



Lecture 8: Agents of Transformation

Episode 1: Values, Knowledge and Action

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Episode 1: Values, Knowledge and Action

Episode 2: Change Agents

Episode 3: Interview



1. You have an understanding of the role of values for a transformation towards sustainability.
2. You are able to distinguish between “values”, “attitudes” and “opinions”.
3. You are familiar with the theory of value change (post-materialism).
4. You are aware of the acceptance of a low-carbon transformation within the publics of many countries.
5. You are aware of the limitations of using gross domestic product (GDP) as an indicator for measuring welfare.
6. You know about the gap between attitudes and behaviour.



- **Changing Values**

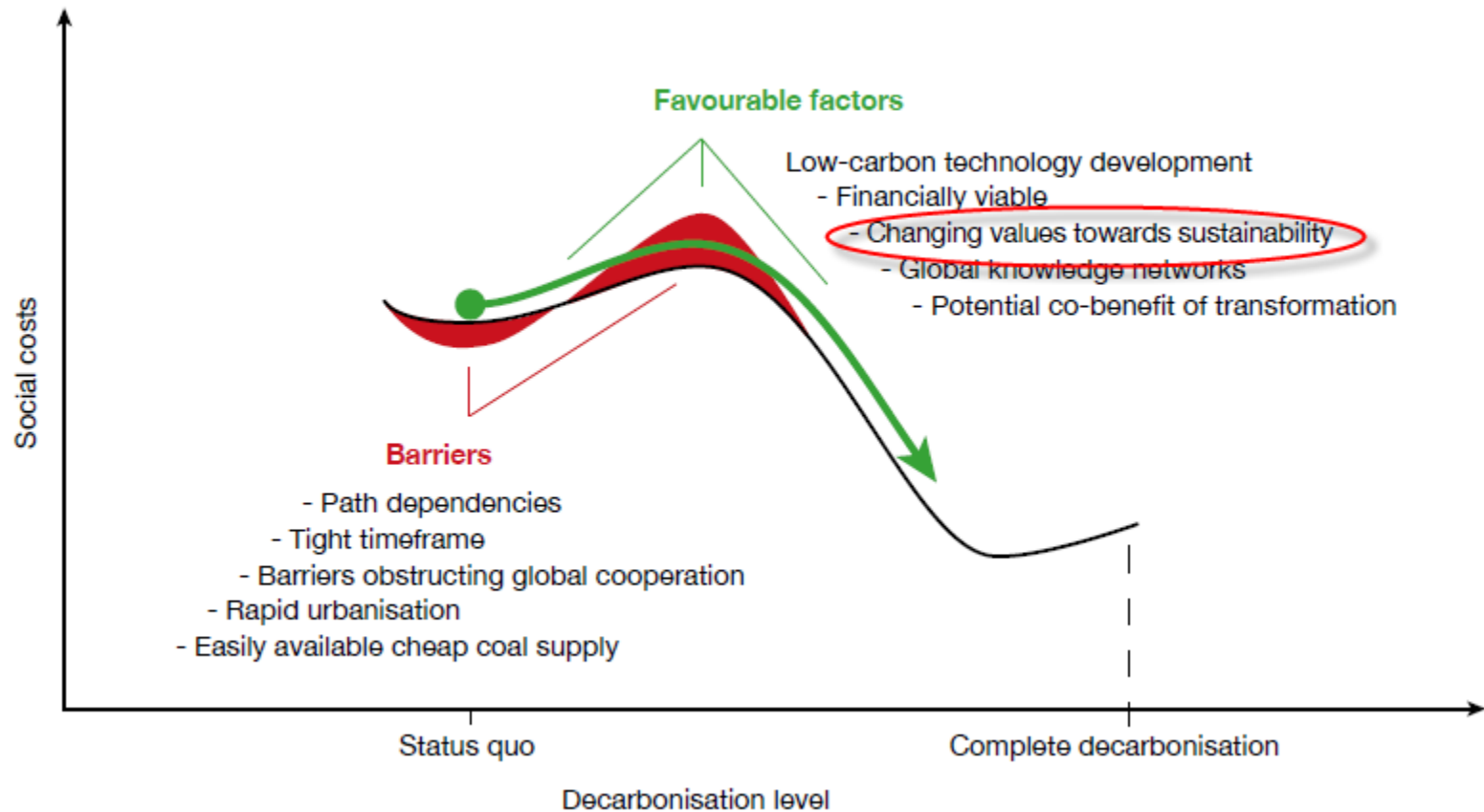
- The role of values within the transformation process
- Values and Value Change
- Quality of Life
- Acceptance of Renewable Energies

- The GDP Debate

- The Gap (between Attitudes and Behaviour)



Topography of Transformation



Source: WBGU, 2011

Definitions

- **Personal and cultural values:** According to Kluckhohn (1951), values are a shared perception of something worth having or striving for. **Cultural values** refer to something that has evolved socio-culturally, something that exists independent of individuals. **Personal values**, on the other hand, refer to the subjective concepts of desire and specific value orientation.
- **Attitudes:** Contrary to the rather abstract values, attitudes relate to certain objects, people (groups), ideas and ideologies, or specific situations. Attitudes represent evaluation and action tendencies with regard to these 'objects'.
- **Opinions:** Are generally considered to be the verbalisation of attitudes and values (Rokeach, 1968).

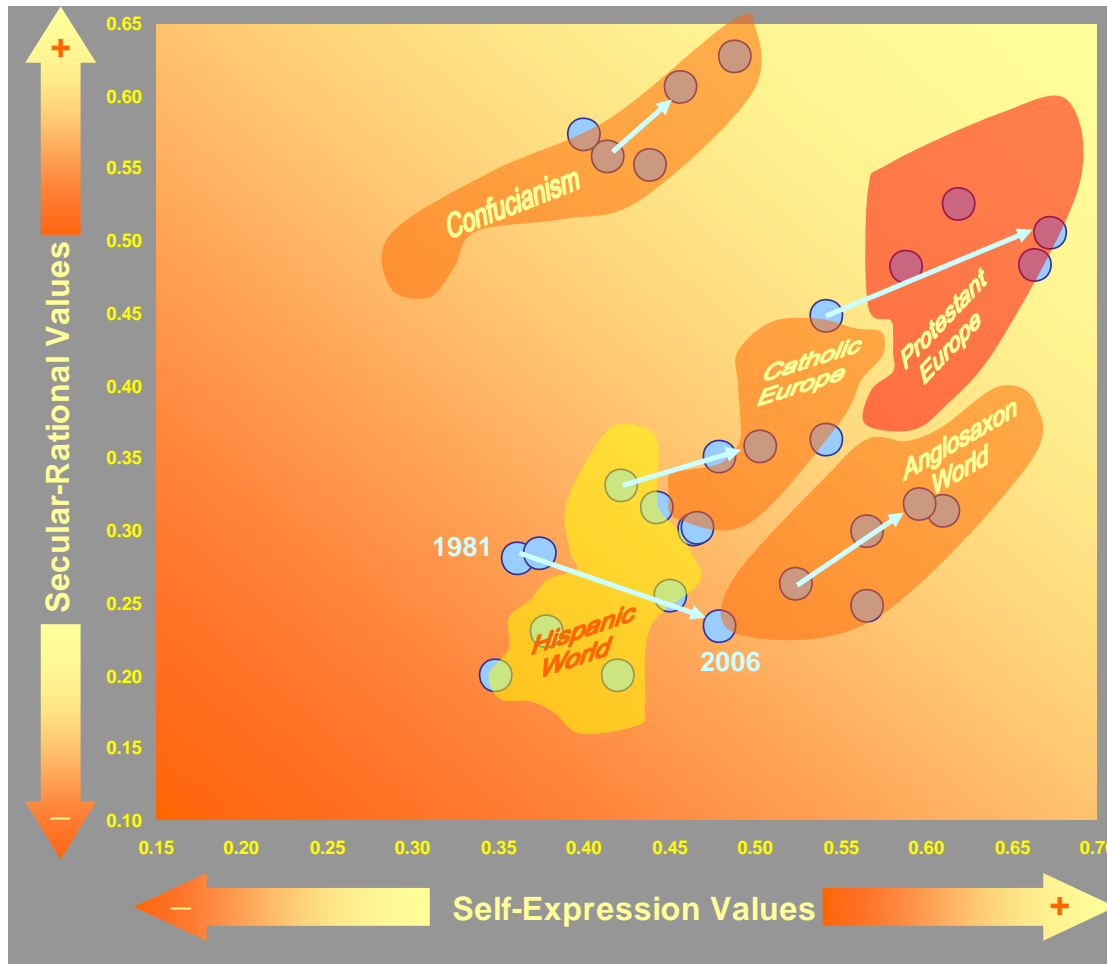


„The Silent Revolution“ (1977)

- Intergenerational advance of postmaterialist values and attitudes, particularly since WW2.
- The emergence of new social movements – like the conservation, peace or homosexual movements – is an expression of this wider cultural value change.
- Nowadays, the population views environmental problems, in particular climate change, as one of the important political issues – and this not just in the comparatively rich northern countries, but also in many of the developing and newly industrialising countries.

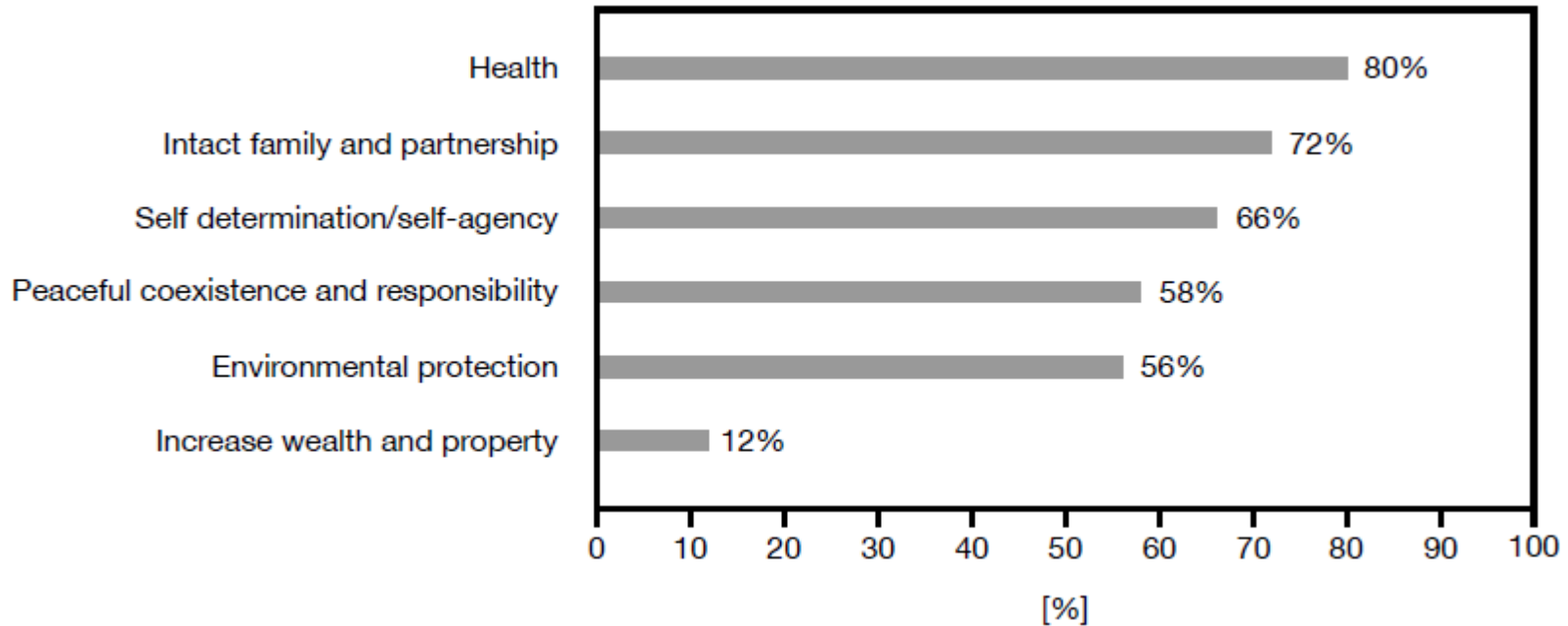


Value Changes within Cultural Zones (1981-2006)



Source: Welzel, 2006

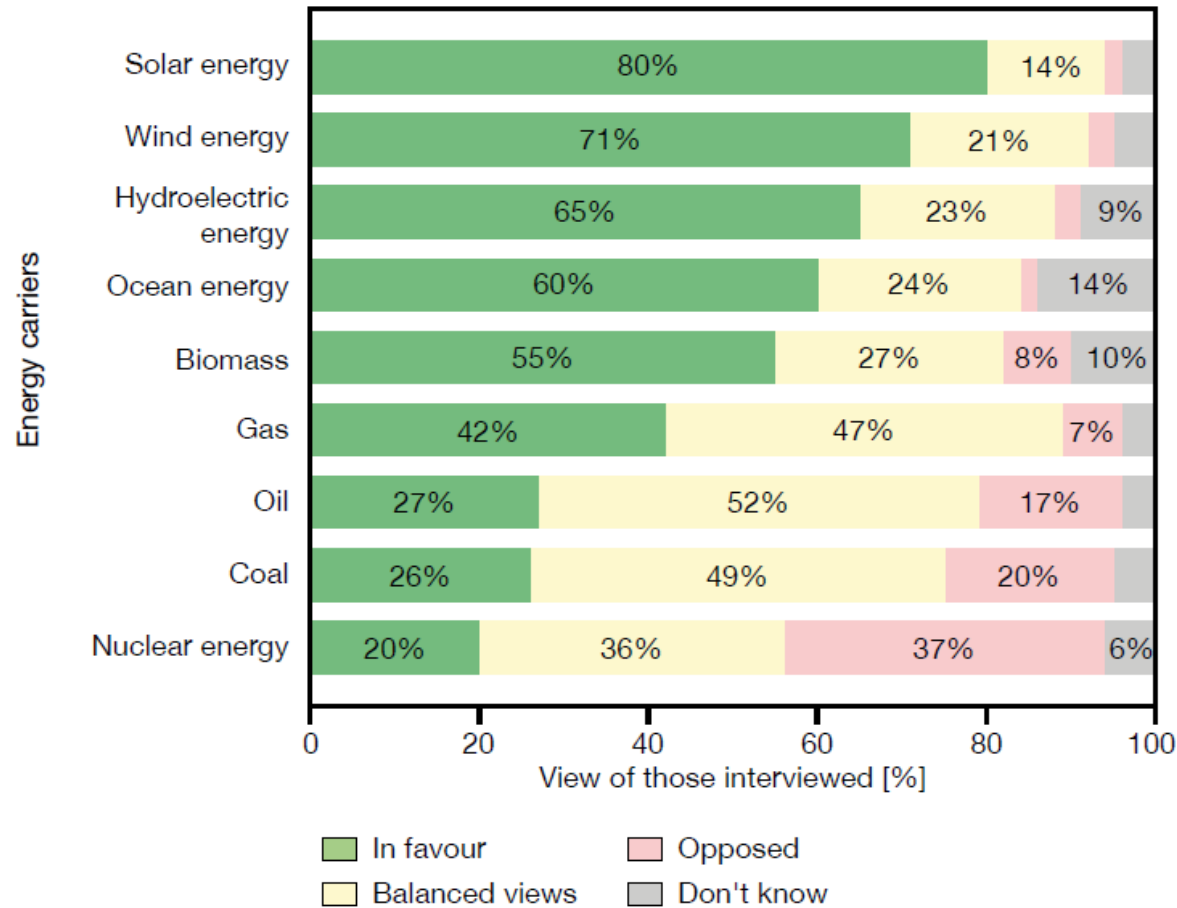
What citizens consider important in terms of quality of life?



Source: Bertelsmann Foundation, 2010



Acceptance of different Energy Sources within the EU



Source: Eurobarometer 2007



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The GDP Debate as an Expression of Changing Values

- A discussion which, initially, was led in society's 'ecological niches' has become a matter of concern for governments and the EU Commission.
- All initiatives agree that they consider the indicator GDP, or GDP per capita, as unsuitable for adequately reflecting national welfare, social progress and aspects of sustainable development.
- The current indicator debate shows the need for measurable welfare and sustainability dimensions that go beyond GDP per capita.



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The Gap between Attitudes and Behaviour

- Lack of Long-Term Orientation
- Loss Aversion
- Path Dependencies



On the Way to a Shared Global Transformation Vision?

- Post-materialist values find a growing consensus, not just in richer countries.
- The necessary transformation into a low-carbon society already corresponds to some of the prevalent attitudes and value systems in many of the world's countries, although there is no discernible automatism for the realisation of such value preferences and the disposition to act accordingly.
- The transformation can be viewed as a positive factor in the sense of increasing subjective life satisfaction for large parts of the population.



- What does post-materialist value change mean and what empirical developments support the theory of value change?
- Why is GDP not a sufficient indicator for measuring national wealth?
- Why does the general public support for a low-carbon transformation does not automatically lead to such a transition?



Basic reading:

- WBGU (2011): World in Transition: A Social Contract for Sustainability, chapter 3 and 6. Berlin.
www.wbgu.de

Further reading:

- Inglehart, R. (1977): The Silent Revolution, Princeton University Press.
- Stiglitz, J. E., Sen, A. and Fitoussi, J.-P. (2009): Report by the Commission on the Measurement of Economic Performance and Social Progress. Website: <http://www.stiglitz-senfitoussi.fr>. London: Commission on the Measurement of Economic Performance and Social Progress.
- Rokeach, M. (1968): Beliefs, Attitudes and Values: A Theory of Organization and Change. San Francisco: Jossey-Bass.
- Kluckhohn, C. (1951): Values and value-orientation in the theory of action: An exploration in definition and classification. In: Parsons, T. and Shils, E. (eds): Toward a General Theory of Action. Cambridge, MA: Harvard University Press, 388-433.
- Krosnick, J. A. (2010): The Climate Majority. New York: New York Times.



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