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Why Don't People Care About Their Carbon Footprint

The issue of climate change and its impact on the environment has become a pressing concern for many individuals and organizations, but not for the general public. One aspect of this issue that has received significant attention is the concept of carbon footprint, which refers to the amount of carbon dioxide and other greenhouse gases emitted into the atmosphere as a result of human activities. Despite the increasing awareness of the importance of reducing one's carbon footprint, many individuals and households continue to engage in behaviors that contribute to high levels of emissions, or simply do not care to reduce or zero out their carbon footprint.

The main reason that most people find it hard to take their carbon footprint seriously, is the lack of immediate effects or consequences. In the media, the only climate apocalypse scenarios we see are futuristic and taken place thousands of years from where we are now. There's an assumption that we have time to sort it out in due course, that somebody else somewhere else will find the magic cure to fix it, without having to change any of our own behaviors or lifestyles. Having to make an immediate change is another huge factor in why people are resistant to caring about their carbon footprint. Trading short term benefits for long term benefits make it hard for most people to make the switch, especially when those long-term benefits will mostly be reaped by the next generations. While switching to a more eco friendly lifestyle can be inconvenient, it is also viewed as expensive and unattainable to most middle class families. As electric cars become more mass produced and solar panel installation becomes more accessible, we will see that opinion be reduced though.

The lack of personal tracking when it comes to lack of effort in reducing carbon footprints, is another major reason. Obviously, huge corporations, manufacturing plants, and farming tycoons have a huge play in the climate changing and amount of carbon in the atmosphere, and while it is right to acknowledge and put the pressure on these corporations to take initiatives to maintain a more sustainable way of doing business, taking personal accountability is sometimes put on the backburner when doing so. Again, putting the effort and long-term goals onto somebody else somewhere else. The majority of Americans favor green initiatives and policies from our government, most of which would be

directed towards commercial entities, but individual and household legislation should be passed as well, such as tax breaks for solar panel and electric car use.

An individual and household's carbon footprints can be tracked, and along with that come the opportunity for abundant data analytics and data visualization. When lifestyle choices and behaviors are tracked along with the use of smart home devices and analytic, people can be encouraged to watch and reduce their carbon footprint. The data visualization that comes from car trip tracking, solar panel use, and 30 minute showers can help people see just how much their lifestyle adds to their carbon footprint, as well as encourages them to get to a net zero footprint.

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