

The Mind of Sustainability: A Mind Genomics Cartography

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ABSTRACT

The authors introduce the science of Mind Genomics to explore what specific messages drive a person to say they will be interested in sustainability and motivated to do something. The messages are the nature of the message and the venue where the message is received. The experiment mixed messages/elements into small vignettes, presented the vignettes to respondents, and obtained ratings. These ratings were then deconstructed into the contribution of the individual elements to motivate respondents, as well as the degree to which the individual elements engage respondents. The results reveal specific messages that drive interest and motivation, respectively, and uncover two mind-sets, those swayed by feelings versus those swayed by facts. They introduce the personal viewpoint identifier (PVI) to identify these mind-sets and what to say to them.

KEYWORDS

Conjoint, Messages, Mind Genomics, Sustainability

DOI: 10.4018/IJRDIS.2020010102

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INTRODUCTION

As the 21st century proceeds, year by year, the social consciousness of the world is being prodded to take actions so that we can continue to live on this planet with more people, and with possibly limited resources. The concept of ‘sustainability’, the ability to live within our means as a world, is becoming increasingly heard in the press and in conversation.

Wikipedia offers the following explication of this notion of Sustainability, proceeding afterwards with a long, exceptionally detailed, well-documented article on the different aspects of sustainability.

Sustainability is the ability to exist constantly. In the 21st century, refers generally to the ability to exist of the biosphere and human civilization. Defined also as the process of people maintaining change in a balanced environment, in which the exploitation of resources, the direction of investments, the orientation of technological development and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations.¹ <https://en.wikipedia.org/wiki/Sustainability> from; “What is sustainability”. www.globalfootprints.org. Retrieved 2 May 2018

A Google® search of the word ‘sustainability’ through the years, starting with the early 1980’s, reveals the dramatic increase in the number of hits in Google Scholar®, the pattern of hits on a year by year basis (Table 1).

ACADEMIC APPROACHES

The sheer breadth of the topic ‘sustainability’ can be sensed by the actual topics covered by the word. The range is from environment to people, from land to services, from agriculture to food, and beyond. Indeed, it may well be that the topic will evolve to encompass whatever is relevant. A sense of the evolving complexity is seen in the abstract to the paper in the journal Sustainability Science (Kajikawa, Saito, & Takeuchi, 2017)

Endeavor to build sustainability science as a discipline during the last decade promoted interdisciplinary integration. This paper analyses the development of sustainability science during the decades and contribution of Sustainability Science journal. Based on our analysis, the specific contribution of Sustainability Science is to integrate different theories, models, cases, and experiences as transdisciplinary expertise. We found that the journal could be characterized by the core research clusters of sustainability science, namely, “Environmental and Social Systems” and “Economy and Business Systems”. Sustainability science now seems to be building distinguished interdisciplinary and transdisciplinary research field based on coupled socio-ecological systems and integrated social–economical systems.

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