

How many of you care about  
climate change?

Do you buy fast fashion? **Why?**

What do you think happens when millions of us make that same *harmless* choice?

# The Tragedy of Commons

Why do we keep choosing short-term comfort, even when we know the long-term harm?

(what concepts can you use to answer this question?)

“What would it take to speak up, or act differently, even  
when *no one else* is?”

If change begins with discomfort, what discomfort  
are *you* willing to face?

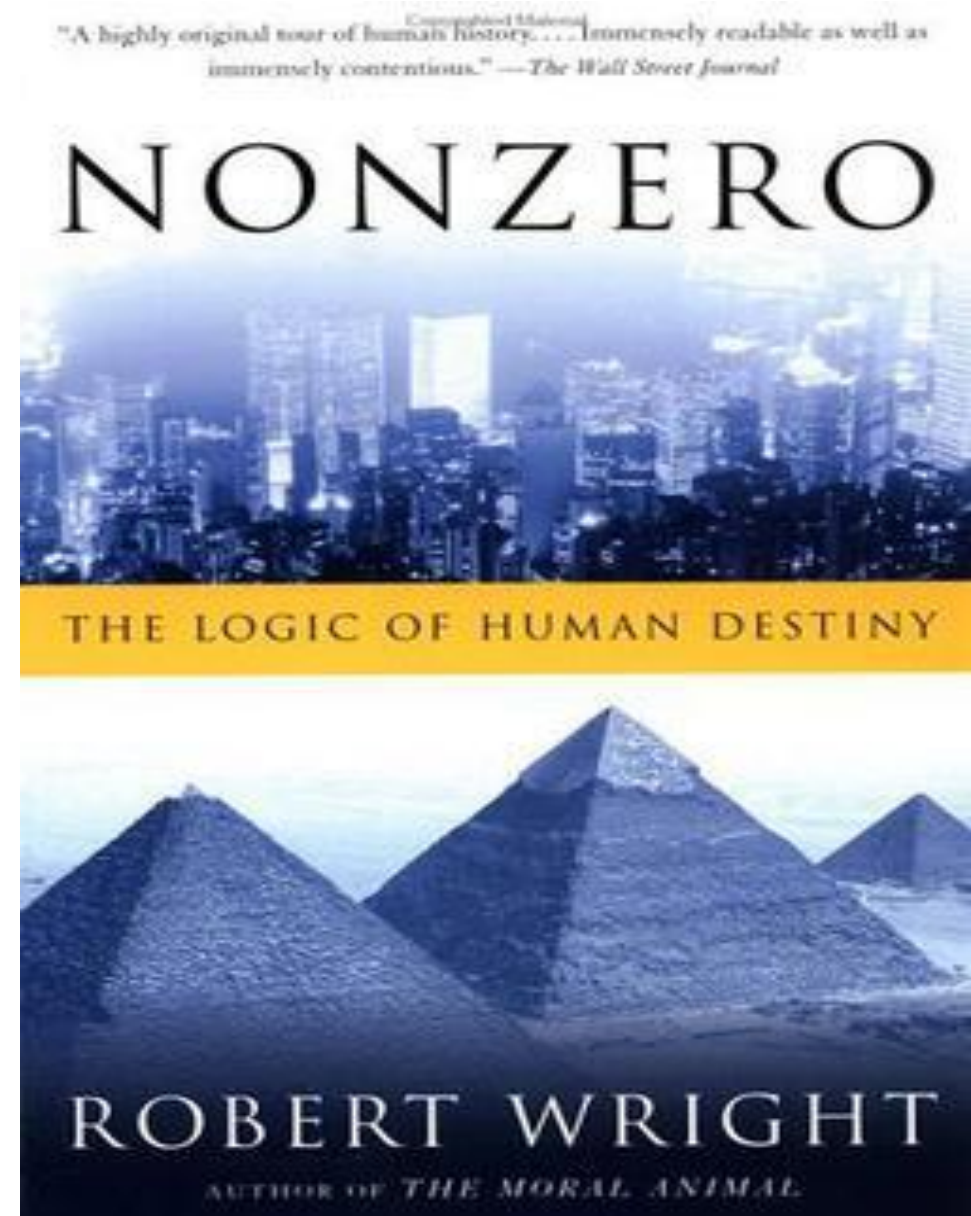
# Social Dilemma

**Social Dilemmas** are situations in which individual interests are in a conflict with collective interests. Two criteria define a social dilemma:

- Payoff for each individual to act in their self interest (called **defection**) is higher than the payoff for acting in the collective interest (called **cooperation**)
- All individuals receive a *lower payoff* if all defect than if all cooperate

# Social Dilemma

That's the classic social dilemma — a non-zero-sum game that *punishes selfishness collectively*.





# Types of Social Dilemma

**#1 Large-Scale Dilemmas:** Refers to situations where many people interdependently act under conditions that represent high anonymity, a low degree of communication, where choices to cooperate or defect are made by people in a collective that is weakly united, and where individuals are geographically separated.

In large scale dilemmas, we usually see personal choices favored due to the burdens being spread among a vast number of others

# Types of Social Dilemma

**Resource Dilemma:** This dilemma arises when multiple individuals share a limited resource with free access, where each group/individual decides how much to withdraw from the common resource. Eg., forests, oil, rivers, mountains.

**Common Good Dilemmas:** The common goods depends on individual contributions but is accessible to all group members. Eg., paying taxes.

# Why do we not act? *(when we say we care!)*

## *#1 Competing Values*

**Biospheric Values:** Reflect a concern for nature and planet

**Altruistic Values:** Reflect a concern for others'

**Egoistic Values:** Reflect a concern for personal resources and status

**Hedonic Value:** Reflect a desire for comfort, pleasure and convenience

# Why do we not act? *(when we say we care!)*

## *#2 Social Value Orientation: how we relate to others?*

SVO corresponds to how much weight a person attaches to the welfare of others in relation to their own.

**Prosocial** (let's all win), **individualistic** (I must win), **competitive** (I must win and you must lose or simply a belief in zero sum game)

# **Why do we not act?** *(when we say we care!)*

## *#3 Greed-efficiency hypothesis*

Sometimes selfish choices are justified as smart ones — not out of greed, but in the name of efficiency.

In social dilemmas, greed can vary from egoism or self enhancement to social comparison motives.

# Why do we not act? *(when we say we care!)*

## Summary

We are capable of having competing values at the same time. When competing values are activated in a situation, choices are based on the value that is considered most important in that moment – and, this is very *subjective*.

# Choosing the greater good

**Response Efficacy:** Extent to which people feel that their cooperative actions are crucial in order to maintain or create a common resource. Response efficacy is less in large groups. Members in large groups tend to believe that their efforts will be insignificant.

**Environmental (Un)certainty:** Group efforts are more impactful when we have knowledge about the size of the common resource (OR we have an estimate of the problem we are dealing with)

**Social (Un)certainty:** Reflects the uncertainty about others members' choices in a social dilemma.

# Conclusion

Everyone wants the benefits of the commons (shared resources),  
but no one wants to take the hit

So, it becomes the **tragedy of commons**