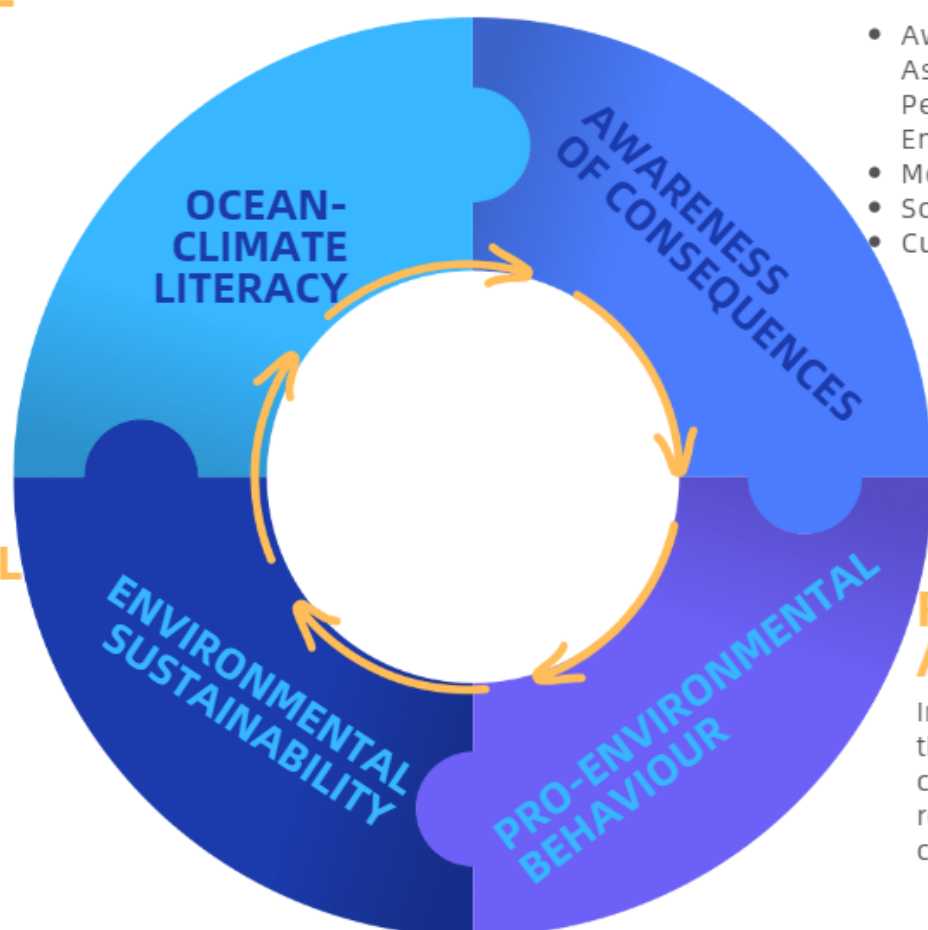


Introduction

An ocean climate-literate individual is one who understands the interdependence of human society and the ocean. Such an understanding allows the individual to communicate clearly and make responsible decisions regarding ocean resources. An understanding of ocean-climate literacy can have far-reaching implications for mitigation and adaptation strategies in its provision of baseline information for evidence-based decision-making and good practice. However, this should include an understanding of aggregate behaviour as a consequence of ocean-climate literacy. This link has been explored theoretically and empirically by the Norm Activation Model that argues for a casual chain in which the awareness of consequences eventually results in environmental behaviour. Once people have recognised the risks and consequences of unsustainable behaviour on the natural environment, they ascribe responsibility for environmental consequences. This is proposed to activate a personal norm or moral obligation which, according to the NAM, leads to environmental behaviours. The purpose of the study is to explore what influences awareness of consequences within the NAM causal chain.

ENVIRONMENTAL KNOWLEDGE

- Formal Education can facilitate a change or the formation of individual values or underlying attitudes
- Informal education-experiential learning and information received through social engagement



NORM ACTIVATION MODEL

- Awareness of consequences > Ascription of responsibility > Personal norms > Environmental behaviour
- Media exposure
- Social learning/socialisation
- Cultural norms and religion

RESPONSIBLE ACTION

Informed decisions based upon the awareness of consequences and ascribing responsibility of those consequences to oneself

Norm Activation Model

Ascription of Responsibility

A feeling of responsibility for the potential negative consequences of non-environmentally friendly behaviours resulting in the activation of a personal norm to act pro-socially.

Pro-Environmental Behaviour

Behaviours by individuals or groups which, consciously or unconsciously, safeguard the natural environment.



Awareness of Consequences

An evaluation of an individual's awareness of the negative consequences of non-environmentally friendly behaviours

Personal Norms

Feelings of moral obligation to behave pro-socially or in accordance with personal values. Personal norms have been positively related to pro-environmental behaviours

Key Arguments

We argue that ocean-climate literacy would inform the awareness of consequences of individuals which in itself would be informed by a variety of factors including cultural norms, religion, environmental education, media exposure, social learning and socialisation. We find that a contextualised understanding of ocean-climate literacy is required for evidence-based decision-making and good practice which ultimately contributes to the development of adaptation and mitigation strategies.

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