



**University  
of Victoria**

Graduate Studies

**Notice of the Final Oral Examination  
for the Degree of Master of Arts**

of

**KARINE LACROIX**

BA (University of Ottawa, 2009)

**“Examining the Role of Cultural Values and Climate Change Risk Perception on  
Barriers to Pro-Environmental Behaviour”**

School of Environmental Studies

Wednesday, October 21, 2015  
2:00PM  
David Turpin Building  
Room A357

Supervisory Committee:

Dr. Robert Gifford, School of Environmental Studies, University of Victoria (Supervisor)  
Dr. James Rowe, School of Environmental Studies, UVic (Member)

External Examiner:

Dr. Martha McMahon, Department of Sociology, UVic

Chair of Oral Examination:

Dr. Carmen Galang, Peter B. Gustavson School of Business, UVic

## **Abstract**

This study examined the perception of barriers to pro-environmental behaviour for different population segments in British Columbia. Cultural cognition scales were used to assign cultural values to participants (i.e., hierarchical-egalitarian scale and individualism-communitarianism scale). Psychological and socio-cultural barriers were assessed using the list of *dragons of inaction*. Data on cultural values, perception of climate change risk, perception of barriers, frequency of pro-environmental behaviour, climate change knowledge and socio-demographic variables were collected using online surveys. Egalitarian values were correlated with greater climate change risk perception and with weaker perception of barriers to pro-environmental behaviour. Greater climate change risk perception was also associated with more pro-environmental behaviour. The effect of cultural values on barrier perception was partly mediated by climate change risk perception. These findings suggest that future research should focus on lessening the discrepancy between scientific climate change risk perception and public climate change risk perception, which can, in turn, increase the frequency of pro-environmental behaviour.