

Emmy Dahl: Men talking about the environment: discursive masculinities in men's talk about climate change and sustainable travel

The fact that actions such as driving, shopping and travelling contributes to climate change is something that individuals may regard in various ways. Research indicates that individuals' concern and willingness to adapt their everyday life in order to reduce their impact on climate change might be gendered. Men in Sweden appear to be less worried and in addition travel in a less environmentally-friendly way than women. In my PhD work I investigate linkages between masculinity and men's views on climate change by analyzing focus group conversations between men. The ways that men make use of or challenge discourses of masculinities when positioning in relation to climate change and sustainable travel are examined. The results (so far...) show three diverse discursive practices, each one enabling various positioning regarding individual responsibility for travelling sustainable. Also evident, is that a discourse about men's affection for cars is both used as well as challenged by men talking about sustainable travel. Some men use this discourse in order to justify their unsustainable travel. Other men use it to position themselves as different kinds of men. Among these, the bicycle is at times constructed as the "new car".