

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

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The article's approach is creative and original. The topic is of great importance, and the proposed model helps to structure thinking.

I think the phrase 'even social inequality can be reduced if investments are made in public transport and more efficient housing' is a bit strong to be left alone, without better contextualization and foundation, because the problem of inequality, in my opinion, tends to persist even with the small improvements mentioned. On the other hand, the Covid crisis is an example that major changes are possible in a short time, but even so, the great uncertainty regarding global warming and climate change attenuates the perception of the urgency to act. Perhaps this could be, somehow, inserted into the model.

The model of choices and decisions is very interesting and seems to explain how decisions are made (or not) by individuals who can choose freely or almost freely. I no longer have that clarity when it comes to the majority of the population, who need to pay their bills at the end of the month.

For example, the phrase "much of human action occurs in the context of membership or participation in a social institution, such as a workplace, a financial institution, a gym, or a restaurant," is true for people above a certain social level. Below this level, the choices are much more limited. I think that the number of people at this level is the majority of the world population. Although, I agree with the fact that the rich have more power to attenuate global warming.

Still, the article's conclusions are intriguing. By analyzing human behavior through the model, the author makes suggestions that can have an effective impact on the engagement of each individual in a society that is extremely interconnected and impacted at all times by social media.

Totally agree with 'we are in the midst of a 'global polycrisis' (Morin & Kern, 1999) that requires tackling from many fronts simultaneously.' And, unfortunately, I'm not optimistic.

Nevertheless, I think the article is very good, well written, and, as it considers human behaviour and motivation, may clarify ways to influence people to act against the environmental crisis.