

Globalisation's Effect on Environmental Activism: A Multi-Level Analysis of Individuals in European Countries

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Abstract : How globalisation affects environmental activism? Existing research on this relationship focuses on the influence of the world polity on individuals' willingness to participate in environmental movements. However, globalisation is a multidimensional process which promotes pro-environmental ideas through the world polity, but it also fosters economic growth which is considered antagonistic to the environment. This article models the way that globalisation as a whole affects individuals' willingness to participate in environmental activism, and the main argument is that globalisation's impact is conditional on political ideology. To test the above hypothesis, individual and country level data are used for European countries between 1981-2020. The results support the expectation of the article that although globalisation has a positive impact on individuals' willingness to participate in environmental activism when it interacts with political ideology, its influence differs between ideological spectrums.

Keywords : environmental activism, globalisation, political ideology, world polity

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