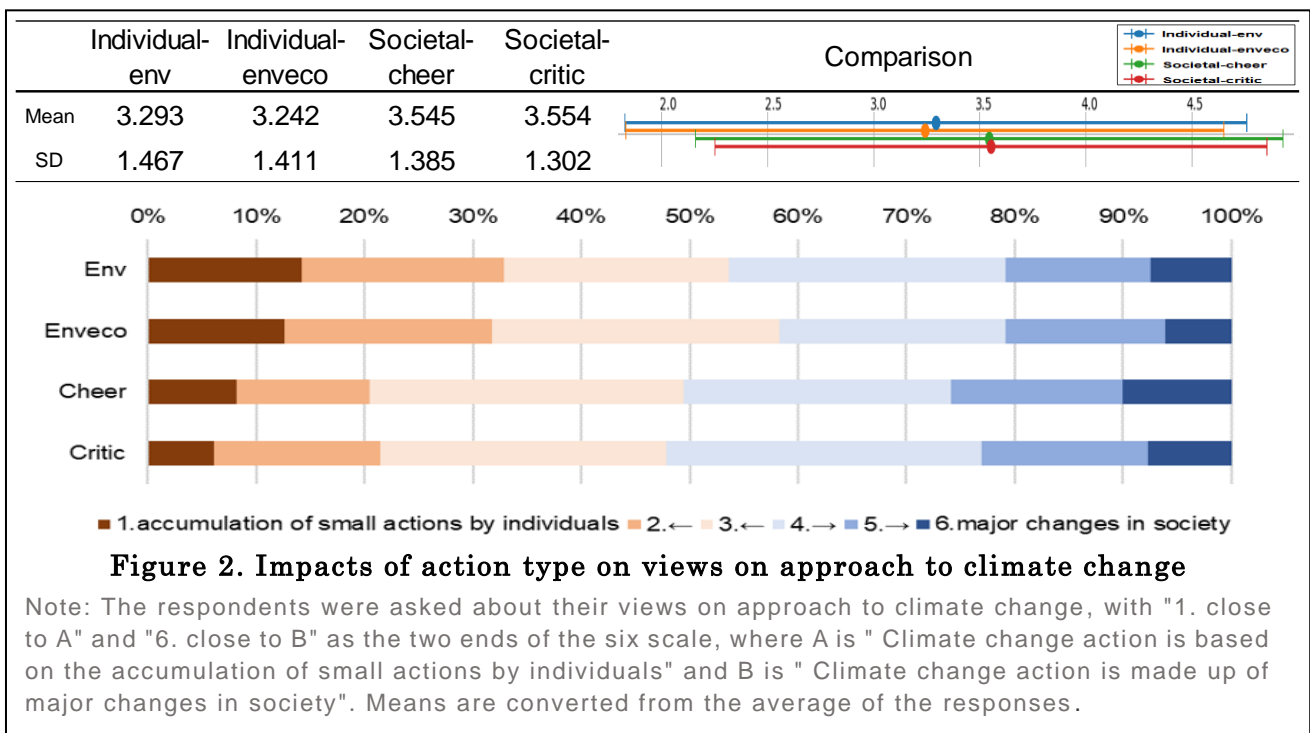
Figure 1. Survey structure

\* 東京大学教養学部(2024年卒業) College of Arts and Sciences, University of Tokyo  
〒153-8902 東京都目黒区駒場 3-8-1 E-mail: sonoka.bekki@gmail.com

\*\* 東京大学未来ビジョン研究センター Institute for Future Initiatives, University of Tokyo  
〒113-0033 東京都文京区本郷 7-3-1 E-mail: masahiro@ifi.u-tokyo.ac.jp

### 3. Results

This study had two main findings. First, the presentation of societal-level actions was less likely to increase motivation to take climate action compared to individual-level actions. Second, respondents who watched videos about individual-level actions were more likely to perceive climate change actions as an accumulation of small actions by individuals, whereas respondents who watched videos about societal-level actions were more likely to perceive climate change actions as major changes in society (**Figure 2**). The two findings were found to be statistically significant based on a one-way analysis of variance (ANOVA) followed by a Tukey post-hoc multiple comparison test.



### 4. Conclusion

People may be less sensitive to societal-level actions than individual-level actions, suggesting the need to introduce societal-level climate actions in various areas such as education and public information. This study also suggests that presenting societal-level actions may be effective in helping people realize that climate change action needs to promote major changes in society, not just individual actions.

### 5. References

Wynes, S., Garard, J., Fajardo, P., Aoyagi, M., Burkins, M., Chaudhari, K., ... & Matthews, D. (2022). Climate action failure highlighted as leading global risk by both scientists and business leaders. *Earth's Future*, 10(10), e2022EF002857.