

Awareness, perception and attitudes on global climate change among adults in Iceland

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Why this research?

*We know there is somekind of global warming but
we just dont know why !*

Female, Reykjavík

The project

- Aims..
 - examine perceptions, factual knowledge and readiness for adaptive and mitigating measures with respect to global climate change in a representative sample of Icelanders in the age group 20-65 years.

Methodology

- Optimize current instrument
- Assess the most cost-effective administration
- Assess general public perception and knowledge on climate change

Focus groups

Akureyri

- 8 people
- 3 males and 5 females
- Age 20-65

Reykjavík

- 8 people
- 4 males and 4 females
- Age 28-62

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- Group interviews
 - Subject areas
 - Incentive

Peoples general view of the topic

- Key concepts
 - Global warming
 - Climate change
 - Greenhouse gases
 - Fossil fuel
- *But should you not ask about renewable energy?*
Male, Reykjavík

Peoples general view of the topic

- Complex
 - Who can we trust?
 - Are the informations correct?
 - Who provides the informations?

Peoples general view of the topic

- Confusing
 - *i.e. fossil fuel in Icelandic translation indicate that the fuel is biological. Therefore it's good !*
Male in Akureyri
- Ineffectual – helpless
- Positive feedback
 - *Kinder gardens can get the green flag, promoting environmental behavior among young children*
Female in Reykjavík

Results from focus groups

- Online survey
 - Send link by email
- *I choose to answer online surveys because then I can do it on my time*

Female, RVK
- *With online survey I can take a brake and carry on where I left*

Male, AK

Results from focus groups

- Short
 - Max 15 min
 - Questions
 - Answer options
 - *Options like “do not apply” or “do not have the knowledge” is better than “neither”*
Female Reykjavík

Results from focus groups

- Simple
 - Use lay language
 - Avoid too scientific and “specialist” wording

Results from focus group

- Non-test like
- Carrot

– Reward

- *The gift card encouraged me to participate in the focus group*

Female, Reykjavík



How to get most and best response

1. Phone

- Commitment

2. Send Survey

- Paper or online

3. Reminders 2-3 times

Pilot study

- Comparing administration approach
- 6 groups, 30-50 participants in each
= 180–300 participants in total.
- Results will modify administration mode for nation wide survey

Nation-wide survey

- 2000 Icelanders will get the survey
- Statistical analysis – SPSS 20.0
- Data reported in peer reviewed scientific journals

Significance

- Yielding knowledge
- Enhance methodological knowledge
- And....

Thank you / Takk fyrir

