**Literature Review 1st Draft**

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## **Introduction of Literature Review**

This literature review will discuss the method, scope and purpose of this literature review, before diving into the three key areas of this project: sustainability, behavioural psychology and gamification. Under sustainability, the carbon footprint metric and the factors contributing to this metric will be discussed, before discussing the knowledge-action gap in climate change. To understand why this knowledge-action gap exists, the second key area of behavioural psychology will be discussed, before reaching the final key area of applying gamification as a potential solution to address this problem. To enhance knowledge surrounding a successful implementation for this project, existing solutions will be discussed, taking inspiration from their success factors and learning from their mistakes.

## **Method, Scope and Purpose**

### **Method**

Using “Climate Change”, “Behavioural Psychology” and “Gamification” as search strings, reputable sources were searched in Scopus and the original results returned 1,000 results. This figure was then filtered down to 300 results based on …, before deciding on the 10 most applicable papers. Throughout this process, hundreds of abstracts were read, before deciding whether or not to save each paper to saved lists on Scopus for further analysis.

After the initial filtration of reading through abstracts and adding a marginal portion of these papers to saved lists, each paper was then briefly read through to further refine the most applicable papers. After briefly reading through such papers, the saved lists were then further refined, before ultimately deciding on which papers to reference throughout this report.

### **Scope**

As climate change is a growing concern with each passing day, and society’s impact on our shared planet dynamically increases exponentially each day, only papers in the last 5 years were consulted in this paper to keep this literature review as current as possible. Any papers outside of this scope risks using outdated information which may have worsened over time, providing an inaccurate view of the current state of this problem.

### **Purpose**

The purpose of this literature review was to conduct research to establish the need for this solution, how best to implement this solution and to analyse existing solutions to this problem of a lack of action taken towards climate change. By carrying out this initial extensive research, informed design decisions can be made as the project progresses. Without such research, design decisions would be merely guesswork with no justification or evidence, or indication that such decisions would prove successful or impactful. The importance of literature reviews cannot be understated, with there being “an urgent need for developing a clear understanding of advancements and state of knowledge stock in the discipline to inform and guide future researchers aiming to advance the field” (***https://www.scopus.com/record/display.uri?eid=2-s2.0-85113769687&origin=resultslist&sort=cp-f&src=s&st1=%22importance+of+literature+review%22&sid=e13880c111ba94adf0a2857eb7d1c8f0&sot=b&sdt=b&sl=48&s=TITLE-ABS-KEY%28%22importance+of+literature+review%22%29&relpos=2&citeCnt=24&searchTerm=*** ).

## **Sustainability – 600 words**

This section focuses on two major subsections: the mainstream metric used for measuring climate change of carbon footprint, followed by the main factors contributing to carbon footprint emissions, namely transport, meat consumption and energy usage.

### **Carbon footprint as a Metric for Environmental Impact**

As (John Mulrow, 2019) mentions, *carbon footprints* have become the industry norm for calculating individual impact on climate change through greenhouse gas emissions, highlighting the causes of such emissions and providing opportunity to reduce such emissions. The main purpose of a carbon footprint score is simply to “measure the carbon emissions that result from a given set of activities“ (Wiedmann and Minx, 2008).

The reasons for wide spread adoption of this metric over its competitors are its ease of use, greater ability to track necessary data and consumer interest in the areas contributing to this metric (Mulrow, 2019).

With such adoption, carbon footprints have become a useful tool to educate and motivate pro-environmental behaviour. (Kenny and Gray 2009) observe a growing trend of using carbon footprint calculators to measure individual carbon footprint scores.

#### **Critiques**

<MAYBE MOVE THIS TO THE DESIGN SECTION INSTEAD?>

Some individuals complain about the length of time and effort it takes to calculate your score with existing calculators, but these are necessary steps to take to get an accurate indication of your overall carbon emissions.

With this in mind, one approach could be to simply focus on the most contributing factors to one’s carbon footprint score, such as meat consumption and transport, as opposed to focusing on every single contributor. This introduces a trade-off in terms of actual overall carbon emissions and the time spent by the user calculating their score.

#### **Alternative Metrics**

Possible alternative metrics for measuring individual climate change impact are ecological footprint and water footprint. The differences here are that the ecological footprint focuses on “measuring the use of bio-productive space”, and water footprint measures the extent of water use in relation to consumption. Again, the carbon footprint metric has proved to be more popular due to ease of use and simplicity, and this, combined with being the mainstream footprint metric to measure environmental impact, a reduced, custom version of a “carbon footprint” score will be carried forward throughout this report.

### **Main Factors Contributing to Carbon Footprint**

Although many factors contribute to carbon footprint emissions, for the sake of brevity, this report will now discuss the most dominant contributors which are transport, meat consumption and energy usage, and which aspects society members are most interested in. Note, carbon footprint calculators tend to use different factors and underlying calculations so there is no universal answer.

* + 1. **Transport**

Transport accounts for the largest single contributing factor towards carbon emissions (SOME SOURCE). This is unsurprising due to the nature and frequency of use of vehicles, where they burn fossil fuels to operate.

In his academic journal on analysing the state of carbon footprint calculators, (Mulrow 2019) discussed that users of these calculators are not only aware of the impact transport has on their carbon footprint, but are also curious about learning more about the impact transport has on their scores.

* + 1. **Meat Consumption – COPY AND PASTED! – 227 words**

(Westhoek et al., 2014) propose that a 50% reduction in meat, dairy products and eggs in the European Union would result in a 25%-40% reduction in greenhouse gas emissions associated with food production.

The problem here is identified by (Ruben Sanchez-Sabate, 2019), when he says that consumer awareness of the environmental impact of meat production is surprisingly low, as well as the willingness to change meat consumption behaviour in terms of reducing or substituting meat (e.g., by eating insects or meat substitutes).

In terms of user interest, (Mulrow 2019) identified food and meat consumption as an area of high interest and curiosity to consumers when receiving their carbon footprint scores.

* + 1. **Energy Usage**

(Mulrow 2019) found in his research on carbon footprint calculators that a majority of participants are unable to accurately estimate the level of energy usage in their homes. Mulrow outlines that users can retrieve this information, but this extra step would place more effort on the users’ behalf, increasing the cost of trying to learn about and implement pro-environmental behaviour.

An interesting point to note from Mulrow’s study is that users reported the most enjoyable and rewarding calculators to be those which pair user carbon scores with recommendations on activities to reduce such scores.

There are other factors included in calculating a carbon footprint score, however, for the sake of brevity only the primary above three have been discussed.

## **Behavioural Psychology and Climate Change – 891/600 words**

This section focuses on the key concern this paper addresses whereby having identified that consumers have the metrics and knowledge necessary to pro-actively tackle sustainability and climate change, why do the majority of such consumers still not take meaningful action? The subsections to be discussed are the inclusion model, which highlights the importance of underlying psychological values of self-enhancing vs self-transcendence, social identity and a feeling of a lack of responsibility.

### **Inclusion Model for Environmental Concern**

(Dominicis 2017) argues that traditional and historic attempts to promote pro-environmental behaviour have failed because of focusing on highlighting the altruistic benefits on nature or the greater good, where they should have focused more on self-interest or self-enhancement. Dominicis’ work expands that of the Inclusion Model for Environmental Concern (Nolan and Schultz, 2015), which explains how egoistic or self-interest motivated values and altruistic or self-transcendent values are hierarchically structured, whereby altruism is inclusive of self-interest. The significance of this is emphasised when Dominicis undertakes 3 studies all highlighting how self-enhanced message frames, whereby users’ individual self-interests are targeted, have a much greater effect on pro-environmental behaviour than using self-transcendent message frames, such as the positive impact a participant would make on the environment.

As (Ostrom, 2010a,b) points out, there is conflict between the values and interests of the individual and the collective interests of the group, represented by the broader term of a “social dilemma”.

This theory and work explains why even with access and knowledge to all the statistics and real world evidence of the effect of societal carbon footprint emissions, society still continues to disregard and avoid adapting to pro-environmental behaviour.

Dominicis’ work proves how self-transcendent messages will only appeal to altruistic individuals (who are the minority), and those who are self-enhanced or those who prioritise self-interest will not engage with such messages. However, self-enhanced messages such as those offering financial rewards to participants, appeal to both egoistical and altruistic individuals. Thus, Dominicis puts forward an excellent point that to reach a larger audience, self-enhanced messages, targeting personal reward needs to be included, since these messages appeal to the same audience of altruistic individuals but *crucially, also* to egoistical, self-interested individuals.

Results from Dominicis’ studies highlighted how participants who were shown pictures representing self-interest conditions such as a $50 gift card subsequently showed higher levels of egoistic environmental concern compared to those shown pictures of the altruism condition of animals being harmed in nature.

(Bolderdijk et al., 2013; Asensio and Delmas, 2015) argues that appealing to monetary incentives is an ineffective strategy for encouraging pro-environmental behaviour, which aligns with (Vohs et al.’s 2006) point where money can lead to selfish behaviour, and contrastingly, (Griskevicius et al., 2010) believes appealing to the personal, social benefits could be more effective than targeting environmental (altruistic) issues.

This paper takes the approach of a combination of the two, to focus on including personal rewards such as increased social image, but excluding financial rewards to avoid such selfishness mentioned by Vohs.

The value of this Dominicis’ research is the signification that individuals may behave pro-environmentally for non-environmental reasons, such us gaining social status (Griskevicius et al., 2010) or being healthy (Gifford, 2011, 2013) and many times individuals behave pro-environmentally even without knowing they are doing so (Gifford, 2013).

### **Social Identity – COPY AND PASTED!**

(Bouman 2020) argues that the values individuals perceive their groups to endorse can critically motivate individuals to engage in pro-environmental action. In his study, Bouman presents concrete evidence where Americans with no concern for the environment begin to change their concern for the planet after groups the participants strongly identify with show environmental concern. Bouman expands on the work of the “Social Identity” outlined by (Fielding & Hornsey 2016; Jans et al., 2018), whereby groups can provide standards that guide individual actions.

### **Lack of Responsibility - Proportion of Individual Impact**

(Anne Schwenkenbecher, 2014) poses in her research, “Is there an obligation to reduce one’s individual carbon footprint?” Her work tackles the societal issue of environmental responsibility and proportionality.

With increasing awareness of the proportion of individual impact being tiny compared to large corporations, society feels a lack of responsibility to tackle climate change and argues that no one individual has the capability to make a meaningful change in global emissions.

To excellently discredit this notion of individuals contributing no harm and being unable to have a significant effect, Schwenkenbecher explains in depth the power of aggregate harm, where yes individual contributions are too negligible to have a meaningful effect, but through the power of compounding, aggregated individual change leads to meaningful emission reductions. Additionally, Schwenkenbecher highlights how individual change can be influential, pushing others towards making similar change, which we have seen can be powerful in the case of social identity discussed by (Bouman 2020).

Aligning with Schwenkenbecher’s views, Ostrom (2010) argues the importance of reducing environmental risk immediately, instead of waiting for political policies to be implemented to take individual action.

Acceptance must be made towards the fact that compounded individual acts can be harmful, and the need for individual action to be taken to break this compounding effect.

## **Gamifying Climate Change – 600 words – Make sure to include CRITICISMS!**

This section introduces the concept of gamification, and how it can be applied to tackle the behavioural psychology challenges outlined in the previous section, with the ultimate goal of reducing individual carbon footprints. First the theory, then use cases and then finally the effects as evident from existing solutions will be discussed.

### **Theory of Gamification**

(Deterding, Dixon, et al., 2011, p. 1) define gamification as “the use of game design elements in non-game contexts”, with (Michael Salier 2017) expanding on this definition, saying “to foster human motivation and performance in regard to a given activity.” The significant factor here is the purpose of gamification being to motivate behaviour change.

Applying this logic to this project proposes the potential success of applying gamification principles and design to spark pro-environmental behavioural change.

At its core, gamification has three broad, categorical features: immersion, achievement and social features.

Immersive features are those such as avatars (Annetta, 2010; Peng et al., 2012), narration and personalisation (Kim et al., 2015), attempting to provide the player with a sense of freedom and control through the feeling of voluntary participation (Bormann & Greitemeyer, 2015; Kim et al., 2015; Koivisto & Hamari, 2019, Rigby & Ryan, 2011; Sailer et al., 2017), targeting the autonomy aspect of self-determination theory.

Achievement-related features are those such as badges, points, levels, leaderboards and performance graphs which ultimately target the competence aspect of self-determinism theory, where users want to improve their skills or get feedback on their performance or progress (Nannan Xi, 2019), valuing self-mastery and growth (Rigby & Ryan, 2011).

Social-related features are those such as teams, cooperation, competition, groups and chat, which ultimately target the relatedness aspect of self-determinism theory, providing players with a sense of community and belonging stemmed from frequent communication, sharing of ideas and reciprocity (Francisco-Aparicio et al., 2013).

Each type of gamification feature fulfils a corresponding psychological user need, improving overall user experience, fulfilment and engagement with the application. By implementing a combination of immersion, achievement and/or social features, gamification can effectively achieve its goal of motivating behaviour change, when appropriate design choices are made. The theory suggests that gamification can be applied to overcome the psychological barriers outlined in the previous section, ultimately resulting in meaningful behavioural change towards reducing individual carbon footprints.

“Not surprisingly, in 2017, the global gamification market was valued at $2.17 billion and is estimated to reach $19.39 billion by 2023” according to (Mordor Intelligence, 2018). Such a valuation is a clear indication that gamification, when appropriately designed, is an effective, efficient, and widely popular method of achieving behaviour change, and is promising for achieving this project’s goal of reducing individual carbon footprints.

### **Selecting Effective Design Features**

Gamification is well known for its success in various applications by fulfilling basic psychological user needs (Michael Sailer 2017), however, one cannot assume that gamification will automatically work. (Gartner, 2012) states that 80% of current gamified applications fail to meet their objectives due to poor design (Nannan Xi, 2019). This coincides with Michael Salier’s (2017) argument that “gamification is not effective per se, but specific game design elements have specific psychological effects.”

With this in mind, it is crucial to carefully plan which features to include in the design of a gamified application. (Nannan Xi 2019)’s research discovers that among the three broad categories of gamification features of immersion, achievement and social features, achievement had the most significant impact on fulfilling the psychological user needs of autonomy, competence and relatedness, followed by social and then immersive features. Each feature had its own benefits, however with immersion only targeting autonomy, and achievement features having a greater impact on autonomy, competence and relatedness than social features, achievement features were the clear winners, followed by social features as a close second.

### **Effects of Gamification**

Gamification has led to increased usage of apps, increased emotions experienced using apps and increased connectivity amongst peer groups.

By fulfilling psychological user needs, effective gamification designs can have a multitude of effects.

As previously mentioned, the purpose of gamification is to motivate behavioural change. To do this, gamification targets psychological user needs.

<CONNECT HUMAN COMPUTER INTERACTION HERE TO SHOW HOW GAMIFICATION IMPROVES ENJOYMENT>

## **Existing Solutions – 600 words**

### **Ant Forest – check gamified cooperation and competition literature review**

Ant Forest is a Chinese based app, which pioneered the use of gamification for public environmental protection. As shown in Figure 1, users on the platform can earn "green energy" to cultivate a virtual tree by online and offline low-carbon behaviours. When the virtual tree grows, a real tree will be planted by the public welfare partner of Ant Financial Services Group. The Ant Forest has now developed multiple forms of gamified interactions, such as team up or race with friends.

<Insert figure>

The success of Ant Forest is indicative of its user base reaching 500 million users as of 2019 (Ant Forest Paper), all participating in reduced carbon actions. The cooperative and competitive features in Ant Forest have resulted in more than 20 million tons of “green energy” (It takes at least 17 kg of "green energy" to plant one tree). To put this into perspective, the carbon emissions reduction of this “green energy” is equivalent to saving 29.4 billion kwh of electricity, which is equivalent to one full day of China’s electricity consumption.

This impressive reduction is proof that individual environmental action, when aggregated, can have significant benefits, as outlined previously by (Schwenkenbecher, 2014) in her paper on the proportion of individual impact.

Not only have emissions drastically reduced, but Ant Forest is evidence that individual environmental change, can influence others to do the same, as seen by companies agreeing to work with Ant Forest to incentivise green consumption behaviour, again previously proposed by (Schwenkenbecher, 2014).

As such, Ant Forest is hard evidence that applying gamification to climate change can reduce carbon footprint scores. With such success, Ant Forest is a key motivation for the design and rationale of this project.

### **Green Life**

“Green life” is an app that encourages waste separation and recycling by offering free trash bags or other cash rewards. Having an underwhelming user base of 700,000 users in total so far, with a concerning app store rating of only 2.3 out of 5, “Green Life” is a good example of how solely providing financial incentives is inadequate to achieve behavioural change amongst a wide customer base. Green Life is the perfect illustration of the danger of assuming any form of gamification will result in effective behavioural change, and that, as previously mentioned by (Gartner, 2012), 80% of current gamified applications were estimated to fail to meet their objectives due to poor design. (from “does gamification satisfy needs, Nannan Xi, 2019”). With this example in mind, this project will focus on the most effective combination of gamification features needed to achieve the required environmental behavioural change.

## **Conclusion**

This literature review has analysed the area of sustainability, outlining the need for an adapted carbon footprint metric, targeted at the most contributary actions towards carbon emissions. After identifying the knowledge-action gap problem, the central motivation for this project, the inclusion model, social identity and lack of responsibility put into perspective why such infrequent action is taken. By connecting the ability of gamification to tackle these psychological barriers to pro-environmental behaviour change, and analysing this in practice through existing solutions of Ant Forest and Green Life, motivations and direction will be taken forward throughout this report, to aid in the design of this project.