

Review of: "An Individual Decision-Making Model for Taking Climate-Friendly Action"

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This paper presents a model for decision-making at the individual level in the context of climate change that helps to overcome the cognitive paralysis that results from confronting such an existential crisis of global proportions. The strength of the model lies in the clear presentation of various options for action which is influenced by contextual and psychological factors. The consequences of action are then further influenced by factors relating to a social dynamic of norms and the fact that actions can take place in the context of systems before they manifest themselves as effects on the climate. The model is particularly helpful in structuring individual options by examining one's own position in society, contribution to the climate crisis, and sphere of influence. The article also highlights important connections between one's own motivation to act and social norms.

The article is well-written, timely, and highly relevant. It carefully addresses the need to achieve social tipping points and highlights the lack of approaches to support individuals in making climate-friendly decisions. The author also discusses an interesting topic that concerns not only the mitigation of climate change but also the need for society to adapt. It would be very interesting to explore the latter further, as it could both reinforce the need for action and trigger work that enables adaptation.

The model presented is concise, helpful, and applicable and helps to decide between the various possible environmentally friendly actions. The description of the model could benefit from an additional level of structure according to the main topics of contextual factors, behaviors, and intermediate factors. One could also consider making the conclusions, such as the impact of the actions of the behavior categories on climate, visible in the model illustration. In addition, contextual factors could be examined in more detail, as limited framework conditions and thus limited personal behavior could restrict the applicability of the model. In general, I miss a discussion about the limitations of the model.

The last part of the article is forward-looking and encouraging, showing how social tipping points can be reached by using the inter-dependencies of sociopolitical and environmental systems and the power of social media positively and to our advantage.

In summary, the article is very good and informative and addresses a major research gap in the wake of the climate crisis.