

PhD Dissertation
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Defense Date and Time: November 15, 2021 8:00 am EST

Defense Location: Zoom (email dsklarew@gmu.edu for details)

Title: Moral Foundations as Political Tools to Affect Sustainable Behavior in a Common Pool Fishery Simulations

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ABSTRACT

Moral Foundation Theory has supplied tools by which persuasive appeals may be used to encourage sustainable resource use. Conservative and liberal political ideologies have showed a MF fingerprint (Graham et al., 2009a) which may be useful to influence sustainable behavior in fisheries.

This dissertation describes three studies that attempt to use MF appeals to encourage fisheries sustainability. These appeals were not effective in encouraging sustainably action and cast doubts on similar previous studies (Kidwell et al., 2013b). Findings downplay differences between conservative and liberals seen elsewhere (J. A. Frimer et al., 2013). These findings do provide confirmation that environmental resource issues are viewed through much the same lens as other moral issue.