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TITLE: Climate change action - beyond the neoliberal orientation: a research proposal.

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Abstract (192 words):

Background: Climate change is the most significant public health challenge humans have ever confronted. Governments are slow to respond. Research and discourse focuses on attitudes or nonresponsiveness of individuals and socially influential stakeholders. Responsiveness of individual human actors who have taken preventive action is under researched. A research study to explore this is proposed. This presentation will seek audience feedback on the most suitable sampling frame for this project.

Question & aims: This study will investigate why and how individuals have acted to remake their lifeworld in response to global warming and climate change. Focusing beyond neoliberal solutions is proposed. Deeper case description will explore the social context, attributes, actions and motivations of individuals who have successfully adopted an ecological lifestyle. A further aim is the theoretical understanding of transformational human action which supports the creation of healthier societies.

Methodology: Archer's reflexivity theory and Bourdieu's concepts "habitus", "capital" and "field" will frame a qualitative case study research design. Methods proposed include theoretical and snowball sampling, participant observation and in-depth interviewing, and qualitative thematic analysis.

Expected Outcomes: A theoretical understanding of individual climate change action and the sociological forces framing those success stories.