Six Segments in China's Generation Z: Value-based Segments and Climate Narratives

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Center for Climate Communication and Risk Governance, Tsinghua

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The center is committed to enhancing academic disciplinary construction

by conducting ongoing research, providing knowledge products and toolkits

for practical application in the field, promoting industry capacity building

and talent cultivation, and facilitating international knowledge exchange

and cooperation to contribute Chinese insights to global environmental and

climate communication.

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If you have any suggestions for *Six Segments in China's Generation Z: Value-based Segments and Climate Narratives*, please contact zengfanxu@tsinghua.edu.cn (Prof. Zeng Fanxu).

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In this research, Shanghai Zero Point Index Information Consulting Co., Ltd was responsible for the distribution of the survey. A total of 3552 Generation Z participated in the survey, and 53 youth representatives took part in focus groups and climate narrative workshops. Their assistance was crucial to the research, and we thank them collectively for their contributions.

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Summary

Six Segments in China's Generation Z: Value-based Segments and Climate Narratives is a sub-report derived from Engaging China's Generation Z: A Research on Life Values and Climate Communication.

In analyzing the profiles of segments within Chinese Generation Z, Engaging China's Generation Z focused on life values as the underlying climate perception for audience insights and climate narrative strategies. Through clustering analysis of data from 3,552 questionnaires, the six segments of Generation Z individuals were identified: Backbone Traditionalists, Disengaged Individualists, Passionate Strivers, Easygoing Leisurists, Moderate Pragmatists, and Philosophical Observers. This classification aligns with segment analysis results for the overall Chinese public released by our project team in early 2023. Hence, we continued using these six segments to explore the Generation Z population.

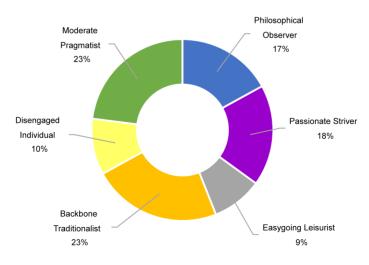


Figure 1 The Six Segments of China's Generation Z



In addition to questionnaire surveys, we conducted focus groups and narrative message testings with the six segments. Significant differences emerged among these segments in climate cognition and action, narrative preferences, and media usage habits. Based on these findings, we proposed differentiated communication strategies tailored to each segment.

To assist the climate communication stakeholders in accurately understanding the profiles of different segments and formulating targeted communication strategies, this report focuses on the six segments in China, aiming to:

Offering detailed descriptions of life values, climate characteristics, demographic features, narrative preferences, and media preferences among different segments for deeper insights.

Establishing climate communication objectives based on audience differences and generate corresponding climate narrative recommendations. These aim to facilitate effective communication actions, enhance Generation Z's climate challenge awareness, and pave the way for impactful youth climate action.

Methodology

·Public Survey

- Target Audience: Chinese Generation Z public (aged 18 and above)
- Sample Size: 3,552 respondents; the survey questionnaire was designed by the research team and distributed by the Shanghai Zero



Point Index Information.

Scope of the Survey: The survey covered mega-cities, provincial capitals, municipalities, other prefecture-level cities, county-level cities or counties, and rural areas, encompassing the entire nation.

·Focus Groups

Interviewees: Recruited by the research team

Sample Size: 53 interviewees

Format: Includes six segments of the public, with members from each segment participating in two sessions, totaling 12 online/offline focus groups.

·Narrative Workshops

> Test Subjects: Participants from the focus groups

Sample Size: 53 participants

Testing Method: Using 11 narrative themes, the testing involved analyzing keywords and phrases marked as liked/disliked to generate narrative recommendations.

·Expert Salons and Stakeholder Interviews

Participants: Experts and scholars in the dual-carbon and climate communication fields, as well as seasoned practitioners in climate communication

Format: Conducted multiple salons and in-depth interviews both online and offline

Chapter 1

Backbone Traditionalists



Who are Backbone Traditionalists?

(23% of Generation Z)

Backbone Traditionalists adhere to traditional and stable life values, endorse Chinese traditional culture and hierarchical views. They believe that hard work will lead to success in both economic and social status. They have higher scores in political efficacy and communitarianism, exhibiting a strong trust and pride in the government and the nation. At the same time, they pursue a stable life and social environment. Personally, they aspire to achieve socially recognized "success" and attain affirmative economic and social status. On the societal level, Backbone Traditionalists anticipate social harmony, believing in the power of authority and collective action. They are driven by a sense of justice and concern for vulnerable groups' survival challenges, such as intergenerational disparities in climate change risks and urban-rural inequalities in healthcare. Regarding climate change, they demonstrate higher levels of agency and risk perception, showing significant trust in diverse stakeholders, and are willing to incur certain costs to address climate change.

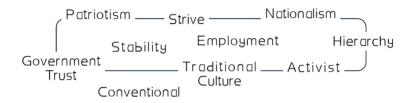


Socioeconomic features: Backbone Traditionalists, from a demographic perspective, consist of 72.3% who have received higher education at the undergraduate level. They mostly originate from provincial capitals and other prefecture-level cities, with few from first-tier cities which are Beijing, Shanghai, Guangzhou, and Shenzhen. About half of them (50.3%) come from middle-income families (monthly income ranging from 8,000 to 13,000 yuan). Their majors primarily include engineering and technical sciences, as well as natural sciences. They are concerned about social equity challenges such as urban-rural development disparities, medical backwardness in rural areas, online violence incidents, and the international relations.

Media preferences: Backbone Traditionalists frequent online entertaining video platforms, favoring short video platforms like Douyin and Kuaishou.



They enjoy blogger product reviews and analytical videos, such as analyses of international news and technology testing. They mostly use traditional local media and professional media, particularly favoring local challenges and vertical field information. Additionally, mainstream media like People's Daily and CCTV News often attract their attention with social and life topics.



■ Table 1-1 Backbone Traditionalists profile

	Typical Values	Demographic Characteristics	Societal Concerns	Trusted Sources	Media usage
1	Patriotic sentiment	Second and third-tier cities	Life and health	Experts and scholars	Douyin, Kuaishou
2	High political efficacy	Bachelor's and master's degree education	Social mobility	Government	Weibo, WeChat
3	Traditional values	Middle-income families		Media	Zhihu

1.1 Life values of Backbone Traditionalists

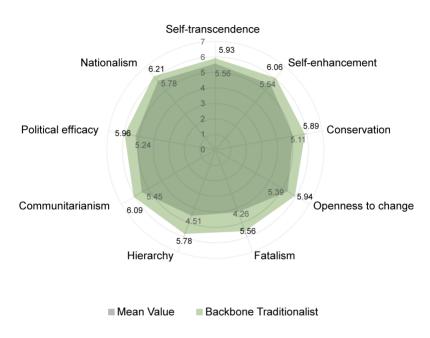


Figure 1-1-1 Life value scores of Backbone Traditionalists

(1) Strong nationalism, with a strong sense of national identity and pride

Backbone Traditionalists exhibit the highest nationalism scores (average score of 6.21). They take pride in their Chinese identity and generally believe that every Chinese should unconditionally support their country. They also base individual identity on national stance, insisting that understanding of the world should be grounded in China's international

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political position and global landscape. They staunchly endorse Chinese traditional culture, believing that youth should inherit and promote it.

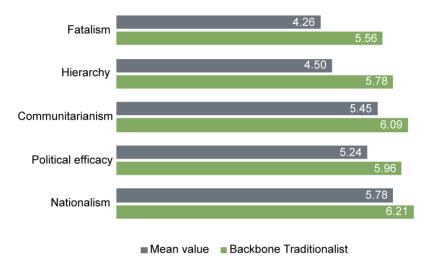


Figure 1-1-2 Mean values of the five dimensions of social concepts in Backbone Traditionalists

(2) High trust and expectations towards the government

Backbone Traditionalists rank highest in communitarianism (average score of 6.16) and second highest in political efficacy (average score of 5.96). This indicates their high expectations of the government's role and value in their ability to influence government policies and actions. In public life, they are concerned about government policies and believe they can offer constructive opinions on them. They also believe they can contribute to social affairs, enhance public welfare, and expect their recommendations and opinions



to be taken seriously by the government. At the same time, they expect the government to assume corresponding responsibilities, such as aiding those in need, providing guidance on living, and promoting socially beneficial choices. They view ensuring everyone's basic needs are met as a societal responsibility, reflecting their strong communitarian attitude.

"I like the positive stuff shared by WeChat official accounts, like the People's Daily. It is like, they show us that what we do gets noticed and known by everyone. It kind of motivates some people to do good things. I love that feeling of everyone lifting each other up."

"Education and business reforms are huge challenges for us young folks. It is also a job for the government. The competition in education is intense, and job seeking pressure is sky-high... Another thing is, our generation doesn't feel the same level of social responsibility and commitment as our elders. We might lack a bit in the spirit of dedication. I think we need to cultivate more of this sense of social responsibility and commitment, you know, and improve our skills to contribute more to society!"

(3) Pursue stability in life with conservative values

In the nationwide survey, Backbone Traditionalists emerged with the highest scores across multiple dimensions. They hold the most conservative traditional views (average score of 5.89) and actively preserve Chinese



traditional culture, often restraining their thoughts to comply with others' expectations. Consequently, they have the highest self-improvement scores (average score of 6.05) and eagerly pursue traditional notions of "success." They seek greater social power and wealth, aspiring to personal achievements and the Chinese concept of "face (dignity)."

They pursue an orderly and stable life, exhibiting the strongest hierarchical values (average score of 5.77). They believe that diligently fulfilling tasks assigned by others is the best way to succeed in life, and value obedience to authority figures for maintaining societal order and rhythm. They believe that swift and severe punishment for rule-breakers can lead to societal improvement.

"I don't like the trend of young people being lazy. When we're young, some just don't want to put in the effort, don't want to work or study hard they just slack off. Even though I admire a calm, comfortable, and relaxed life, I feel like at the age where we should be striving, I can't afford to lay back. You've got to work hard now if you want a happy life in the future."

1.2 Climate characteristics of Backbone Traditionalists

(1) Worried and concerned about climate change

Backbone Traditionalists' attitude towards climate change can be summed up in two words: anxiety and concern. They exhibit a risk perception level second only to Passionate Strivers (average score of 6.08, overall average of 5.79). They also perceive the multiple risks that climate change poses to individuals and society, believing these risks manifest in various aspects such as health, living environment, and economic growth. Among them, 82.4% of Backbone Traditionalists are "very concerned" about climate change, second only to Passionate Strivers (83.1%). Moreover, among Backbone Traditionalists, the segment expressing the most fear (24.3%) and anger (20.8%) towards climate change is the largest.

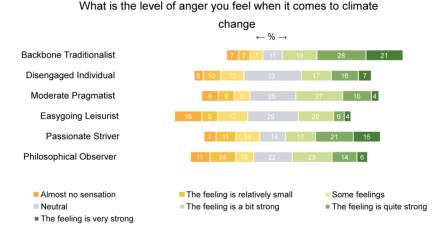


Figure 1-2-1 Proportion of segments feeling "angry" about climate change

"Climate change is definitely an urgent challenge; it is really important.

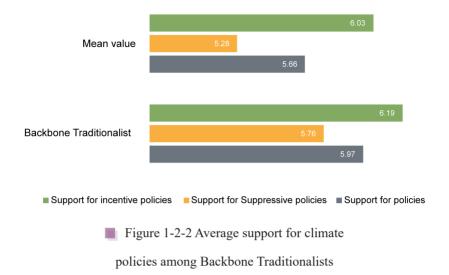
Because climate directly affects our health and lives, it has a big impact on us. If the climate around us becomes unpredictable or really bad, our lives would be very inconvenient and uncomfortable. If the environment gets heavily damaged, our bodies will also be affected."



"I used to think that global warming or greenhouse effect wouldn't affect me even after I die. But later, I read this book called How to Avoid a Climate Disaster, and I feel like if we don't start taking action now, maybe by the time it is my generation's turn, we'll start feeling the consequences of what humans have caused. So, I think climate change is really important."

(2) Strongest support for mitigation climate policies

Backbone Traditionalists are willing to take practical steps towards climate change and support the implementation of climate policies. They have a high willingness for climate action (average score of 6.04, overall average score of 5.79) and self-efficacy regarding climate challenges (average score of 5.86, overall average score of 5.46). They show the highest support for mitigation climate policies (average score of 5.76), advocating for controlling pollution sources through taxation, pricing, and standards. For instance, they support additional taxation on industries/companies heavily reliant on coal and oil, increasing fuel prices, and enforcing stricter emission standards for vehicles. This indicates their willingness to bear the costs and actions for climate governance, including accepting changes in consumption due to price and tax fluctuations.



(3) Strong trust towards diverse stakeholders

Backbone Traditionalists exhibit the highest level of social trust (average score of 5.67, overall average score of 5.21). They have the highest levels of trust in media, businesses, and NGOs (average score of 5.59, 5.56, and 5.67, respectively), with their trust in experts being second only to Passionate Strivers (average score 5.85). They believe in the narratives and interpretations of climate change presented by different social entities, demonstrating an inclusive attitude of trust towards various roles. Notably, Backbone Traditionalists also exhibit the highest trust in online and social media platforms. Whether it is knowledge-sharing communities or entertaining video platforms, they are inclined to trust content related to climate change on these platforms.

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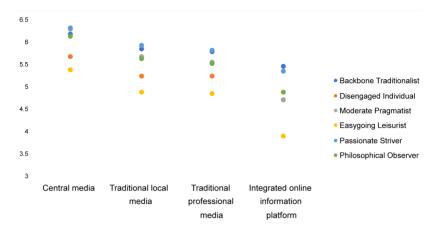


Figure 1-2-3 Average Trust Levels of segments in Four Types of Media

(4) Support international cooperation but believe western countries should bear more

In terms of international climate governance responsibilities, Backbone Traditionalists tend to believe that developed and developing countries have different responsibilities, with Western developed countries shouldering more governance responsibilities. 58.7% of Backbone Traditionalists "agree/strongly agree" that China, as a developing country, has less responsibility in emissions reduction than the United States and Europe. This proportion is the highest among the six segments. At the same time, they also express dissatisfaction with the current climate governance situation in Western countries. 72.9% of respondents "agree/strongly agree" that Western countries manipulate climate policies to evade responsibility.

"I think for China, as a developing country, climate change might not be at the forefront of priorities. Its importance may come after challenges like education equality or wealth disparity. Developed and developing countries approach this challenge differently because each country has its own circumstances and contradictions. Their starting points and order of priorities are different."

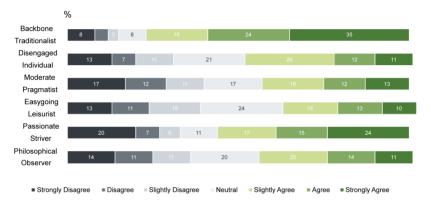


Figure 1-2-4 Attitudes of different segments towards "China's responsibility for emission reduction should be less than that of the United States and Europe"

Summary

- Generation Z shows high levels of fear and anger towards climate change, indicating a strong perception of risk.
- They support restrictive climate policies and are willing to contribute financially to climate governance.

- They exhibit a high level of trust towards various social entities, with the highest level of social trust observed among them.
- They believe that Western countries manipulate climate policies and should bear more responsibility.

1.3 Social concerns to Backbone Traditionalists

(1) Quality and atmosphere of discourse on social media

Backbone Traditionalists care about the quality and atmosphere of discourse on social media. They prefer rational, equitable, and moderate spaces for communication, and dislike abusive and emotionally charged aggressive speech. Dissatisfied with the atmosphere of online discussions, they may abstain from participating, leading to a loss of focus on key challenges and even abandonment of certain social media platforms. Therefore, in addition to the content itself, an atmosphere of equality, rationality, and openness is crucial for attracting Backbone Traditionalists to engage in discussions.

"I particularly dislike when some online users speak without understanding the full context of the situation, making judgments and conclusions without knowing the whole story. It is really not helpful. Like that incident where the girl with pink hair was cyberbullied."



"What I don't like is encountering rude and insulting individuals in online games who lack manners. If you ignore them, they only get more aggressive, but engaging with them just leads to frustration. Unfortunately, there's not much you can do about these kinds of people. It feels like the complaint platforms in games hardly do anything, which is quite annoying."

"On Weibo, I often come across a lot of strange and neurotic users, especially those with a very low level of education and making foolish remarks. It is quite perplexing. However, on Xiaohongshu, in general, there seems to be a higher level of cultural awareness, with mostly women who have basic cultural knowledge and their own lifestyle interests and hobbies."

(2) Concern about medical security in rural and underdeveloped areas

Backbone Traditionalists are deeply concerned about medical challenges, especially the level of medical security in rural and impoverished areas. They believe that the current uneven development of medical resources in China, particularly the inadequate investment and development in poor areas, greatly impacts people's health and well-being. Therefore, compared to "slow and distant" challenges like climate change, they consider medical development, especially the unequal distribution of medical resources domestically, to be a more urgent problem in need of resolution.

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"In China, there's a big gap between urban and rural areas in terms of medical resources. If I had to rank them, I might not put climate change at the top. Some survival challenges in our country, like food safety, are important too. I'd say climate change is in the top three, but personally, I feel healthcare comes first, then education, and then climate."

"My opinion is that climate change is important, but we still haven't solved our education and healthcare challenges, which are acute and need urgent attention because they concern our core interests. Climate change might be more like a chronic challenge, and it is important too, but if we keep ignoring it, it'll eventually threaten us. If I had to rank it, it'd be in the top five, but maybe not as high as education and healthcare."

Points of connection between social challenges and climate narratives

- Emphasizing the health aspects of climate change, highlighting its impact on public health.
- Fostering a rational and moderate discussion atmosphere, avoiding excessive use of emotional appeals.
- Focusing on climate justice, highlighting the impact of climate challenges on vulnerable groups in disadvantaged areas.

1.4 Preferred narrative and framing strategy

(1) Narrative preferences

Backbone Traditionalists have positive emotional response for themes such as health inequality, camping, travel and nature exploration, and collective memories. However, they hold negative emotional response for themes like extreme weather, food delivery in food topics, and nutrition structure.

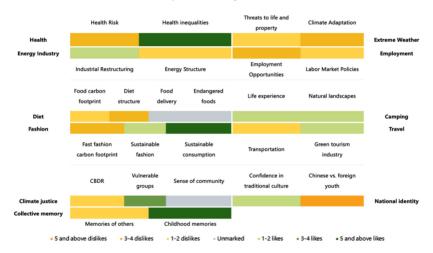


Figure 1-4-1 Climate narrative theme preferences

of Backbone Traditionalists

Note: A total of 9 participants annotated narrative texts of 11 themes and their sub-themes; CBDR stands for "Common but Differentiated Responsibilities."

From the figure above, it can be concluded that Backbone Traditionalists

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show more interest in individualized topics such as health inequality and collective memory. This aligns with their preference for social equity challenges and corresponds to the higher scores in communitarianism traits among Backbone Traditionalists. At the same time, they show less interest in topics like memories of others and comparisons between domestic and foreign youth, which are more distant from their own lives.

(2) Typical narrative and keywords

Collective memory, Childhood memories

Narrative: By evoking and reminiscing about childhood life scenes and natural landscapes, and highlighting the disappearance of these past life scenes after current climate change, to evoke readers' resonance and nostalgic emotions, activating their climate change perception.

Keywords: childhood, clear little river, fireflies, winter roasted sweet potatoes, indiscriminate discharge

"The global warming has made it harder for us to experience the excitement of eating hot roasted sweet potatoes while seeing our breath in the cold winter. One mild winter after another has caused the thick snow, we used to see in childhood to disappear, and snowball fights no longer seem like a winter tradition. The loss of these real-life experiences isn't just about our irretrievable childhood; it is also about experiences that future generations may never have due to climate change."

Fashion, Sustainable consumption

Narrative: The concept of sustainable consumption is a manifestation of fashion trends, and choosing green and natural products is a way for consumers to practice sustainable fashion.

Keywords: Durable, Green Fashion

"Sustainability"," as a fashionable lifestyle, should become an implicit principle in our pursuit of fashion. For example, when choosing clothing, one should pay more attention to natural fabrics and purchase classic styles, which can be suitable for different occasions, worn frequently, and durable. Additionally, selecting second-hand clothing allows one to experience the unique charm and the history and emotional stories carried by second-hand clothing. These are all essential aspects of sustainable fashion."

> Summary



Figure 1-4-2 Key climate narrative keywords for Backbone Traditionalists

The narrative preferences of Backbone Traditionalists exhibit two distinct



trends. First, they are keen on topics that contribute to social equity, such as health inequality, industrial restructuring, and marginalized groups in climate justice. Second, they enjoy enjoyable topics closely related to their life experiences, such as camping, travel, and childhood memories. Therefore, narratives that improve their life experiences are preferred. Future climate narratives could choose topics that are closer to the "psychological distance" of Backbone Traditionalists, emphasizing every day and relaxed scenarios to reduce their fear of climate challenges.

1.5 Narrative recommendations for Backbone Traditionalists

Communication Objectives

- Encourage them to become community opinion leaders, promoting greater involvement in grassroots activities.
- Broaden their climate imagination, enhancing a multidimensional understanding of the impacts of climate change.
- Maintain their high level of social trust, fostering them as convergence points for different sources of information, forming a diverse and robust climate information network.

Backbone Traditionalists, who have a high sense of nationalism and political efficacy, uphold traditional cultural values and pursue stable and successful

lives. They care about climate change, are willing to take action, and support climate policies financially. Additionally, they are concerned about the plight of vulnerable groups and their basic livelihood challenges. Therefore, climate narratives aimed at Backbone Traditionalists should focus on different dimensions such as their maintenance of traditional values and concern for vulnerable groups. It is important to value their high willingness to take climate action and self-efficacy. In terms of format, using a rational and logical argumentative style is preferred, while avoiding excessive emotional expression.

(1) Encourage to become opinion leaders, leveraging their influential role

Backbone Traditionalists believe they have greater authority and decision-making power within their families, positioning them as key decision-makers in future households and societies. Leveraging their efficacy in addressing climate change, they can play an important role in climate decision-making and action, exerting a significant impact. For instance, emphasizing the diffusion effects of youth action within their surrounding communities can harness Generation Z's climate action potential.

(2) Avoid catastrophic narratives; solution-oriented narrative

The Backbone Traditionalists believe that climate change "has been taken seriously and planned at the national level." They think the government has

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or will adopt strong policy measures, and individuals need to "cooperate." Given their high trust in national actions, they also believe that facing climate change requires a more optimistic attitude, avoiding "exaggerating an alarming atmosphere." Therefore, climate narratives should not overly emphasize harm and disaster, which contradicts their trust in national climate policies. Instead, they should focus on the "idyllic" individual benefits of addressing climate change.

(3) Utilize occasional extreme weather events for education

This segment acknowledges that climate change is urgent and important. However, due to factors like living environment, information bubbles, and knowledge barriers, Backbone Traditionalists still lack understanding of climate change beyond weather fluctuations. Narrating the diverse impacts experienced by individuals, organisms, plants, coastal, and tropical areas under extreme weather events can help improve their knowledge.

(4) Prioritize vulnerable groups, highlighting climate justice

As the individuals who care about social equity and advocate for social stability, Backbone Traditionalists believe they have a responsibility to provide substantial assistance to vulnerable groups within their capabilities. These vulnerable groups include not only demographics such as children and the elderly who are susceptible to health risks but also certain industry groups like agricultural producers. Therefore, discussing the impact of

climate change from the perspective of resources and personal rights that vulnerable groups should enjoy can effectively resonate with such segments.

(5) Cherish "harmony" in traditional cultural narratives

Backbone Traditionalists believe in the wisdom and customs that have been practiced for a long time, have a strong collective consciousness, and believe that the spread of negative ideologies is detrimental to guiding future generations to form correct moral concepts. They also hold a skeptical attitude towards some "grand and abstract" notions. They respect and cherish the core concepts in traditional Chinese culture, with "social harmony" being their pursuit. Therefore, when serving as information sources, government can emphasize the collective benefits of climate action to society as a whole, aligning with their value in building a harmonious and united society.



Chapter 2

Disengaged Individualists



Who are Disengaged Individualists?

(10% of the Generation Z)

Disengaged Individualists Tend to have a stronger emphasis on self, individuality, and personal expression. They have lower self-efficacy, lack the desire for excessive material gain, and often assume a role of social detachment, seeking their own small world while maintaining a detached stance towards political participation and community activities. They aspire to a simple, healthy, and stable lifestyle. They possess diverse thoughts and exhibit higher tolerance towards societal and cultural diversity. In terms of perceiving climate risks, Disengaged Individualists belong to the lowest segment among all the segments. They generally lack accurate climate knowledge and show lower willingness to participate in climate actions. They commonly believe that their ability to affect climate challenges is limited, placing more reliance on top-down policies driven by the government or collective efforts.



Socioeconomic features: Disengaged Individualists are predominantly educated at the college or diploma level, with a higher proportion attending high school, vocational schools, or technical colleges compared to other segments. They are often young adults residing in small to medium-sized towns or rural areas, mostly from lower-middle-class families who have recently crossed the threshold into moderate prosperity. They engage less in discussions on current affairs, dislike the intense arguments and confrontations often found on the Internet, and have modest aspirations for self-realization.

Media preferences: This segment tends to favor video platforms, enjoying content related to leisurely and entertaining daily life topics such as food,

cosplay, and weight loss on platforms like Douyin. Some also follow comedy, humor, and movie critique content creators on long-video platforms like Bilibili. They are more interested in enhancing their leisure time quality in the current social environment, with less focus on serious financial or political news, and they yearn for a slower, more stable life.

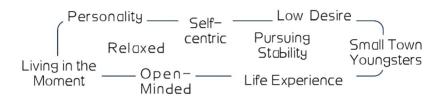


Table 2-1 Disengaged Individualists Profile

	Typical Values	Demographic Characteristics	Societal Concerns	Trusted Sources	Media usage
1	Embracing the present	Small-town youth	Women's rights	Experts and scholars	WeChat
2	Low self- efficacy	Relatively lower education	Employment security	Media	Douyin
3	Pursuit of stability	Lower-middle- class families	Fandom culture	Government	Bilibili

2.1 Life values of Disengaged Individualists

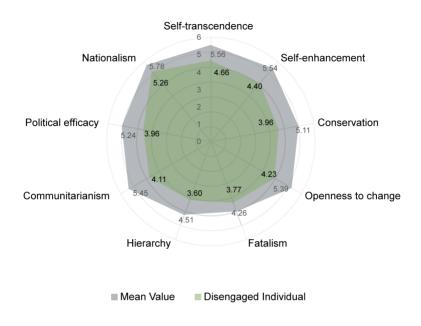


Figure 2-1-1 Life values score of Disengaged Individualists

(1) Pursuit of stability, believing living in the present is the most important

Disengaged Individualists have the lowest self-transcendence (average score of 4.66) and the lowest self-enhancement (average score of 4.40). This segment is mostly content with the status quo, satisfied with the current situation, and has low material desires. They reject long-term planning and worry, and believe that living in the present and focusing on current actions is the right path.

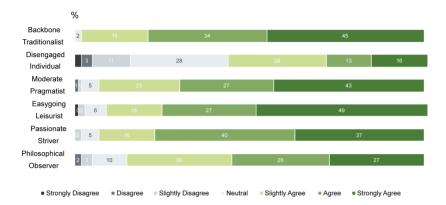


Figure 2-1-2 Proportion of attitudes towards "I want to have a lot of wealth and money" among different segments

"Sometimes, if you see your ideal life as this distant goal, you might end up neglecting your present life. So right now, I'm more about cherishing every moment and trying to do things that make me happy and relaxed. Like, hanging out with friends, going for bike rides, or hiking. In the past, I used to worry if these activities would interfere with my studies or schedule, but now I just think, you got to live in the moment, you know? My idea of an ideal life is pretty much how it is now—just living in the moment and doing things to unwind in my free time."

(2) Political efficacy at its lowest, belief in limited individual influence

Disengaged Individualists have the lowest score in political efficacy

among all the segments (average score of 3.96). Most of them believe their individual actions have limited power to influence government policies and behavior. They also show little interest in financial, political, and governmental news, demonstrating a low level of engagement in political affairs. They expect more contributions from the government and media in guiding climate actions.

"I feel like my individual ability is quite limited. Right now, I can only influence the people around me. Without external factors or proper channels to reach a broader audience, I'll just do what I can in my circle. As for being a leader in society or dealing with higher-level matters, that's beyond my capability. When it comes to challenges like climate change, it is something the government should prioritize at the national level first."

(3) Open-minded and accepting of diverse cultures and novelty

Disengaged Individualists mostly exhibit strong individuality and autonomy, with the lowest conservatism score (average score of 3.96). They reject rigid societal norms, embrace their own lifestyle, and are open to trying new things. They have specific interests and judgment standard, resist societal pressures, accept diverse cultural perspectives, respect others' choices, but maintain their self-evaluation.

"I don't like the fan culture on Weibo, where fans compare celebrities and criticize each other. Also, there's a lot of unnecessary gender discussions on Weibo, stirring up conflicts over minor challenges. It is uncomfortable. And those short videos that stir up controversies just for views, like 'any publicity is good publicity'."

(4) High level of individuality, detached from community affairs

Disengaged Individualists prioritize personal development and growth, focusing inward on self-worth rather than participating in or paying attention to community affairs. Among all the segments, they have the lowest score in social collectivism (average score of 4.11), believing in intergenerational and intra-segment differences, making communication relatively challenging. However, it is worth noting that despite their self-focus, they exhibit a strong sense of national identity and belonging.

"We have access to a lot more media and resources, but there's also an overwhelming amount of information out there. Our attention is limited, and with so much information and diverse communities, it is easy to feel scattered. Joining different groups might lead to a bit of losing ourselves, but it can also feel like a bit of a struggle."

2.2 Climate characteristics of Disengaged Individualists:

(1) Low perception of climate risk, prioritizing societal risks

Among all the segments, Disengaged Individualists perceive climate risk at the lowest level, with an average risk perception score of 5.31. Their perception of societal-level risk (average score of score 5.43) is slightly higher than their perception of individual-level risk (average score of score 5.23), indicating that they view climate change as posing higher risks to society than to individuals. Disengaged Individualists mostly exhibit a muted sensitivity to climate risks and are relatively unconcerned about climate-related affairs. They believe that the perception of climate challenges is significantly influenced by individual differences.



Figure 2-2-1 Average Risk Perception of Disengaged Individualists

"Climate change is a really important challenge, and it is particularly urgent. But how urgent it depends on how each person perceives its



importance. Some people might see it as irrelevant to them personally, so they might not feel it is urgent. However, if you recognize that it directly affects you and that you are part of society or have a sense of civic duty, then you'll see it as something that's really urgent."

(2) Low willingness, with little engagement in collective actions

Disengaged Individualists have low self-efficacy (average score of 4.85) and low willingness for climate action (average score of 5.35), ranking second to last among all the segments, just above Easygoing Leisurists. Their engagement in climate action mostly involves personal lifestyle changes, and they believe that collective societal efforts are necessary. Due to limitations of individual capacity, they only influence those around them and are reluctant to take leadership roles or engage in collective climate actions.



Figure 2-2-2 Average score of climate challenge self-efficacy and climate action willingness of Disengaged Individualists

"There aren't many actions I can take, just things like using low-carbon transportation, saving electricity and water, and sorting waste. I haven't really been involved in any activities or events related to it. I think people's efforts will be quite limited because we're all just ordinary folks with limited abilities. It is better to focus on doing well in our daily actions than to think about these big things too much."

(3) Support for incentive-based policies is the lowest

Disengaged Individualists show relatively low overall support for climate policies (average score of 5.15), ranking second to last, just above Easygoing Leisurists. Specifically, their support for incentive-based policies, such as subsidies for clean energy businesses, is the lowest among all the segments (average score of 5.44), indicating reluctance to incentivize corporate participation through material rewards. Regarding climate policies, Disengaged Individualists place more trust in national and societal efforts to foster a low-carbon lifestyle transition, expecting top-down initiatives from government, media, and experts to gradually involve the public.



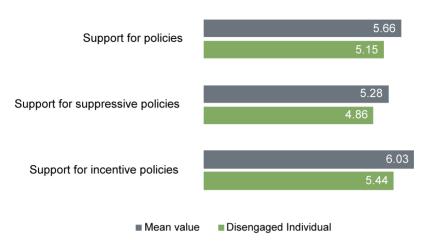


Figure 2-2-3 Average score of Support for Climate Policies among Disengaged Individualists

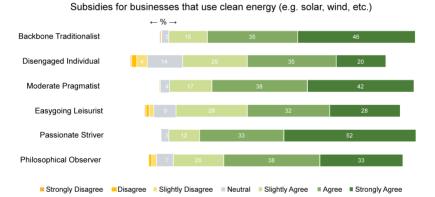


Figure 2-2-4 Proportion of attitudes towards "Subsidies for businesses that use clean energy" among the segments

"In terms of climate change leadership, I believe it should start with national-level attention. Personally, the most effective approach is top-



down action from the government, rather than relying solely on the atmosphere created by citizens. The environment we foster should really stem from national-level initiatives. That's just my take on it."

(4) Low trust in social stakeholders but more trusts in experts

As a relatively independent and individualistic segment, Disengaged Individualists, exhibit low levels of social trust and media trust regarding climate challenges, with average scores of 4.89 and 4.91. However, it is noteworthy that among various stakeholders, Disengaged Individualists have the highest trust in experts, considering scientific experts as the most important actors and endorsing scientific approaches to addressing climate change.



Chart 2-2-5 Average trust scores of various stakeholders
among different segments of Generation Z

"We should all make an effort. But citizens generally lack that mindset. We haven't really thought about how to tackle it or improve things like that. It is like we need pros to first introduce these ideas to us, then show us a more scientific and professional path, like how to improve our daily lives and make an effort."

Summary

- Low perception of climate risks
- Overall low willingness to take climate action, with limited participation in collective efforts
- Low support for policies, with an expectation for the state and society to play a guiding and constructive role
- Low trust in various authoritative entities, slightly higher than the Easygoing Leisurists.

2.3 Social concerns to Disengaged Individualists

(1) Conservatism of attitudes in the post-pandemic era

Most of Disengaged Individualists experienced the COVID-19 during key life transitions such as entering schools or joining the workforce. With the world entering a period of unprecedented change, characterized by increased uncertainty in post-pandemic job markets, health concerns, and the impact of artificial intelligence, societal attitudes have transitioned from a pursuit of progress and innovation to a more conservative stance at securing stability and assurance. Due to the presence of these uncertainties, this segment exhibits a heightened sense of anxiety towards the disruptive impacts of technological and environmental changes, showing signs of confusion and concern about the future.

"Our generation has been particularly affected by the pandemic. Take myself for an example, I was in the ninth grade when the pandemic broke out, and then in my final year of high school when things started to ease up. So, the pandemic has had a significant impact on us, especially those around my age. Due to lockdowns, we may have experienced different levels of psychological trauma. But I think after going through these events, we might have more systematic reflections on our lives and improved abilities to discern information."

"With AI, especially as I've been choosing my major recently, I've been particularly considering its impact on different professions. The advent of AI could disrupt many traditional industries. In this scenario, our uncertainties increase, and we may face a sense of confusion and worry about the future.



(2) Gender equality challenges such as workplace discrimination

Generation Z's Disengaged Individualists, raised in the era social media and information explosion, have been heavily shaped by the online world. Particularly characterized by traits such as personality, independence, and autonomy, Disengaged Individuals pay special attention to challenges of workplace discrimination against women on social media platforms like Weibo and Douyin. They anticipate the awakening of women's sense of independence and the introduction of corresponding social measures. Maintaining a strong interest in social controversies related to feminism, trending films and TV productions, and relevant entertainment celebrities. They believe in and actively advocate for social justice, calling for gender equality and improvement in the employment environment.

"From a structure level, I feel like women's status, including economic status or job opportunities, especially now that I'm considering future employment opportunities, there's definitely a pretty big difference between men and women. Some positions are clearly biased towards men or only recruit men. I think if women's awareness can truly awaken, society as a whole will operate more smoothly in the future."

Points of connection between social challenges and climate narratives:

- Emphasizing solutions to address climate risk uncertainties
- Highlighting gender justice challenges in climate change

 Bringing new career development opportunities under the dual carbon strategy

2.4 Preferred narrative and framing strategy

(1) Narrative preferences

Disengaged Individualists exhibit positive emotions towards climate adaptation in extreme weather, employment opportunities, natural landscapes in camping themes, others' memories in collective memory, and sustainable consumption in fashion themes. However, they hold negative emotional preferences towards health risks in health themes and comparisons between domestic and foreign youth in national identity themes.

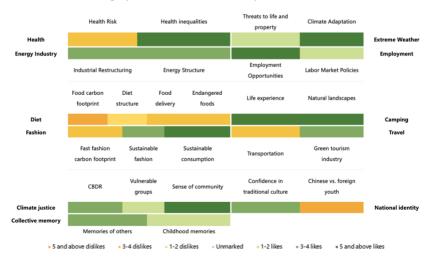


Figure 2-4-1 Climate narrative theme preferences of Disengaged Individualists

Note: A total of 7 participants annotated narrative texts on 11 themes

and their sub-themes; CBDR stands for "common but differentiated

responsibilities."

From the figure, it can be concluded that Disengaged Individualists are

highly concerned with narratives related to their own interests. They show a

strong interest in topics involving personal life, property, job opportunities,

and material needs, as well as pursuits of life experiences, enjoyment

of natural landscapes, and challenges related to collective social justice

and spiritual needs. At the same time, they tend to resent narratives that

emphasize heightened climate risks, conflicts such as comparisons between

domestic and foreign youth, and narratives lacking practical solutions. They

prefer narratives that are positive and uplifting, or that provide effective

measures for climate action

(2) Typical narrative and keywords

Camping - Life experiences

Narrative: Camping and other forms of travel provide an opportunity for

individuals to temporarily escape the hustle and bustle of city life, enjoy

moments of tranquility, and explore their inner world.

Keywords: Recharging, self-exploration

"People often say camping is about escaping the city, but it is more

Chapter Two:

about recharging. It is about pulling yourself out of the concrete jungle and immersing yourself in nature, connecting with the forests, streams, and grass, letting your free spirit roam free. Camping is a spiritual need for city dwellers, shifting from the aesthetics of urban life to the beauty of nature. It gives us the chance to explore the beauty of life and nature, pondering the relationship between humans and nature. Diving into nature is really about rediscovering that part of ourselves that belongs to nature, giving ourselves space for self-exploration."

Climate justice - sense of community

Narrative: The consequences of climate change are shared by all humanity, so there should be no discrimination based on age, race, nationality, or economic status. It is crucial to ensure fair treatment for everyone in bearing the responsibility of addressing climate change.

Keywords: Responsibility allocation, fair treatment, shared human responsibility, solidarity in adversity

"The responsibility allocation of climate change consequences should be seen as an ethical challenge. It shouldn't differentiate based on nationality, race, gender, economic development level, or culture. Instead, it should ensure fair treatment for everyone today. Everyone should have equal rights to utilize nature and enjoy clean, good weather."



> Summary

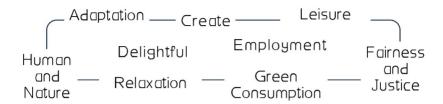


Chart 2-4-2 Key Climate narrative keywords

for Disengaged Individualists

Disengaged Individualists exhibit strong self-awareness and tend to avoid narratives highlighting the adverse consequences of climate change, such as epidemics following floods or heatstroke. Instead, they lean towards constructive narratives focusing on climate change solutions. They are less involved in community affairs and climate action, preferring self-rescue and self-reliance during crises like extreme weather events. They appreciate narratives that offer detailed and actionable response measures and expect narratives related to climate adaptation.

Furthermore, Disengaged Individualists prefer leisurely and relaxing social activities, hoping for harmony between humans and nature. They prioritize comfortable living and have lower materialistic desires. Therefore, they prefer climate change narratives that revolve around lifestyle choices like travel and camping, emphasizing increased life experiences, self-exploration, and mental well-being.

2.5 Narrative recommendations for Disengaged Individualists

Communication objectives

- Increase their climate knowledge and raise their awareness of climate risks.
- Inspire participation in climate action and encourage more community engagement.
- Boost support for climate policies and motivate sustained transition to low-carbon lifestyles.

Disengaged Individuals are a niche segment within Generation Z. They have low self-enhancement and little desire to participate in community activities or public affairs. They exhibit low awareness of climate risks and maintain a sense of detachment from climate policies. Narrative targeting Disengaged Individuals should be tailored to their preference for leisure and pursuit of stability. Communication should focus on points of interest to this segment, such as lifestyle improvements, personal career development, and climate justice transition, to enhance climate risk awareness and stimulate active engagement in climate action.

(1) Connect the risks of climate change with individual interests

Disengaged Individualists have the lowest level of risk perception among

all demographics and are generally uninterested in the societal impacts of climate change. To engage them, it is helpful to connect climate risks with individual benefits, highlighting impacts on personal health and economics rather than relying solely on data or fear tactics.

(2) Provide specific plans suitable for individuals

These individuals tend to be more solitary and focus on self-rescue sharing during climate emergencies. They are more likely to engage in climate-related actions that directly affect their own interests and capabilities. Highlighting constructive solutions tailored to this segment and offering personalized, actionable methods can encourage their participation in climate action.

(3) Portray a low-carbon lifestyle as a youth trend

Disengaged Individuals show strong interest in leisure activities such as biking, camping, and traveling. They aspire to a calm and stable lifestyle, making it beneficial to showcase low-carbon leisure options and encourage participation in various low-carbon actions like sustainable diet and living.

(4) Avoid comparing and ranking climate actions in narratives

They believe that all the countries' efforts in climate action should be encouraged and emphasize collective responsibility for climate change. It is crucial to avoid comparisons between nations, regions, people, or actions, particularly avoiding value judgments about who is doing better or worse.

Chapter 3

Moderate Pragmatists



Who are Moderate Pragmatists?

(23% of the Generation Z)

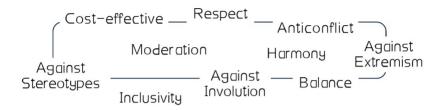
Moderate Pragmatists' most prominent feature is its moderation and pursuit of practicality, closely aligning with average scores across multiple indicators. Their averageness also reflects diversity, indicating a basic interest in various things while maintaining empathy towards marginalized groups. Compared to older generations, Moderate Pragmatists are both conservative but openminded. They embrace traditional customs and virtues while rejecting rigidity and hierarchical views, displaying a tolerant attitude, opposing stereotypes, and refusing binary thinking. They approach various youth cultures with rational moderation. Their moderate nature also manifests in their aversion to extremism and polarization. Even when differing from elders, friends, or online peers, they seek reconciliation, mutual respect, and harmony, striving to minimize conflicts and contradictions. Similar to many of Generation Z, they pursue independence, freedom, and enjoyment in life, willing to invest in their interests and hobbies.



Socioeconomic features: Moderate Pragmatists, from a demographic perspective, exhibit a balanced distribution of monthly household income, with over half currently pursuing higher education. They also have a significant presence in the lower-educated groups. They primarily reside in provincial capitals, municipalities, and other cities, excluding Beijing, Shanghai, Guangzhou, and Shenzhen. They commonly express concerns about excessive societal competition and may feel lost amidst the complexity of information and rapid changes in society.

Media preferences: Their media preferences lean towards relaxation and entertainment. Like other members of Generation Z, they favor online entertaining video platforms, spending the most time on them. In terms of content preferences, they enjoy diverse practical and entertaining content

to meet their life needs and alleviate stress. For instance, they consume instructional and lifestyle videos as well as content featuring entertainment celebrities on platforms like Xiaohongshu, Bilibili, Douyin, and Kuaishou.



■ Table 3-1 Moderate Pragmatists profile

	Typical Values	Demographic Characteristics	Societal Concerns	Trusted Sources	Media usage
1	Moderation	Mainly residents of provincial capitals	Pressure from job seeking	Central- level media	Xiao hongshu
2	Practicality	Undergraduate education	Fairness in education	Traditional local media	Bilibili
3	Balance	Moderate family income	Irrational idol chasing	Traditional professional media	Douyin, Kuaishou

3.1 Life values of Moderate Pragmatists

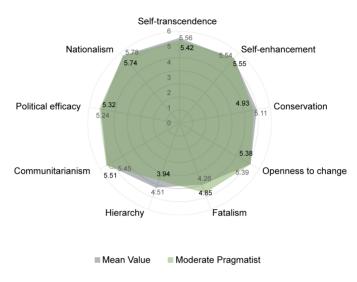


Figure 3-1-1 Life values score of Moderate Pragmatists

(1) Adhering to moderate life values

Moderate Pragmatists highly adhere to the traditional Chinese concept of "moderation." As shown in Figure 3-1-1, most indicators' scores are very close to the average. They are both conservative and also open-minded, to a certain extent adhering to tradition and conforming to others' expectations, while also retaining enough autonomy to enjoy life. They strive for both self-transcendence and self-enhancement. While pursuing personal success, they also respect and care for others. Additionally, they maintain a "moderate enthusiasm" for many social challenges such as national affairs, collective

interests, and gender challenges. They neither blindly conform nor completely oppose, emphasizing their identity as "moderates" and seeking space for rational thinking.

"On Weibo, the opposing emotions are quite intense, especially when it comes to specific challenges like gender and political stance. There's a lot of polarization, leaving little room for moderates. So, if you want to speak up online, it's not ideal. The public discourse there is all about taking sides, with little room for nuanced discussions. A healthier environment would be where people discuss matters objectively, without being driven solely by their positions."

(2) Believing in fate while striving hard

Among the Generation Z, Moderate Pragmatists score significantly higher in fatalism (average score of 4.85), the only indicator surpassing the average score of 4.26 of all the segments. Within the six segments, those with scores higher than average in fatalism also include the Moderate Pragmatists and Easygoing Leisurists. However, the former consistently scores high in all life values, while the latter, apart from fatalism, remains at a lower level. Moderate Pragmatists clearly perceives intense social competition, feels significant life pressure, and exhibits a certain level of believing in fate, coupled with uncertainty about the future. Nonetheless, they still rank above

the overall average in self-enhancement and political efficacy, implying that even amidst pressure and opposition to excessive competition, they are not inclined to completely disengage or withdraw from competition.

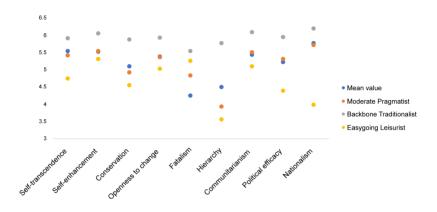


Figure 3-1-2 Average life value scores of Moderate Pragmatists,

Backbone Traditionalists, and Easygoing Leisurists

(3) Opposing blind obedience to authority and rigid hierarchical concepts

The level of hierarchy among Moderate Pragmatists (average score of 3.94) is the only one that significantly below the average (average score of 4.51). It is precisely due to their adherence to the doctrine of moderation. In other words, for them, obedience to absolute authority arrangements is seen as extreme and irrational. Their avoiding conflict and pursuing harmony led to their opposition towards extreme phenomena and harsh punishments.

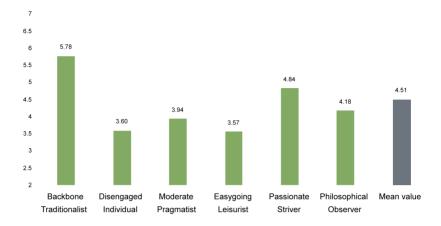


Figure 3-1-3 Average score of hierarchy of different segments

3.2 Climate characteristics of Moderate Pragmatists

(1) Climate risk perception ranking third

Similar to other segments, Moderate Pragmatists tend to view climate change as an important challenge, with 94% expressing concern. As shown in Figure 3-2-1, they have a relatively high perception of climate risk, ranking second only to Backbone Traditionalists and Passionate Strivers. Moderate Pragmatists often mention the hazards of climate change based on external information rather than direct experience, focusing mostly on vulnerable groups like farmers. This might be because they are primarily students, living mainly in provincial capitals, municipalities, and other cities outside of major metropolitan areas, where they are less exposed to the direct impacts of climate change.

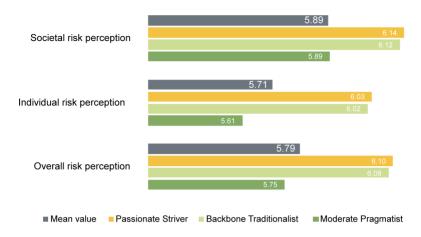


Figure 3-2-1 Average climate risk perception scores of Moderate Pragmatists, Passionate Strivers, and Backbone Traditionalists

(2) Moderate levels of willingness to take action and self-efficacy

Although they view climate change as an important and urgent challenge, they believe that there are no effective immediate measures in the short term. They anticipate that the catastrophic consequences of environmental degradation will gradually become apparent in the future for all humanity.

"I think it is urgent, but it is like saying, 'I understand it's urgent, but hold on a moment before you panic.' It is hard to make quick changes because many things, including how we improve nature, should be a gradual process, like planting trees over ten years. It is a slow and gradual process. For example, building a house should be a systematic project, with many systematic approaches to minimize environmental harm. So,



I think it is urgent, but in the short term, I don't think there can be many changes because some damage has already been done."

However, they still have willingness to take climate action (average score of 5.7) and climate challenge efficacy (average score of 5.4) similar to the overall average level. Their pessimism about the immediate effectiveness of climate action does not dampen their enthusiasm for taking action. Specifically, they are very willing to protect the environment in daily matters. However, their willingness to reduce meat consumption is significantly lower than the average level. This aligns with their life values; they prioritize practicality and quality of life, and won't change their meat consumption habits to address climate change.

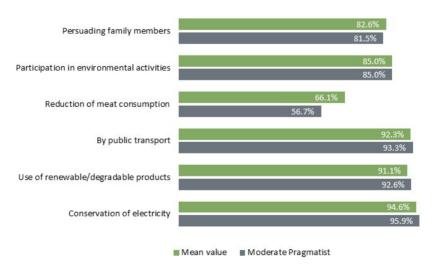


Figure 3-2-2 Proportion of Moderate Pragmatists
with positive climate action willingness

(3) High climate knowledge level but improvement needed

Compared to other segments, Moderate Pragmatists have a higher level of climate knowledge, significantly above the overall average and second only to Passionate Strivers. However, the overall climate knowledge level is low (average 2.68), with Moderate Pragmatists (average 2.73) still having significant room for improvement. While they can articulate some aspects and causes of climate change, their limited scientific understanding contributes to their low climate knowledge level. Continued climate knowledge education for this segment is essential in the future.

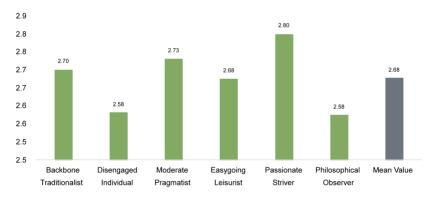


Figure 3-2-3 Average climate knowledge level of different segments

(4) Support for incentivizing businesses and innovation in energy technology

In addressing climate change, Moderate Pragmatists shows greater support for incentive-based policies (average 6.03) than for restrictive policies



(average 5.28). Specifically, their support for subsidies to businesses using clean energy (95.8%) is much higher than for policies targeting individuals, such as raising fuel prices (49.7%) or restricting travel for high-emission vehicles (80.8%). This is because they have a strong sense of corporate responsibility, believing that businesses, which have a greater impact on the environment, should be incentivized to reduce carbon emissions rather than imposing restrictions on individuals.

"For me, I wouldn't go for an energy-efficient car. I don't really consider how environmentally friendly it is; I look at its practicality and value for money. Instead of promoting greener lifestyles, why not focus on regulating factories' emissions properly? What kind of pollution can I really cause? Even if some of the cosmetics I use have a tiny impact on the climate, it is nothing compared to the massive pollution from those big factories. If they don't handle their wastewater and gases properly, the impact is huge."

It is worth noting that, compared to other segments, Moderate Pragmatists particularly support and look forward to alleviating climate challenges through technological innovation. They fully endorse policies like "strengthening the research and development of advanced energy-saving and emission-reducing technologies," with 56.2% explicitly stating strong support, the highest among all the segments. They see this as the most practical measure to address climate challenges.

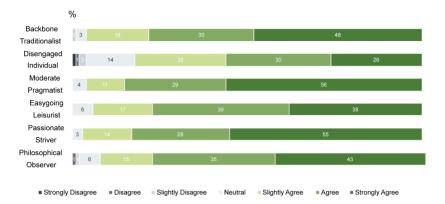


Figure 3-2-4 Percentage of support for "Strengthening the research and development of advanced energy-saving and emission-reducing technologies" among segments

Summary

- They consider climate change as an important challenge, with their perception of climate risk ranking third.
- They believe that the immediate effects of climate action are limited, but they have a strong willingness to take climate action and selfefficacy regarding climate challenges.
- Their level of climate knowledge is second only to the Passionate Strivers, but it is relatively low overall and still needs improvement.
- They tend to support incentive-based climate policies targeting businesses, especially favoring energy technology innovation.



3.3 Social concerns to Moderate Pragmatists

(1) Impact of job seeking pressure on personal well-being

Moderate Pragmatists focus on social challenges related to career competition pressure and its impact on personal well-being. They value cost-effectiveness, prioritizing a strong economic foundation and self-enhancement in skills and business abilities. While they acknowledge broader challenges like nationalism, their active engagement is limited compared to challenges directly affecting their material lives. Most of Generation Z is still in education or early careers, yet to start families. They're concerned about issues like unequal access to education and uncertain job prospects. They believe future job seeking will be fiercely competitive, bringing significant pressure.

"I don't really feel the pressure of finding a job yet, so I'm not too clued in about that stuff. Right now, my biggest competition is in education. Everyone's so competitive; you ace a test, and someone else always does better. Plus, some might even have double bachelor's degrees... My family is not well-off, and the government doesn't allow tutoring centers. Wealthier families can afford private tutors, but we can't sustain that long-term. Without tutoring, it's hard to excel just with classroom learning."

Faced with the complex information environment and rapid changes of the times, they feel lost, anxious about their profession and job prospects, and worried that their material well-being won't be guaranteed. This uncertainty about the future sets them apart from the optimistic, passionate crowd, giving them a lower sense of political efficacy and a higher sense of fatalism.

"People might be more practical and realistic now. Also, there's this feeling of being at a crossroads, not knowing where to go. What we learn doesn't always match up with what society needs. Like, nobody saw ChatGPT coming; it might replace a lot of jobs and even entire professions. There are just so many unexpected things happening."

(2) Online violence caused by obsessive idolization

Moderate Pragmatists prioritize stable material living and seek peaceful mental environments. While they enjoy celebrity entertainment, they strongly dislike extreme idolization and are concerned about online challenges. They oppose celebrities and KOLs who promote excessive consumption and online violence, as they believe it harms both amusement and real-life well-being. Moderate Pragmatists prefer inner peace, rational thinking, and avoiding conflicts, finding relaxation in entertainment.

"I really don't like the crazy fan culture where some people blindly support their favorite celebrities without any critical thinking. I find that



kind of behavior annoying. But my roommates are into celebrity culture too, they're pretty rational about it, and I totally respect that."

Points of connection between social challenges and climate

- Emphasizing the improvement of material living standards through climate change mitigation and related policies.
- Clearly outlining the impact of climate change on individual professions and job prospects, as well as their stability.
- Avoiding highlighting opposing camps on climate attitudes, and emphasizing the effectiveness of collective efforts.

3.4 Preferred narrative and framing strategy

(1) Narrative preferences

Moderate Pragmatists show a predominantly positive preference for most narratives. Specifically, over half of them exhibit positive emotional preferences towards themes such as health inequality, climate adaptation, job opportunities, natural landscapes, sustainable consumption, and climate justice, with the highest preference seen in the former two. At the same time, they exhibit negative emotional preferences towards health risks, threats to

life and property in extreme weather themes, food carbon chains, and food delivery.

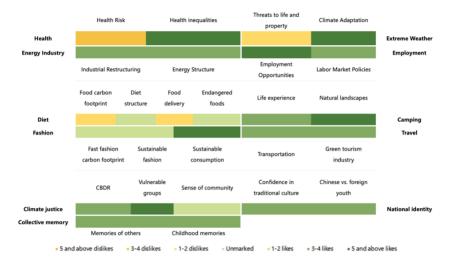


Figure 3-4-1 Climate narrative theme preferences of Moderate Pragmatists

Note: A total of 9 participants annotated narrative data for 11 main themes and their sub-themes; CBDR stands for "Common but Differentiated Responsibilities."

From the figure, it is clear that Moderate Pragmatists are interested in various themes, reflecting their inclusive and moderate characteristics. However, they show the strongest reactions to themes related to material lives such as health, property, and employment. They are concerned not only for themselves but also for vulnerable groups. Discussions about harms in these areas can trigger negative emotions. Additionally, they prefer content that clearly outlines government and individual responsibilities in climate

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adaptation, attributing a sense of responsibility. When it comes to challenges

in food carbon chains and distribution, they believe food companies should

shoulder the responsibility rather than consumers.

(2) Typical narrative and keywords

Fashion, Sustainable consumption

Narrative: Framing the purchase and wearing of second-hand clothing as

a trendy behavior among young people, not only aligning with the broader

societal trend of green fashion but also being a practical aspect of daily life.

Keywords: Second-hand clothing, trendy, lifestyle, everyday life

"When choosing clothes, I prefer natural fabrics and classic styles. This

way, I can adapt to different occasions, wear them frequently, and they

last longer. Also, buying second-hand clothes allows you to experience

their unique charm and the history and emotional stories they carry. All

of these are what sustainable fashion is about."

Extreme weather, Climate adaptation

Narrative: Clearly define the responsibilities of different entities in various

scenarios of climate adaptation, based on which practical and effective

measures are proposed, avoiding mere rhetoric. It is worth noting that, at

the individual level, the necessity of everyone's involvement should be

emphasized.

Chapter Three: Moderate Pragmatists

Keywords: Individual, involvement, responsibility, self-rescue

"This means you don't have to understand what COP, NDC, net zero, or carbon neutrality are before taking climate actions. By 'learning as you go' and reducing the consumption of single-use plastic bags, challenges, disposable chopsticks, and opting for public transportation, we can make a difference in our daily lives and effectively restore nature."

> Summary

Figure 3-4-2 Key climate narrative keywords for Moderate Pragmatists

Moderate Pragmatists focus on narratives highlighting the impact of climate change on material interests. They recognize the threats it poses to life and property while acknowledging the benefits of climate action for economic development and individual prosperity. They support policy narratives emphasizing value creation and job promotion through economic restructuring and energy transition. They also respond to calls for individual action, such as advocating for sustainable consumption. These narratives should be backed by examples, data, and concrete solutions to be effective.



Additionally, their pursuit of harmony extends to the relationship between humans and nature.

3.5 Narrative recommendations for Moderate Pragmatists

Communication Objectives

- Inform them about the costs and tangible benefits of climate actions to highlight their cost-effectiveness and strengthen their willingness to act.
- Help them understand how individual actions impact others, boosting their self-efficacy and willingness to act.
- Reinforce their climate knowledge and interest through engaging science communication with specific factual and data-driven content.

Moderate Pragmatists make up about a quarter of China's younger generation, making it crucial to engage them in climate action. They have above-average awareness of climate risks, willingness to act, self-efficacy, and climate knowledge. Communication strategies should build on their existing awareness while identifying areas for improvement. They prioritize economic interests but also care about vulnerable groups, seeking harmony and stability. To mobilize them for climate action, it's vital to highlight

their responsibilities and benefits in addressing climate change. Creating a comfortable and harmonious climate discourse atmosphere will encourage their engagement.

(1) Avoid extreme and confrontational narratives

Moderate Pragmatists value balance and harmony, avoiding extremism and conflicts with conservative views. When crafting climate action narratives for them, it's important to depict visions of harmonious coexistence between humans and nature. Stories should be suitable for all ages, avoiding confrontation and extreme cases. Peaceful language, dialogue, and neutral spaces can facilitate discussions on climate challenges, encouraging active engagement and advocacy within families.

(2) Emphasize the micro-level impact of climate change

They primarily focus on personal interests like health, education, and job prospects. While they're somewhat aware of climate change and care about vulnerable groups, their limited life experiences insulate them from feeling its immediate impact. To engage this segment in climate action, using examples from peers to illustrate how climate challenges affect careers and lives during prime years can be effective. Highlighting both the threats and opportunities of climate change for personal finances can lower their perception barriers and encourage their involvement in climate action.



(3) Provide practical climate action recommendations

They are not fans of radical or hasty action plans and don't expect immediate results. Although they recognize climate change as urgent, they prefer gradual, step-by-step responses. Offering steady, long-term climate action plans that match their mindset can enhance credibility and improve persuasion.

(4) Promote the climate-friendly attributes of products

Moderate Pragmatists prioritize value for money and sustainability in their consumption habits. When discussing climate action, highlighting the affordability and durability of green, low-carbon products is key. This approach resonates with them because it shows they can address climate change without significant extra costs. While they believe it's primarily companies' responsibility to produce such products, emphasizing consumer demand for green consumption can empower them further. By stressing the importance of individual actions in driving corporate change and product development, they'll feel more effective in tackling climate challenges.

(5) Connect climate change knowledge with youth culture themes

They find enjoyment in life and gravitate towards media content that resonates with their interests, fulfilling their entertainment desires while also facilitating enjoyable knowledge-seeking experiences. They spend the most time on online entertaining video platforms. However, they lack

specific factual and data-oriented knowledge on climate, which they find dull. Therefore, combining climate change with mild, entertaining elements in narratives, such as connecting climate change knowledge dissemination with climate events initiated by young, positive celebrities or integrating it with audience interests (e.g., sports) can make them more motifed and facilitate climate knowledge learning.



Chapter 4

Easygoing Leisurists



Who are Easygoing Leisurists?

(9% of Generation Z)

Easygoing Leisurists see life as a journey of self-discovery, valuing introspection and finding personal meaning and worth from within. They approach social challenges with openness, seeking a simple life free from conflicts. They are egalitarian, embracing diversity and respecting individual differences. They have minimal nationalistic sentiments, advocating for cultural exchange based on mutual respect and focusing on personal growth. They are open to new experiences that bring spiritual fulfillment. Easygoing Leisurists are the least engaged with media, using it only for personal interests or professional needs.

Socioeconomic features: From a demographic perspective, this segment typically has at least an undergraduate educational background, with many majoring in humanities and social sciences. They work as professional technicians, small business owners, or in finance, real estate, business services, or freelancing. They primarily reside in super first-tier cities such

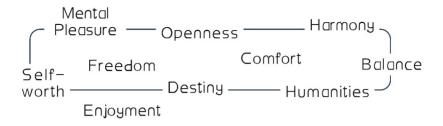


as Beijing, Shanghai, Guangzhou, and Shenzhen, often coming from affluent families and having experiences of travel or living abroad.

Media preferences: They prioritize self-enhancement and spend fragmented time-consuming knowledge-sharing communities such as Zhihu, Xiaohongshu, and Douban. They engage in discussions and share their opinions on these platforms. Additionally, they actively seek current affairs news from WeChat public accounts such as China Science Daily, The Paper, and Today's Headlines, as well as some mainstream media outlets. They also follow niche public accounts to learn about topics related to their profession or interests, combining learning with entertainment and relaxation.







■ Table 4-1 Easygoing Leisurists profile

	Typical Values	Demographic Characteristics	Societal Concerns	Trusted Sources	Media usage
1	Fate is predestined	Reside in super first-tier cities	Material living standards	Ordinary people with personal experiences	Xiao hongshu
2	Spiritual fulfillment	Bachelor's degree or higher education	Food security	Experts and scholars	WeChat public accounts
3	Enjoyment	High net worth families	Post- pandemic employment	Non-profit organizations	Himalaya

4.1 Life values of Easygoing Leisurists

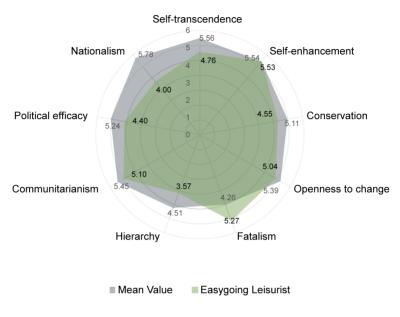


Figure 4-1-1 Life value scores of Easygoing Leisurists

(1) Aspiration to a state of comfortable contentment

They seek personal fulfillment and introspectively explore life's meaning. However, compared to other segments, their drive for self-transcendence (average score of 4.76) or self-enhancement (average score of 5.31) is relatively weak. They have a solid material foundation and belong to the bourgeois type. They believe in "fate is predestined" (average score of 5.27) but also adapt flexibly to various aspects of life, maintaining a relaxed attitude and prioritizing spiritual enrichment and leisure. They aspire to

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lead a self-directed life, liberate their personalities, and freely pursue their hobbies.

"I play a pretty junior role as a subordinate in the workplace. In my mind, my own subjective thoughts matter a lot, but most of the time, I express things based on what my boss wants."

"My ideal life would be having lots of free time to do what I want. It doesn't necessarily have to be a stable job or lots of money, but I just hope to be happy every day. Even if it's picking up trash as a homeless, as long as it brings me satisfaction."

The best way to acheive success is to work hard on taskes being assigned

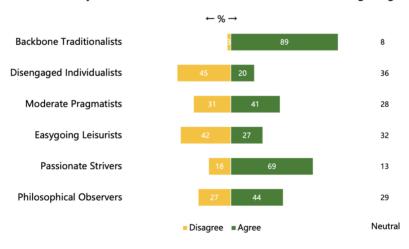


Figure 4-1-2 Proportion of attitudes of different segments towards "The best way to achieve success is to work hard on tasks being assigned"



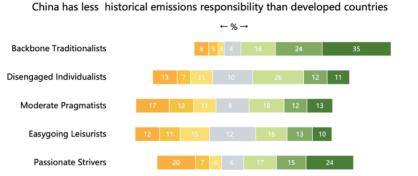
(2) Inclusive diversity: Embracing individual differences

Easygoing Leisurists have the lowest scores for hierarchy values (average score of 3.57) and nationalism (average score of 4.00). They value equality and avoid conflicts or disputes. They yearn for a tranquil, uncomplicated, and unadulterated cultural ambiance, believing in the equality of all cultures. They advocate for cultural exchange guided by the principle of "do not do unto others what you would not have them do unto you". They believe in objectively and equally regarding all cultures, promoting friendly and equal communication and dissemination.

"I play games. When it comes to playing games, no one is nobler than anyone else. But sometimes, you'll come across players who feel their views are super important and try to force onto others. They want everyone to accept their views, and if someone disagrees, they start swearing at them in the comments or private messages, which gets toxic. I really don't like that, so I try to avoid it. I think it's cool when cultural phenomena you like can be shared and exchanged with other countries."

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Philosophical Observers



Strongly Disagree Disagree Slightly Disagree Neutral Slightly Agree Agree Strongly Agree

Figure 4-1-3 Proportion of attitudes towards emission reduction

responsibility among various segments of Generation Z

(3) Low self-efficacy and hierarchical values

For Easygoing Leisurists, self-agency and initiative are crucial, yet they also hold the value in predestination. They view/ perceive societal challenges as inevitable component of an irreversible, phased development process, advocating for accepting current circumstances and adapting themselves accordingly. Their low sense of hierarchy and political efficacy (average score of 4.40) also results in lower trust in societal authorities. Nonetheless, they still acknowledge the role of authorities in public action to some extent.



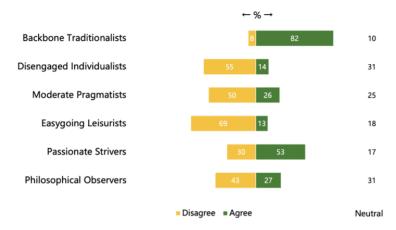


Figure 4-1-4 Proportion of attitudes among various segments towards "Society suffers when people do not obey authority"

(4) Embracing novelty, attentive to self-fulfillment and enjoyment

Easygoing Leisurists believe that in the internet era, individuals are generally free from worrying about basic living conditions due to their favorable material circumstances and the advancement of science and technology. With easy access to information, they feel fewer societal constraints, allowing for free exploration of self-interests. The internet expands their experiences and supports their development. Their relatively low conservatism (average score of 4.55) and emphasis on self-agency shape them as adventurous individuals willing to try new things. However, they refuse to compromise for utilitarian purposes and instead seek directions they're willing to strive for. They also focus on realizing self-worth when



exploring new things.

"Exploring on your own is one thing, leading a team is another. It starts with wanting to explore yourself. After you've done that, you realize it's worth spreading, impacting more people. It's like a two-way street. Leading a team also helps me realize my own value along the way."

4.2 Climate Characteristics of Easygoing Leisurists

(1) Climate challenges not prioritized but causes a ripple effect

Such as other segments, Easygoing Leisurists view climate change as an important and urgent challenge deserving of funding and technological resources, included in global agendas. However, they consider it slightly less urgent compared to challenges such as pandemics, food security, and poverty. They believe climate change is not mutually exclusive with other important social challenges but rather interconnected. Although they may not feel the immediate impacts of climate change personally, they acknowledge its societal-level effects and anticipate more significant impacts in the future. They recognize that as these impacts become more apparent, the importance of addressing climate change will become more pronounced.

"I think it should definitely be on the global agenda, but not necessarily



at the top. I mean, food security, that's going to be right up there at the very top. But these social challenges and climate change aren't mutually exclusive."

"I think it's a big challenge. I might not feel it personally, but that doesn't mean others don't feel it. And it doesn't mean that people on Earth in decades or centuries later won't feel it either. If we're going to keep populating this planet, we got to start taking this seriously from the start."

(2) Lower perception of risk, advocating for living in the moment

Easygoing Leisurists and Disengaged Individualists both exhibit lower risk perception, willingness for climate action, and self-efficacy (Figure 4-2-1). However, unlike Disengaged Individualists, Easygoing Leisurists believe that climate change is inevitable and predetermined, and that individual climate action is limited. They consider it unwise to feel overly anxious about the future

"Climate change to me, it's like knowing we're going to die someday. It's just a matter of whether it's going to happen sooner or later. But for now, we're still alive. We don't worry about dying every single day, our attitude is pretty much the same... I mean of course, climate change is urgent. Literally, it's about life and death for humanity."



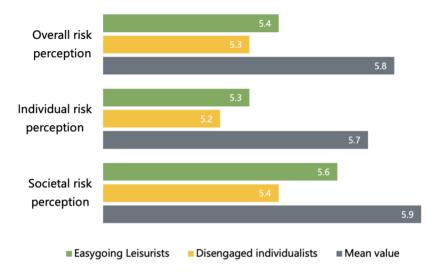


Figure 4-2-1 Average risk perception scores of Easygoing Leisurists and Disengaged Individualists

(3) Rejecting the significance of individual action and advocating for social norms

Moreover, Easygoing Leisurists also demonstrate lower willingness for climate action (average score of 5.09) and climate self-efficacy (average score of 4.57). They believe that the primary entities and actors responsible for climate action should be governments with policy-making authority and media with widespread dissemination capabilities, followed by individuals with strong economic capacity and high energy consumption. They perceive individual-level climate actions as unquantifiable and lacking timely feedback, resulting in low willingness to act.

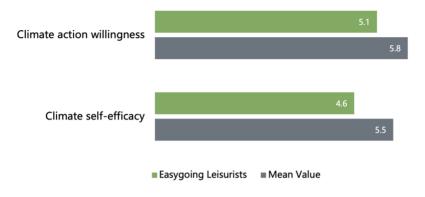


Figure 4-2-2 Average climate action willingness and climate self-efficacy scores of Easygoing Leisurists

With higher levels of education, Easygoing Leisurists believe they can serve as conveyors and connectors within their generation, bridging the gap between different age groups, educating the younger generation, and spreading sustainable green notions. However, they stress the importance of self-agency in their actions. From the data shown in Figure 4-2-3, it can be interpreted that a significant portion is open to taking action, starting from small energy-saving measures in their surroundings to contribute to mitigating climate change. Moreover, there is a sizable portion willing to engage in environmental protection actions that may involve higher costs and to persuade others to do the same, prioritizing the value brought by climate action. Additionally, they are reluctant to feel morally coerced or to impose their desires on others.

"I think doing little things, such as using green transportation, sorting trash, planting trees, and encouraging people around me is fine. But I won't go against my own will."

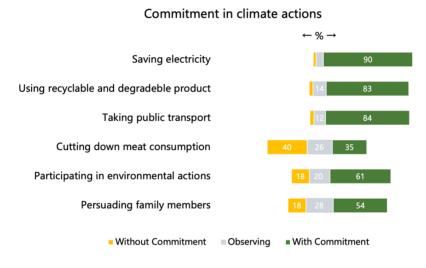


Figure 4-2-3 Percentage of climate actions among Easygoing Leisurists

(4) Indifferent to policies, advocating for authorities to take strict measures

Easygoing Leisurists believe that government and media possess the capability to effectively disseminate information and govern climate change. They argue that leveraging the government's power to establish social norms for climate action can genuinely influence the audience. Mere advocacy, encouragement, and appeals may not clearly define individual action guidelines, thereby making goal achievement challenging. This segment

displays a disinterest in policies, with the lowest support for climate policies (average score of 5.14), aligning with their "living in the moment" outlook. Additionally, they strongly oppose restrictive policies (such as "raising fuel prices"), demonstrating more unsupportive attitudes towards policies that curb individual freedom.

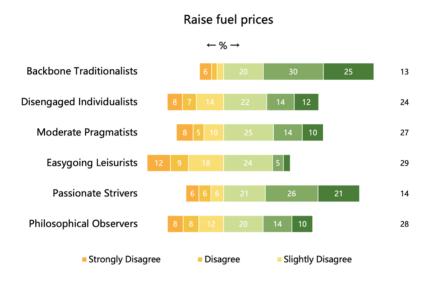


Figure 4-2-4 Percentage of Segments' Attitudes towards the Policy of "Raise fuel prices"

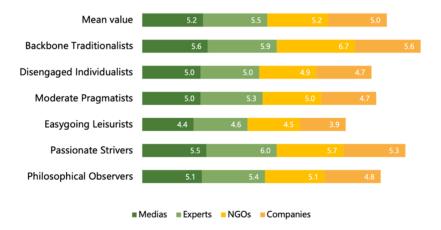
(5) Lowest trust in authoritative bodies, trusting personal experience

Easygoing Leisurists prioritize living in the moment and hold firm to their internal values, making them less easy to persuade by external factors. Comparing with other segments, Easygoing Leisurists display the lowest level of social trust, with average scores of 4.34. They particularly exhibit

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low trust levels in the media (average score of 4.35), experts (average score of 4.64), non-profit organizations (average score of 4.50), and businesses (average score of 3.89). Given their focus on equality and limited exposure to climate extremes, ordinary people affected by climate change can replace official sources of trust, becoming the prime social sources for Easygoing Leisurists.

"The impact of climate change on myself is just more rain, affecting hanging-out. I feel it has a big impact on farmers, but since I'm not one of them, I don't feel much. We often see extreme weather events in the news, causing deaths and injuries, but I don't feel it's related to us. If we were directly affected, our perception would definitely be different. When it happens to oneself or people around, the feelings will be much stronger."



■ Figure 4-2-5 Average social trust and trust in stakeholders of Easygoing Leisurists

Summary

- Climate change is not a primary challenge but is interconnected with other social challenges.
- Their levels of risk perception are low and they advocate living in the present.
- Social norms formation is more effective than individual action, and authoritative intervention yields better results.
- Indifferent to policies, disliking restrictive policies that limit personal freedom.
- Indifference towards the future social impacts of climate change.

Low trust in most societal authorities.

4.3 Social concerns to Easygoing Leisurists

(1) Food security for vulnerable groups

Easygoing Leisurists prioritize addressing food security as the most pressing social challenge of our time. Having their material and spiritual needs comfortably met, they have the luxury of not worrying about basic survival conditions. They have the luxury of not worrying about basic survival conditions. Thus, they view access to safe and nutritious food as a Six Segments in China's Generation Z:
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fundamental requirement for leading a positive and healthy living condition. Given the widespread impact of factors contributing to food crises, famines, and malnutrition among vulnerable populations globally, addressing food security stands out as one of their primary social concerns.

"Climate change is an urgent challenge that needs to be addressed, but I wouldn't say it should be at the top of the list. I think food security should be the top priority."

(2) Youth employment market in the post-pandemic era

Easygoing Leisurists are concerned about the challenges in the post-pandemic job market. They perceive a shift towards more conservative job searches among young people, prioritizing stability over risk-taking. Despite government efforts to boost economic growth through various policies, they observe a trend towards conservative spending habits and a growing number of candidates seeking stable jobs, such as civil service positions. The increasing savings rate among the public further reinforces this trend. Consequently, even if they may not find fulfillment in their jobs, Easygoing Leisurists feel compelled to choose stable and conservative career paths.

"Because of the pandemic in the couple of years, finding a job has been tough. I'm hesitant to quit, but I also feel like this job isn't really fulfilling for me. The pandemic has also changed our mindset a lot. Our generation has become more conservative."

Points of connection between social challenges and climate

- Emphasizing the societal repercussions of climate change, highlighting how inaction exacerbates existing social problems, creating a chain reaction that impacts basic food security for vulnerable groups.
- Highlighting how climate change fosters conservative trends in personal development and employment, shaping individual career trends.
- Emphasizing that disregarding climate change deepens previously manageable social challenges, affecting the assurance of individual basic needs.

4.4 Preferred narrative and framing strategy

(1) Narrative preferences

Easygoing Leisurists tend to react positively to themes such as health equity, community awareness in climate justice, and outdoor experiences like camping. On the other hand, they typically respond negatively to topics like the carbon footprint of food consumption, carbon emissions associated with fast fashion, and the challenges faced by marginalized groups in climate justice.

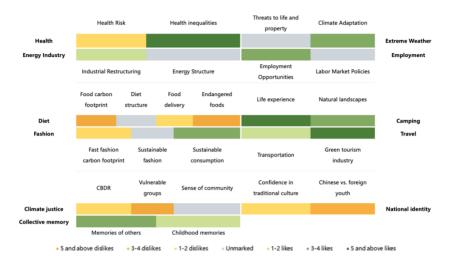


Figure 4-4-1 Climate narrative Climate narrative theme preferences of Easygoing Leisurists Easygoing Leisurists

Note: A total of 10 participants annotated narrative texts of 11 themes and their sub-themes; CBDR stands for "Common but Differentiated Responsibilities."

The graph suggests that Easygoing Leisurists show greater interest in topics related to personal enjoyment, social justice, and macroeconomic industries. Conversely, they are less engaged with themes associated with strong nationalism, excessive focus on marginalized groups, or fashion, which may even elicit aversion.

(2) Typical narrative and keywords

> Tourism, Green tourism industry

Narrative: In various stages of tourism, such as restaurants, hotels,



accommodations, and transportation, incentivizing measures are implemented to reduce carbon emissions. This encourages consumers to choose climate-adaptive products and businesses, thereby reducing the carbon footprint of the entire tourism industry and emphasizing economic returns for tourism practitioners.

Keywords: Energy-efficient hotels, lodge operators, voluntary emission reduction, travel agencies with low-carbon travel products

"Research indicates that allocating an additional 6% towards energy-saving hotel designs can yield a 10% decrease in energy usage. Moreover, hotels adopting comprehensive environmental strategies stand to gain economic returns ranging from 17% to 74%. Travel agencies play a pivotal role in influencing tourists' carbon emissions by offering integrated travel packages, covering destinations, transportation, accommodations, and activities. By promoting low-carbon travel options and energy-efficient hotels, travel agencies can effectively curtail tourists' carbon footprint, contributing to climate change mitigation efforts."

> Health, Health inequality

Narrative: Concern for climate-vulnerable groups such as the elderly and children, emphasizing healthcare as a fundamental right for everyone. This narrative aims to highlight the need for increased research funding and personnel investment, with a focus on preventing the impact of diseases to ensure that vulnerable groups are not threatened by health challenges.



Keywords: Climate-vulnerable groups, health threats

"In sub-Saharan Africa, diseases such as dengue fever can cause up to 50 deaths per day, with most victims being children under 5 years old. It's a cruel irony—those least responsible for climate change face the greatest health threats."

"We need to take real responsibility for climate-vulnerable populations by establishing green channels in healthcare systems for the elderly, children, and other vulnerable groups facing health threats. This means increasing funding and personnel for research on climate-related diseases. Also, prevention is better than post-event treatment. In public health campaigns, we should prioritize raising awareness among vulnerable groups such as the elderly and children about climate-related diseases and prevention measures."

> Summary

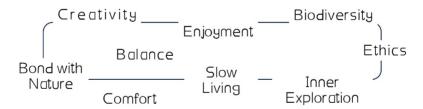


Figure 4-4-2 Key climate narrative keywords for Easygoing Leisurists

Easygoing Leisurists, adherents of hedonism, prefer a relaxed pace of life. They find inner tranquility and inspiration in camping that immerse them



in biodiversity and nature, evoking childhood memories of harmonious coexistence with the natural world.

Moreover, their comfortable social status allows them to prioritize social justice challenges, particularly the protection of vulnerable groups such as farmers, the elderly, children, and regions severely affected by climate change. However, excessive focus on the hardships faced by these groups can make them uneasy, especially when comparisons between domestic and foreign youth are drawn regarding national identity. Upholding egalitarian values, they strongly oppose narratives that critique internal matters while glorifying external ones.

4.5 Narrative recommendations for Easygoing Leisurists

Communication Objectives

- Enhance climate knowledge and perception of climate risks among this segment, further boosting their sense of climate efficacy.
- Help Easygoing Leisurists understand the value of individual action in climate initiatives.
- Enlighten them about the positive lifestyle changes resulting from climate action.
- Encourage them to become practitioners of climate action, building upon their self-worth.



Easygoing Leisurists cherish the present and seek a tranquil existence. It is essential to show them how climate action can enhance their lives positively. They are receptive to professional climate information and value personal fulfillment. By deepening their climate knowledge, boosting their confidence in taking action, and inspiring them to engage in climate initiatives, we can align with their desire for a fulfilling life.

(1) Emphasize stakeholders as the primary responsible entities

They believe individuals have limited capacity and have low self-efficacy regarding climate challenges. However, they trust that authorities can formulate and implement policies using their institutional power, establish social norms, and leverage their influence for widespread dissemination. Therefore, highlighting the authority's responsibility in successful technological and economic development and narrating a vision of a low-carbon future can resonate with this segment.

(2) Emphasize the value of individuals and providing actionable plans

They acknowledge that individual climate actions may not have immediate or quantifiable effects but stress the importance of realizing personal values and significance in life. Therefore, it's essential to make this segment recognize the value and importance of individual participation in climate action. Emphasizing that individual contributions to climate action

accumulate over time and encouraging them to participate in small steps can influence the overall climate response atmosphere. Providing practical action plans encourages them to engage in climate action and affect the climate response of the entire society.

(3) Highlight how climate action leads to positive lifestyle changes

Easygoing Leisurists advocate for living in the present and enjoying comfort without strong ambitions. They embrace lifestyle changes that lead to a better quality of life. Narratives emphasizing lifestyle changes can show them how adopting low-carbon practices enhances comfort and future development. Opportunities in green careers and sustainable economies allow them to pursue personal growth and self-worth in alignment with their values without following traditional paths.

(4) Use individuals' firsthand experiences

While acknowledging the reality of climate change, most individuals in this segment lack firsthand experience of severe climate events. Typical narratives associated with "environmentalism" tend to deepen their skepticism. They exhibit low trust in mainstream sources such as media, experts, NGOs, and businesses, often filtering out climate-related information from these channels. Therefore, presenting stories of ordinary people who have directly encountered climate change and found ways to cope or rebuild can inspire them to take more positive action. These personal narratives embody a



peaceful outlook on life and resonate with their lifestyle ideals, fostering greater engagement.

(5) Focus on "fairness" rather than simply advocating "justice"

Easygoing Leisurists demonstrate a degree of concern for climate-vulnerable groups but do not align with narratives of climate justice. Instead, they prioritize "fairness" for these segments. For them, "fairness" entails ensuring that climate-vulnerable individuals have access to fundamental needs such as healthcare and food. They advocate for societal efforts to reduce inequality through innovative methods and technology, aiming for a fair distribution of rights and resources. This approach diverges from seeking "justice" for past wrongs, which does not resonate with their present-focus.

Chapter 5

Passionate Strivers



Who are Passionate Strivers?

(18% of Generation Z)

Passionate Strivers firmly believe in the value of hard work as a pathway to personal success and social contribution. They strive to realize their self-worth through careers while also aiming to make a positive impact on society. They hold deep pride in their national identity, strongly identifying themselves as Chinese. They are politically active, and trust in the government's receptiveness to their opinions and ability to influence public decision-making. While sharing a respect for tradition which is similar to the Backbone Traditionalists, Passionate Strivers stand out due to their proactive approach to life's challenges, showcasing enthusiasm and vitality. They are particularly passionate about involving in societal challenges, including climate change.

Socioeconomic features: Over 70% of Passionate Strivers have achieved higher education, with a considerable number holding master's degrees or higher, surpassing other demographics. Many come from STEM backgrounds, setting them up for careers as technical experts. They mainly reside in major urban centers, including newly emerged first-tier cities and provincial capitals, and often originating from middle to upper-middle-class

families. They enjoy discussing contemporary social challenges with peers, especially topics related to social mobility, job opportunities, and economic progress. Their conversations often revolve around emerging technologies and industries that drive economic growth.

Media preferences: They allocate the most time among all the segments to using central media and online knowledge communities. They prefer staying updated on social affairs and accessing authoritative news through central media organizations such as People's Daily and Xinhua News Agency. Despite the popularity of short video platforms, they maintain loyalty to long-form videos, actively participating in learning knowledge on platforms such as Bilibili. They are keen on following UGC accounts that offer public insights, such as those conducting industry surveys and involved in charity works. "Knowledge seeking" is a significant driver for their media usage habits, and knowledge-based content communities such as Zhihu and Guokr are the commonly used applications on their smartphones.



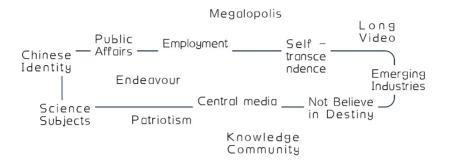


Table 5-1 Passionate Strivers profile

	Typical Values	Demographic Characteristics	Societal Concerns	Trusted Sources	Media usage
1	Ambition for Social Recognition and Contribution	New First- Tier Cities	Internet Governance	Experts and Scholars	People's Daily
2	High Political Efficacy	STEM Background	Job Security	Non- Governmental Organizations	Xinhua News Agency
3	Self- Transcendence	Middle to Upper- Middle-Class Families	Social Inclusivity	Media	Bilibili

5.1 Life values of Passionate Strivers

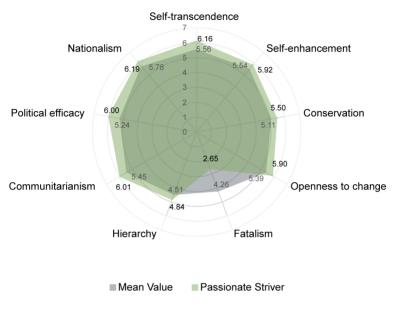


Figure 5-1-1 Life value scores of Passionate Strivers

(1) Striving for self-transcendence, believing that personal success should have social value

Passionate Strivers prioritize personal growth and societal impact, scoring highest in self-transcendence (average score of 6.16) and second-highest in self-enhancement (average score of 5.91) among all the segments. They believe success should not only benefit themselves but also contribute to the welfare of others and society. For them, personal success is intertwined

with realizing social values, driving social progress, and addressing societal shortcomings.

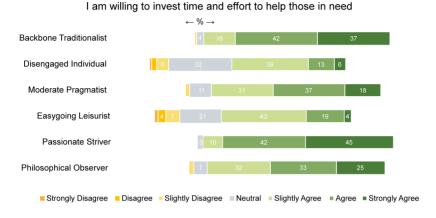
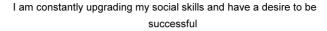


Figure 5-1-2 Percentage of different segments with attitudes towards "Willing to help those in need"

"I still think life needs work, and a bit of annoyance is essential too. It's like if life were a game with cheats, where you get everything without any effort, the thrill of achievement would fade, and you'd constantly seek more excitement. So, I believe you still need to make some effort."



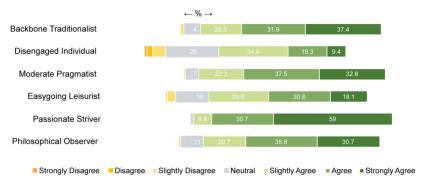
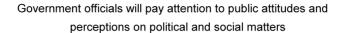


Figure 5-1-3 Percentage of different segments with attitudes towards "Desiring Success"

(2) High score in political efficacy and belief in government responsiveness

Among all the segments, Passionate Strivers boast the highest political efficacy (average score of 6.00) and the lowest fatalism (average score of 2.65). They are confident in their ability to constructively engage in public affairs and governmental decision-making. They believe they can contribute to enhancing public welfare and addressing societal challenges. Additionally, they have a strong trust in the government, believing it will seriously consider public concerns and opinions on political matters.

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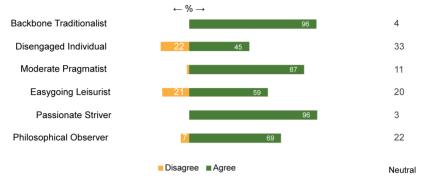
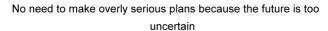


Figure 5-1-4 Percentage of different segments with attitudes towards "Government officials paying attention to public attitudes and perceptions on political and social matters"

(3) Rejecting uncertainty, preferring a predictable life

Passionate Strivers prefer an organized life and strive to progress according to their expectations. They feel uneasy with significant uncertainties and prefer having plans for their lives, which they can apply to daily work and studies. Being considered "reliable" by others is both an external evaluation and a self-imposed requirement for them. While they maintain a learning mindset and openness to external factors, they also adhere to established norms and routines to a certain degree.



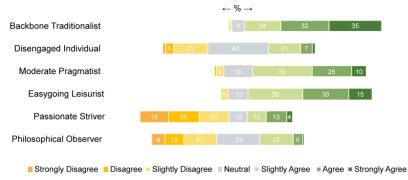


Figure 5-1-5 Percentage of different segments with attitudes towards "No need for overly serious plans because the future is too uncertain."

5.2 Climate Characteristics of Passionate Strivers

(1) Highest level of risk perception, believing societal climate impacts are greater

Passionate Strivers, among all the segments, have the highest perception of climate change risks (average score of 6.10). Their awareness derived mainly from recent extreme weather and personal experiences, like the scarcity of heavy snowfall in childhood. Few actively seek professional knowledge about climate. They generally believe climate change will cause significant societal harm and consider climate change as urgent, prioritizing it alongside poverty reduction, employment security, social stability, and



urban development.

"It's a pretty serious challenge, because we learned from Maslow's hierarchy of needs, physiological needs come first. Climate change directly affects our survival needs, including things such as food, water, air, the whole way we live. It's all going to be impacted."

While understanding the climate risks, they perceive societal risks (average score of 6.14) to be significantly higher than individual risks (average score of 6.03). They foresee substantial impacts on agriculture, urban development, and outdoor workers, affecting society as a whole. Although acknowledging individual-level impacts, they consider them acceptable and not as significant. As a result, they believe that addressing climate change requires long-term planning from governments and influential sectors. investing heavily in mitigating global warming and controlling pollution emissions to seek holistic, lasting solutions.

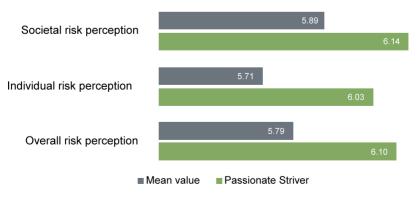


Figure 5-2-1 Average risk perception of Passionate Strivers



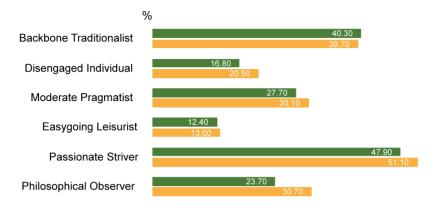
"Because the significant of climate change, it will affect agriculture first.

Agriculture is the foundation of a country. Our agriculture relies heavily on nature, even with all the technology, it can't defeat nature."

"From the correct perspective, it should be addressed urgently. We don't feel that urgency it's because we haven't really felt the consequences of climate change yet. Therefore, we may not feel as psychologically anxious about it."

(2) Highest willingness for climate action, already practicing climate-friendly actions

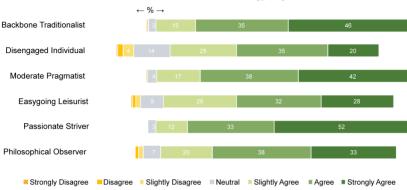
Passionate Strivers demonstrate the highest willingness to take climate action (average score of 6.20). They are proactive activists, striving to mitigate climate change through both individual and collective efforts. In addition to personal actions of conserving energy and using eco-friendly products, they actively engage in climate initiatives. Spending their free time participating in environmental activities, they also advocate for specific climate actions among their family and friends.



- Persuade family and friends to take specific actions to address climate change
 Actively participate in environmental protection related social activities
- Figure 5-2-2 Proportion of all the segments who have engaged in persuading family and participating in environmental protection activities

(3) Strong support for the development of new energy industries

Passionate Strivers generally support various emission reduction measurements and green transition policies (average score of 5.97), with a notable preference for incentive-based measures (average score of 6.29). Instead of punitive actions such as raising fuel prices or imposing additional taxes on industries heavily reliant on coal and oil, they strongly endorse policies that incentivize the development of clean energy. This includes subsidies for companies using renewable energy of solar and wind power, as well as tax exemptions for new energy vehicles. They advocate for positive guidance and support to foster a green economy to address climate change, favoring encouragement over punishment and restrictions.



Subsidies for businesses that use clean energy (e.g. solar, wind, etc.)

Figure 5-2-3 Proportion of all the segments regarding the attitude towards "Subsidies for businesses that use clean energy"

(4) Highest trust in climate experts and scholars

Passionate Strivers ranks the second in social trust regarding climate challenges (average score of 5.61), closely follow Backbone Traditionalists. They show the highest trust in information from experts and scholars (average score of 5.95), reflecting their respect for authority and professionalism. Additionally, they rank second (average score of 5.50) in media trust among all segments, indicating a relatively high reliance on official media sources.

"On the one hand, I see more news reports about accidents related to gasoline in certain areas, or the impacts they cause. On the other hand, there are hashtags trending on social media on certain ceremony Day.

Of course, when you click on it, there might be ads, but I think it's mostly

about promotion, telling everyone that today is about protection of certain things and how they can join us."

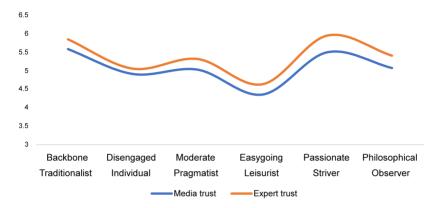


Figure 5-2-4 Average level of trust in media and experts regarding the climate challenge among the segments

Summary

- High level of risk perception, but believes societal impact outweighs individual impact
- Highest willingness to take climate action; they engage in more societal climate actions than other demographics
- Strongly support incentive-based policies, especially in the development of new energy-related industries
- Highest trust in experts and scholars regarding climate change, followed by media organizations



5.3 Social concerns to Passionate Strivers

(1) The impact of social media content on teenagers' life values

Passionate Strivers are concerned about the impact of negative content on platforms such as Douyin, Kwai, and Bilibili, influencing the value formation of adolescents. They believe that many self-media or commercial media on social media platforms are influenced by traffic logic. To attract attention, they resort to clickbait, publish overly entertaining information, or deliberately create topics which generate antagonistic emotions. This easily affects the still-forming values of adolescents, leading not only to imitation of these behaviors in reality but also in the propagation of negative trends among adolescent groups.

"There might be things spread on the Internet that aren't suitable for all ages, stuff that's not suitable for kids might pop up on their feeds, leading to kids growing up too fast or displaying behaviors that aren't very civilized or friendly, which they will learn or mimic."

"I think one of the societal challenges is clickbait titles. This challenge is quite serious. Many news outlets, especially KOLs, tend to use exaggerated headlines to grab attention or attract more views."



(2) Challenge of social acceptance of youth's lifestyles

Passionate Strivers believe that society lacks sufficient tolerance for the lifestyles of young people due to age and era differences. Compared to previous generations, Generation Z have distinct life concepts and choices influenced by era, education, and upbringing. These differences are manifested in their prioritization of individual feelings over collective norms, their embrace of diverse aesthetic choices, and their preference for personalized lifestyles.

Therefore, they advocate for greater acceptance and understanding from society, aiming for a more diverse, free, open, and respectful social environment that respects their individuality.

"When I go out, neighbors or others would ask, 'Why aren't you working?' or 'Why aren't you doing this or that?' If you're not following a specific path, they think your life train has derailed, it's out of control, which isn't fair. Our era is moving too fast, pushing each of us to keep rushing forward without a moment to catch our breath. In this culture, any pause, hesitation, or doubt gets labeled as irresponsibility."

"For example, when I wanted to join a dance class during junior high, I had a classmate told me dancing was something only skinny girls could do. I kind of bought into that, feeling a bit insecure, thinking I'm too fat for such thing. It wasn't until my twenties that I gave it a try."



Points of connection between social challenges and climate

- Emphasizing the importance of climate awareness and climate action as a trend among young generation.
- Highlighting the concepts of reusable items, buying secondhand goods, and using bike-sharing as part of diverse lifestyles, representing independent choices for youth.

5.4 Preferred narrative and framing strategy

(1) Narrative preferences

Passionate Strivers prioritize practical actions to address climate change due to their focus on self-enhancement and self-transcendence. Their appreciation for traditional Chinese culture also sparks their interest in narratives tied to Chinese traditions. Furthermore, their sense of responsibility leads to favor narratives emphasizing climate accountability.

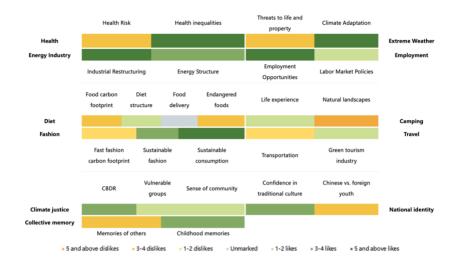


Figure 5-4-1 Climate Climate narrative theme preferences of Passionate Strivers preferences of Passionate Strivers

Note: A total of 10 participants annotated narrative texts of 11 themes and their sub-themes; CBDR stands for "Common but Differentiated Responsibilities."

Passionate Strivers exhibit a keen interest in topics related to health inequality, weather resilience, energy industry transitions, job opportunities, sustainable fashion, climate responsibilities, cultural confidence, and nostalgic childhood memories. Conversely, they show less enthusiasm for individualistic and hedonistic themes such as camping, dietary preferences, and fashion. Narratives highlighting health risks and climate-related threats evoke negative emotions and are met with aversion. Additionally, they display limited engagement with narratives about distant countries,



indicating a lack of interest in topics with minimal psychological impact.

(2) Typical narrative and keywords

Energy industry, Industrial structure transformation

Narrative: The structural transition of the energy industry should not simply involve reducing coal production and shutting down coal mines. Instead, it should focus on transforming traditional energy production bases to minimize secondary harm to coal and oil-producing areas, create new employment opportunities, improve local ecological environments, and achieve a win-win situation for ecological restoration and economic development.

Keywords: Coal pollution, photovoltaic industry, sustainable development, collective economy.

"In the wake of the photovoltaic industry's development, villagers establish a vested interest connection with photovoltaic project areas through land transfer and collective economic participation. By combining methods such as 'three fixed, six unified' and 'grasslivestock integration,' grassland and cattle farming bases are constructed. Meanwhile, activities such as photovoltaic panel cleaning and maintenance create 300 to 500 additional job opportunities. This integrated development model promotes interactions between primary industry farming, secondary industry photovoltaic power generation, and

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tertiary industry photovoltaic-related services, fostering a benign cycle

of green energy generation above ground and agriculture and animal

husbandry below, effectively transforming abandoned mines into green

landscapes."

"This transition significantly improves villagers' personal lives, with an

average annual household income increase of 2,000 yuan. Many families

use this income to build new homes and purchase cars, achieving

sustainable development in practice."

Employment, Job opportunities

Narrative: Addressing climate change shouldn't just be about the future

of society and the welfare of coming generations; it should also create

new sectors and positions in the economy, providing more high-paying

opportunities for young people. Simultaneously, it should generate new

points of economic growth, viewing participation in the development of the

green economy from an incremental perspective.

Keywords: Sustainable transition, emerging job opportunities, development

prospects, salary increase

"Addressing with climate change isn't just some kind of pure 'sacrifice,'

it's about creating a ton of new industries and jobs in sustainable

transformation, which will bring unprecedented opportunities for youth

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development."

"Choosing a career related to carbon not only allows young people to carve out a niche in the competitive job market, but also helps them achieve career advancement and financial independence earlier, while unleashing their creativity in environmental sustainability."

"Society needs to cultivate more and better eco-friendly job opportunities for young people, enabling them to engage in productive work in a dignified environment."

> Summary

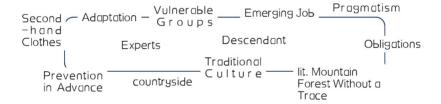


Figure 5-4-2 Key climate narrative keywords for Passionate Strivers

The climate narratives among Passionate Strivers revolve around three main narratives. First, they focus on practical measures such as climate adaptation initiatives and promoting second-hand clothing to support the circular economy. Second, they address economic challenges young people encountered, including green economy initiatives, emerging



job opportunities, and better working conditions. Lastly, they integrate traditional Chinese cultural concepts, linking climate with solar terms, promoting responsibility and practical action, valuing homeland and caring for future generations, and respecting expertise and scholarship.

5.5 Narrative recommendations for Passionate Strivers

Communication Objectives

- Reduce psychological distance and enhance individual risk perception levels.
- Enhance their appeal and influence within Passionate Strivers, encouraging them to become pioneers in climate action.
- Open channels for their participation in climate-related public affairs and facilitate their involvement in policy-making.
- Encourage them to serve as bridges between official voices and grassroots practices, playing a leading role.

Passionate Strivers show high levels of self-transcendence and the secondhighest levels of self-enhancement. They respect experts and scholars, have strong political efficacy, and trust the government. They actively engage in climate actions and aim to inspire more participation. However, they prioritize societal challenges over individual concerns, focusing on social justice and maintenance rather than understanding the intricacies of practice.

Harnessing the strong willingness to act, proactive participation in public affairs, and sense of responsibility among Passionate Strivers is crucial. Encouraging them to become proactive leaders and advocates in social climate actions and decision-making processes is essential. It is important to remind them of individual rights and practical realities in climate action.

(1) Emphasize the impact of climate change on individuals and society

Passionate Strivers perceive high societal risks but lower individual risks, emphasizing the importance of societal impacts over personal consequences of climate change. This imbalance could impede individual climate adaptation efforts. Narratives targeting them should better explain negative outcomes on a individual level within the broader societal risk context, for example health risks and threats to life and property.

(2) Encourage them to become advocates and leaders

With their high willingness for climate action, Passionate Strivers are eagerly participated in various pro-climate behaviors. Beyond individual efforts, they are keen to engage in broader societal actions, such as persuading others to join environmental actions or actively participating in climate initiatives. Narratives aimed at them should leverage their pro-social tendencies, encouraging them to lead by example in climate action and

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inspire greater participation from others.

(3) Emphasize addressing climate change as a long-term commitment

Because of their high self-transcendence, Passionate Strivers prioritize the societal impacts of climate change and aim to contribute to society. Narratives can highlight climate action as a national and generational effort,

emphasizing its benefits for the well-being of future generations.

(4) Actively introduce channels for participation in policy making

Passionate Strivers, with their high political efficacy, not only trust in

government responsiveness but also believe in their own ability to engage

in governmental and public affairs decision-making. Narratives can

intentionally introduce channels for public opinion expression in climate-

related policy formulation and public affairs decision-making, spanning

from community to central government levels.

(5) Highlight green economy development can bring new job

opportunities

Passionate Strivers, who believe in hard work as the means to a better life,

are concerned about job opportunities and economic prospects. Therefore,

narratives should not only stress the ecological advantages of climate action

but also showcase the economic benefits and emerging job opportunities

in the green economy. By portraying a vibrant and growing green industry,

Chapter Five: Passionate Strivers

Chapter 6

Philosophical Observers



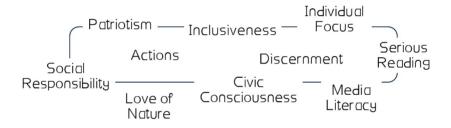
Who are Philosophical Observers?

(17% of the Generation Z)

Philosophical Observers are characterized by a strong sense of personal identity, a tendency toward pessimism, but a desire to drive social progress through self-development. They envision an ideal life closely tied to their profession and work, seeking meaning and value in their contributions to society. They exhibit lower levels of communitarianism, emphasizing autonomy and independent opinions over societal norms. In addressing climate change, they continue to prioritize ethical considerations and fairness in distributing responsibilities toward vulnerable climate segments, while demonstrating more existing pro-climate actions.

Socioeconomic features: Generation Z, predominantly university-educated, with engineering and technical fields being the most popular majors, followed by humanities and social sciences. They primarily reside in provincial capitals and municipalities (excluding Beijing and Shanghai), with a monthly household income around ten thousand yuan, placing them in the middle-income bracket domestically.

Media preferences: They rely on WeChat public accounts for serious news consumption and knowledge interpretation, such as reading China News Weekly and Vista. Additionally, they use the social media platform Xiaohongshu to follow bloggers in photography, travel, and professional career. Although Douyin is their most used entertainment platform, they still maintain the habit of reading in-depth content from Southern Weekend's Qian Pian Yi lv and following public accounts featuring environmental protection.





■ Table 6-1 Philosophical Observers profile

	Typical Values	Demographic Characteristics	Societal Concerns	Trusted Sources	Media usage
1	Critical Thinking	Provincial Capital Cities	Dominant entertainment culture in Internet	Experts and Scholars	Douyin
2	Low in Fatalism	Primarily Bachelor's Degree Holders	Rural Climate Justice	Non-profit Organizations	Bilibili
3	Low Self- Efficacy	Middle-Class Families	Online violence	Government	Xiaoyu zhou

6.1 Life values of Philosophical Observers

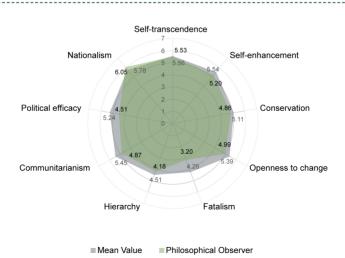
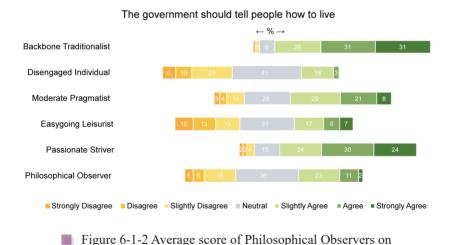


Figure 6-1-1 Life value scores of Philosophical Observers

(1) Pursuing a rich and fulfilling inner spiritual world

Philosophical Observers prioritize individual introspection and spiritual exploration over communitarianism (average score of 4.86). Their score of communitarianism is only higher that Disengaged Individualists. They hold firm to their beliefs, placing value on inner reflection and adjustment. While they value personal growth, they also recognize the positive impact of nature on their vitality. They form a unique segment that integrates photography and mountaineering into their social identity, distinguishing themselves as individuals who appreciate and absorb energy from nature.



(2) Aspiring for personal growth while also contributing to societal advancement

communitarianism

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Philosophical Observers continue their structural analysis of macro societal challenges while focusing on personal development and societal progress in real-world contexts. They rank second lowest in fatalism, just after Passionate Strivers, indicating a lack of aspiration for social status and personal achievement. Their self-transcendence average is below the overall average, suggesting they do not prioritize gaining social power. They acknowledge that planning and hard work can improve future life but do not equate it with gaining social power. Their analytical approach fosters a strong sense of humanistic concern and responsibility, balancing the social consequences of personal actions with individual significance.

"After getting my PhD, my ideal life would be landing a teaching position. Besides lectures, I would like to engage in some community activities, like giving large-scale lectures at local primary and secondary schools, and maybe even working on some science popularization books in the evenings. Doing popularization also requires a lot of titles. I can imagine feeling pretty exhausted, but I'm willing to endure it because it's my choice."

"When I first started college, my ideal life was to be financially independent, settle down in the city, and make sure my parents can have a decent living standard. Now that I've achieved those, I hope to extend my care to the world around me, such as environmental protection and preserving natural landscapes."

(3) Strong in nationalism, national memory is an important component of their memories

Philosophical Observers exhibit a strong sense of nationalism, ranking third with an average score of 6.05. They have a firmly unconditional support for China, akin to Passionate Strivers and Backbone Traditionalists. They believe that if the public in other countries could embody more of the characteristics of the Chinese people, the world would become a better place. While they do not consider collective identities of national or ethnic identity as their primary self-identity, they recognize the influence of nationalism in their personal growth experiences. Events like the Hong Kong reunification, SARS outbreak, and Wenchuan earthquake evoke resonance in their collective memory.

"In a way, our generation is kind of unique. We born in the 90s are at a pivotal point in the country's social and economic development. For instance, in 1992, there were many initiatives for economic recovery, along with corresponding policies. We've experienced a lot of changes ourselves. Personally, I've moved from the countryside to the urban city, so I can really understand the individual changes within the broader context of societal transformation."

Six Segments in China's Generation Z: Value-based Segments and Climate Narratives

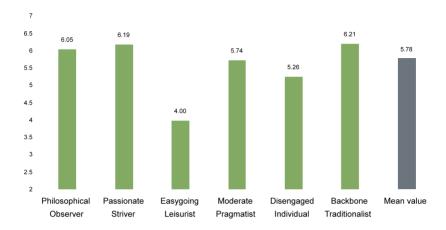


Figure 6-1-3 Average score of Philosophical Observers on nationalism

6.2 Climate characteristics of Philosophical Observers

(1) Low in climate knowledge, high concern for societal climate impact

Philosophical Observers demonstrate a low level of climate knowledge, with 75% scoring between 2-3 out of 7, indicating room for improvement in understanding climate science. Despite their limited understanding of climate change, including concepts like petroleum, greenhouse gases, and smog, they are attentive to its impacts on vulnerable groups, ecosystems, and socio-economic systems.

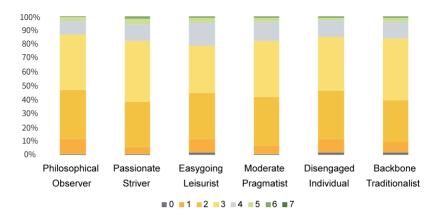


Figure 6-2-1 Distribution proportion of climate knowledge scores among different segments

"I haven't really delved into what exactly climate change means, but one thing everyone's talking about is the greenhouse effect... As a local, Beijing has never been this hot before. We can sit in air-conditioned rooms, have meetings together, but what about those outside? They're enduring it. What kind of heat are those who can't work indoors enduring?"

"Climate change should be related to the social consequences... Today, the perceived temperature in Xiamen has reached 37 degrees, and I feel uncomfortable just stepping outside. If we look at the whole society or the globe, we'll see it's not just affecting humans; it's having a profound impact on other animals, plants as well."



(2) Low climate self-efficacy, ranked fourth among six segments

Philosophical Observers exhibit low self-efficacy regarding climate challenges. Some have taken serious action to address climate change, such as adopting vegetarianism, altering personal behaviors due to others' influence, or persuading family and friends to engage in climate action. Despite their low self-efficacy (average score of 5.19) and demonstrated climate-friendly actions, they maintain an ambiguous attitude towards climate change. They are not overly optimistic about the positive impact of individual actions but do engage in carbon reduction activities within their family and social circles.

Their climate actions are limited to their families and social circles, and they hesitate to advocate for climate action at the societal level. They advocate for top-down leadership in setting climate trends, relying on national-level initiatives to create a broad civic atmosphere. For them, the formation of a societal atmosphere and having reliable mass communication channels are prerequisites for becoming leaders in climate action.

"I was just thinking, why didn't I immediately consider being a leader in climate advocacy? Maybe it's partly due to my personality. Personally, I'd prefer leveraging a platform. I would think about become an intern editor at the environment section of Southern Weekend. Leveraging a platform to spread the knowledge I want to share with everyone, rather than starting my own account. Also, I would consider the costs and whether I



have the resources or skills for it."

(3) Generation Z as the key players in climate mitigation

Philosophical Observers believe that the younger generation plays a crucial role in climate mitigation. With the advancement of education, young Philosophical Observers are consciously instilled with environmental protection behaviors from an early age, reinforcing their civic awareness and responsibility towards climate change. Additionally, as a generation that grew up alongside the Internet, Generation Z has stronger media literacy compared to the previous generation and better resistance to internet addiction, with a greater focus on real-world challenges.

Philosophical Observers believe that Generation Z will gradually become a backbone force in society. Some of their peers have already graduated and take on roles in various positions, capable of taking concrete actions to support climate action. On the other hand, as the economic power of the younger generation grows, they will become a solid consumer segment in society and contribute to climate change from the perspective of green consumption.

"Some young people are still be in grad school, but others have graduated and taken on positions where they can take concrete actions for climate change. That's why, compared to the previous and next generations, this generation of young people is more important."

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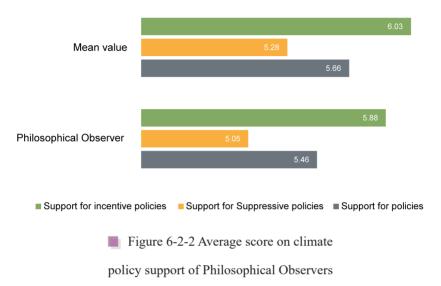
"Civil servants are getting younger, and some of us from this generation are already in important positions in the government. If we have the awareness to make corresponding changes, then surely the country's development will get better and better."

(4) Focus on just transition in climate policy for rural areas

Philosophical Observers' support for climate policies is slightly lower than the overall average (average 5.46, overall average 5.65). They show higher support for incentivizing policies over restrictive ones, but both rates are slightly below the overall average (support for incentivizing policies 5.87, overall average across six segments 6.02; support for restrictive policies 5.04, overall average across six segments 5.20). Their most supported policies include strengthening research and development of advanced energy-saving and emission-reducing technologies (91.6%) and providing subsidies to clean energy (90%). The least supported climate policies are increasing fuel prices (44.5%) and imposing additional taxes on industries using coal and oil (73%).

They are more concerned about the practical aspects of climate just transition. While Philosophical Observers agree that new energy technologies replacing traditional coal can bring sustainable benefits to industry and environmental protection, concerns about the short-term increase in living costs for rural enterprise employees and the reemployment

challenges of laid-off workers after transition make them more cautious in supporting specific climate policies.



"In many places, they're talking about using natural gas and solar power to replace traditional coal, especially in rural areas to replace some agricultural straw. This approach is, of course, for environmental protection and consideration of air quality. But in the actual implementation, some problems arise, such as not taking into account the actual interests of farmers. Although in the long run, this is a good thing, in the short term, it will greatly increase the living costs of farmers."

(5) Highest trust in climate experts, focused on climate policy interpretation

Six Segments in China's Generation Z: Value-based Segments and Climate Narratives

Philosophical Observers trust climate experts and NGOs the most when it comes to interpretations on climate change (experts 5.41, NGOs 5.10). They are more cautious about media and corporate statements (media 5.07, corporations 4.84). They primarily seek climate information from NGOs and are motivated to understand newly introduced policies. Unlike news briefs, they prefer investigative reports that delve deeply into specific events.

"I follow some public accounts, like 'Green China' and 'China Environmental Protection Federation' on WeChat. I'm curious about what new policies they've released. But sometimes, I'm not very satisfied with the updates. They just mention who attended a meeting and then post a picture without explaining what the meeting was about or its content. They only talk about the event itself."

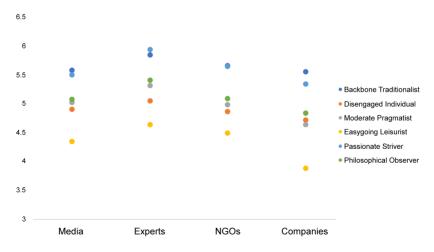


Figure 6-2-3 Average trust levels of different segments in stakeholders

Summary

- Climate knowledge could be enhanced, with a focus on the social risks associated with climate change
- Advocate for individual climate actions, skeptical about the impact of climate activities
- Belief in Generation Z's potential as key players in climate mitigation
- Concern for the implementation of climate policies and climate justice in energy transition
- Actively seek policy interpretation information, and prefer serious investigative reports

6.3 Social concerns to Philosophical Observers

(1) Entertainment-oriented environment on Weibo

Philosophical Observers are worried about the overly entertainment-oriented atmosphere on Weibo. They're concerned about the misinterpretation of current societal trends, trivializes serious challenges, and its impactions on the society as a whole. In a culture driven by traffic and box office numbers, many meaningful societal movements are commercialized, presenting a distorted image of their true essence. This commercialization hinders social progress and often sparks controversy.

Six Segments in China's Generation Z:
Value-based Segments and Climate Narratives

"The movie' Lost in the stars' is like a wolf in sheep's clothing, catering to the current trend but not delivering what it promises. It presents itself as promoting feminism and women's independence, but it actually contradicts these ideas. The awakening of feminism doesn't guarantee a more stabilized social environment as depicted in the film; it's about achieving gender equality in job opportunities and economic aspects. This advancement could help with our country's aging challenge and encourage social progress."

(2) Legal regulations on online violence

They also focus on regulating online violence at the regulatory level—restricting the collusion formed by netizens, media, KOLs, and even readers in their admiration for entertainment and controversial events, reducing emotional polarization in the online environment. Additionally, they acknowledge the importance of improving media literacy for effective media governance on the internet. They advocate for the cultivation of media literacy among the general population.

"Not only do students need media literacy courses, I think ordinary citizens need it too. Even my mom watches short videos on Douyin now. Actually, she is also participating in some social events as a user."



"Some emotional polarization can lead to phenomena of cyber bullying. In this post-truth era, emotions often take precedence, and the truth gets ignored, which can have serious consequences."

Points of connection between social challenges and climate

- Emphasizing climate knowledge as an integral part of media literacy enhancement
- Using online entertainment and trending topics as entry points for climate knowledge dissemination

6.4 Preferred narrative and framing strategy

(1) Narrative preferences

Philosophical Observers tend to have a positive emotional preference for themes such as health inequality, climate adaptation in extreme weather, and green tourism. Conversely, they hold a negative preference for topics related to labor policies in employment themes and the comparison of domestic and foreign youth in national identity.





Figure 6-4-1 Climate narrative theme preferences of Philosophical Observers

Note: A total of 8 participants annotated narrative texts of 11 themes and their sub-themes; CBDR stands for "Common but Differentiated Responsibilities."

From the graph, it can be concluded that Philosophical Observers are more interested in themes involving individuals and vulnerable groups. This aligns with their characteristics of critical thinking and low in communitarianism. However, with their lower sense of personal climate risk, they tend to avoid and feel fearful towards topics related to threats to life and property, health risks. These topics often highlight the detrimental consequences of climate change on humanity, particularly vulnerable groups, making them less appealing to this segment.



(2) Typical narrative and keywords

Fashion, Fashion of sustainability

Narrative: The carbon emissions challenge in the fashion industry, particularly in textiles, is increasingly severe. Associate industries need to establish relevant standards and guidelines to control carbon emissions in production, design, and distribution processes, while maximizing social and environmental impacts without compromising economic efficiency, shaping a fashion industry oriented towards the future.

Keywords: Environmental and social benefits, industry standards, raw materials, sustainable development, future-oriented.

"We advocate for 'sustainability' to be one of the fundamental concepts in the fashion industry. Companies should enhance their environmental and social benefits while considering their own sustainability and development. This is what true 'fashion' for the future should be."

Climate justice - CBDR

Narrative: From the perspective of the development of global industrialization, it is explained that different countries and regions should have differentiated responsibilities for carbon emissions. However, these differentiated responsibilities should be based on the principle of humanity collectively facing and addressing climate change. It emphasizes the need



for fair distribution of responsibilities among different countries rather than uniform responsibility.

Keywords: Fairness, Common but Differentiated Responsibilities (CBDR), Upholding the Interests of Developing Countries, Carbon Emissions.

"Controlling global carbon emissions is the core measure to address climate change, but we all know the world is not a monolith. From a national perspective, developed countries, due to their early industrialization, have emitted far more carbon than developing countries. Therefore, they should bear greater emission responsibilities. Hence, climate action should not be uniform and undifferentiated; addressing climate change should be carried out in a more equitable manner."

> Summary

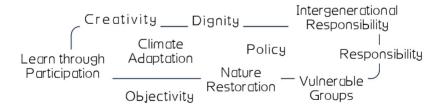


Figure 6-4-2 Key climate narrative keywords for Philosophical Observers

Young Philosophical Observers prefer narratives emphasizing climate adaptation, endorsing practical measures such as individual dietary shifts and promoting green restructuring in tourism for effective climate mitigation. They dislike fear-based narratives, which evoke negative emotions and diminish their concern for climate change. Instead, they lean towards narratives that are more operational and constructive.

As such, they prefer clear and practical policies and are reserved towards narratives lacking specific measures or being overly idealistic. They become frustrated with policy suggestions that are difficult to implement in reality, such as buying locally grown vegetables, which, due to limited food choices and seasonal supply, can lead to price fluctuations and inconvenience in daily life. This segment hopes to hear about environmental policies that can seamlessly integrate into everyday life.

6.5 Narrative recommendations for Philosophical Observers

Communication Objectives

- Boost self-efficacy and empower them to recognize their pivotal role in mitigating climate change, not solely relying on their peers but seeing themselves as central figures in crisis resolution.
- Encourage social media interaction and motivate them to engage with professional organizations on social media, fostering interactive spaces to facilitate community building and broader climate discussions.



 Strengthen personal climate actions and reinforce their commitment to individual climate-friendly behaviors, encouraging them to leverage platform to participate in societal-level climate advocacy.

Philosophical Observers have a higher inclination towards nationalism and lower tendencies towards fatalism and communitarianism. They are attentive to climate change, understanding its practical impacts across various societal levels, believing that addressing climate change should be led and shouldered by government and businesses with greater societal influence. With strong social consciousness and responsibility, climate narratives aimed at them should acknowledge their climate actions, boost their self-efficacy, and encourage them to speak out at the societal level.

Climate narratives for Philosophical Observers should be based on their social concern, designing communication strategies focusing on climate-vulnerable groups, responsibility allocation, etc. Narrative should be precise, ensuring accuracy and avoiding ambiguity and omission, presented in a calm and objective tone.

(1) Highlight the necessity of climate adaptation for vulnerable to enhance risk resilience

Philosophical Observers prefer narratives emphasizing equitable measures and preventive actions against climate risks. Rural areas are a focal point of concern, narratives can focus on rural communities that have made significant achievements in climate adaptation. Emphasizing how they achieve fair resource allocation through innovation and cooperation, and how vulnerable groups of rural elderly and children enhance their resilience to risks will resonate with them. Constructive discourse paired with specific examples will enhance their overall willingness and capacity for climate action

(2) Emphasize the societal creativity of young people in addressing climate change to boost efficacy

Many Philosophical Observers have already taken climate action within their families, but the lack of a climate action culture at the societal level and the belief that their individual actions will not make much difference hinder their participation in societal action. Therefore, promoting youth climate action, highlighting the unique role of young people, and creating pathways for deeper understanding will help boost their efficacy in climate action, transforming them from "observers" to "actors".

(3) Discuss climate-friendly behaviors from the intersection of self-interest and societal benefit

Philosophical Observers believe individuals directly benefit from mitigating climate change. Reducing carbon emissions and saving energy can directly lower short-term personal costs and improve long-term quality of



life. Climate action significance should not be purely altruistic. Climate communication for this segment can focus on individual benefits while also highlighting the positive impacts of pro-climate behaviors on a larger scale.

(4) Discuss the mutual impact between humanity and climate change from a rational perspective

Viewing humans as an integrate part of the Earth's ecosystem allows us to explain the impact of human activities on climate change and other ecosystems. By portraying the human role with reverence and equality, we can avoid prioritizing human survival rights over other species. Furthermore, we could emphasize and respect the survival rights of various Earth "residents," including animals and plants. This narrative approach can better evoke a sense of responsibility for the ecosystem in this segment.

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