

# Climate Change and Aviation: Understanding Consumers and Workers Thoughts, Feelings and Behaviours

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## Study 1: Aviation Workers

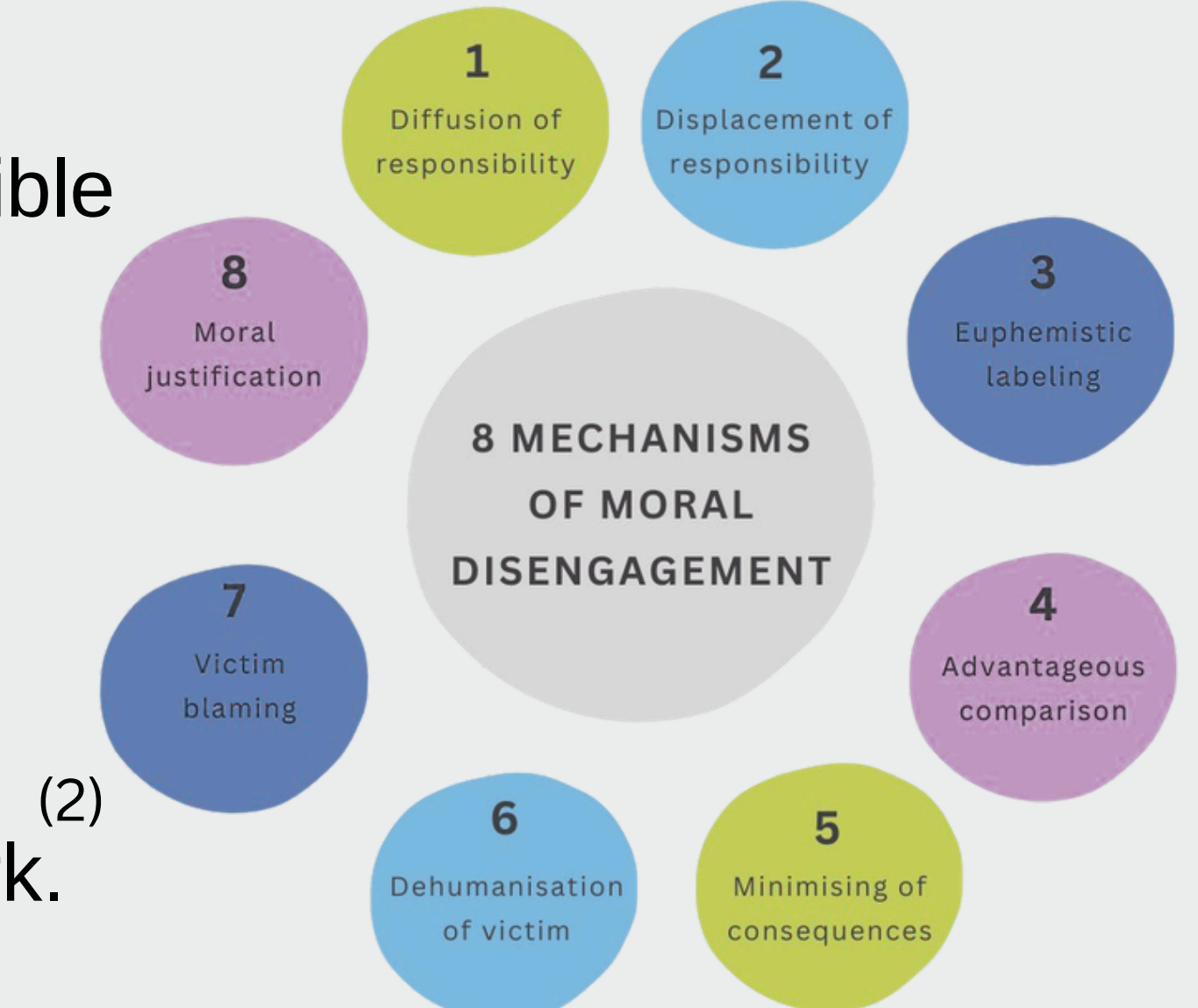
### 2: Methods and Objectives

**Main Research Question: How do aviation workers see feel and act on the environmental impact of air travel?**

- We will be conducting around 60 exploratory **interviews** with workers from **different roles** within aviation (pilots, cabin crew, engineers, ground staff).
- Questions surrounding the sustainability of their organisation, their thoughts and feelings about climate change, pro-environmental behaviours and the future of aviation.
- Aim** is to uncover whether aviation workers try to mitigate environmental impacts of the industry and why.
- Aim** is to explore how aviation workers feel about the future of the industry and their role within it.

### 1: Background

- Many industries are affected by **climate change**, but some also contribute to the problem.
- The aviation industry is responsible for around **2-3%** of global CO<sub>2</sub> emissions. <sup>(1)</sup>
- Oil and gas industry employees experience a paradox between their feelings about the environment and day to day work. <sup>(2)</sup>
- Moral disengagement** mechanisms identified as coping strategies.
- Research on **aviation** employees and climate change is minimal.



How are aviation organisations responding to climate change?

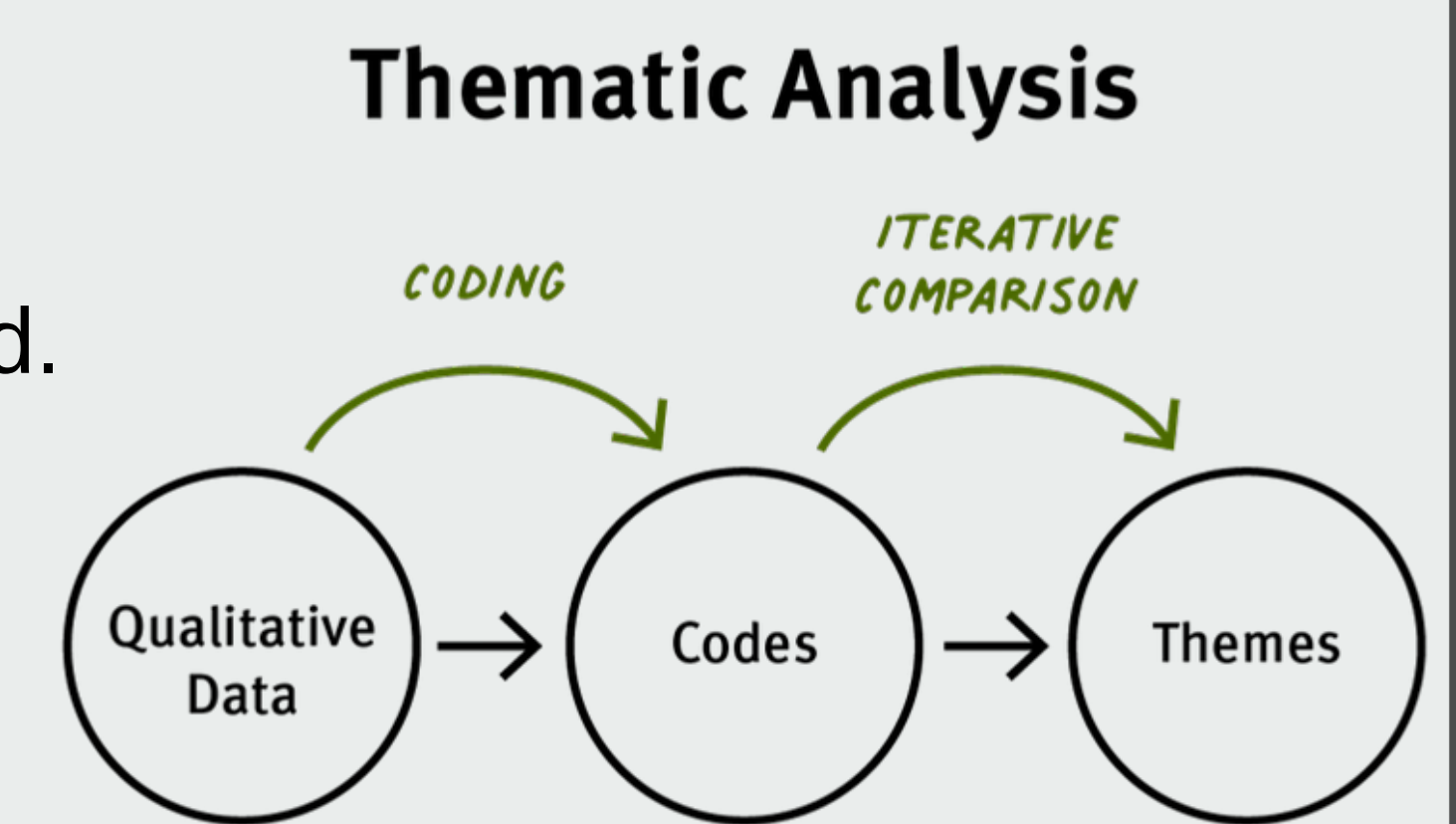
Do aviation workers show any signs of moral disengagement regarding the environmental impacts of air travel?

Do different roles within the aviation industry have different thoughts regarding the environmental impacts of air travel?

### Other Research Questions

### 3: Data Analysis

- Qualitative **interviews** will be transcribed and anonymised.
- A largely **inductive** thematic analysis approach will be used.
- Start by generating **codes** of meaningful responses. <sup>(3)</sup>
- Identify and review **themes** across levels.



## Study 2: Aviation Consumers and Eco-anxiety

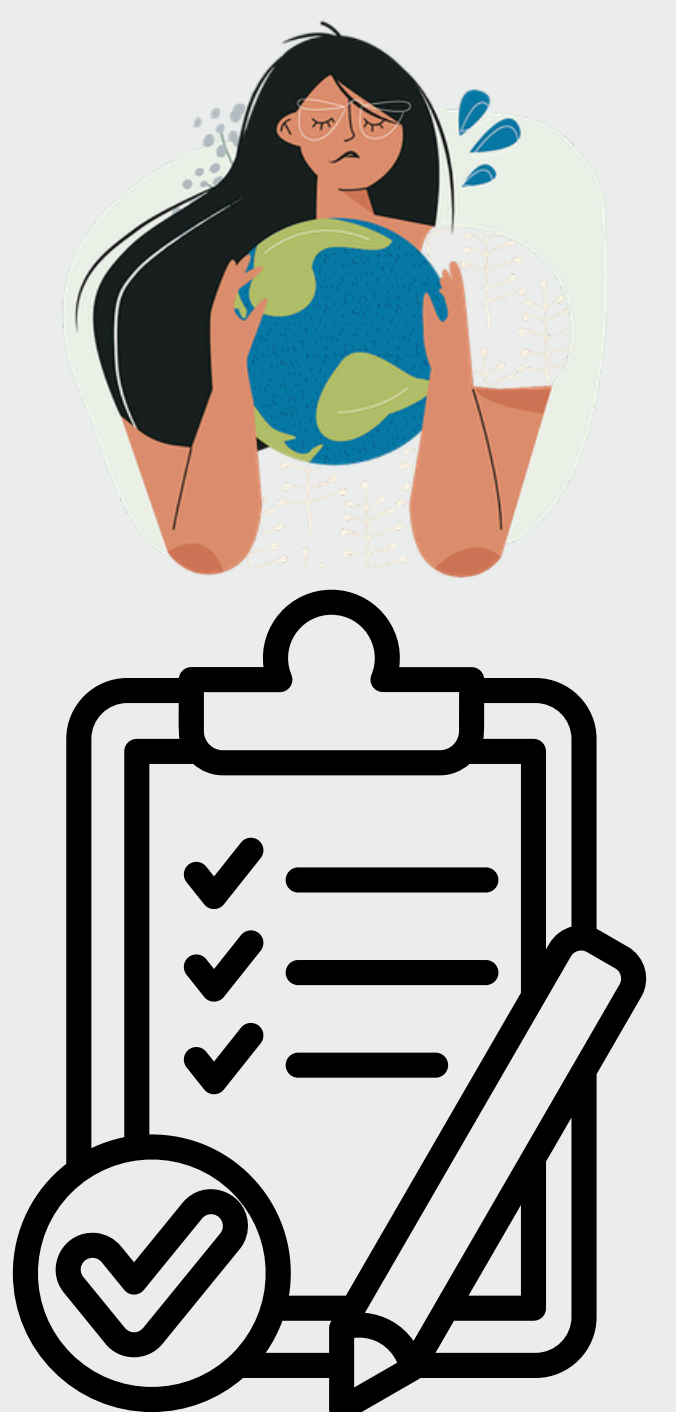
### Background

- Although environmental awareness often predicts pro-environmental behaviours, this does not usually translate to **reducing** air travel. <sup>(4)</sup>
- However, research specifically focusing on travel behaviours in those with **eco-anxiety** is lacking.
- Factors such as **cost** and **time efficiency** are the most important considerations for travel choice. <sup>(5)</sup>
- Although a minority, there are people who have quit flying for environmental reasons.
- Consumers tend to **underestimate** the emissions associated with aviation and **overestimate** the impact of other pro-environmental behaviours (e.g. recycling). <sup>(6)</sup>

### Potential Study

**To what extent does eco-anxiety impact individuals decision making when it comes to travel behaviours?**

- Recruit a sample of **eco-anxious** individuals and ask them to complete a survey.
- Questions about travel choices and pro-environmental behaviours.
- Questions regarding awareness of aviation's carbon footprint.
- Comparison group of **non eco-anxious** people.
- Hope for a large sample of quantitative data to analyse for potential patterns and predictors in consumer **emotions** and **behaviour**.



### Impact of Research

Understanding aviation consumers and workers experiences with climate change is highly important as it can help guide stakeholders involved in the sustainability transition in a **people-focused** way. Furthermore, this research aims to understand motivations and barriers to **behaviour change** amongst consumers and workers, which may aid in promoting more **sustainable choices**.

### References

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