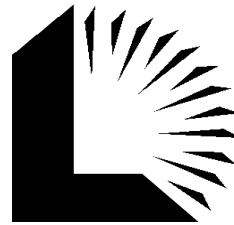


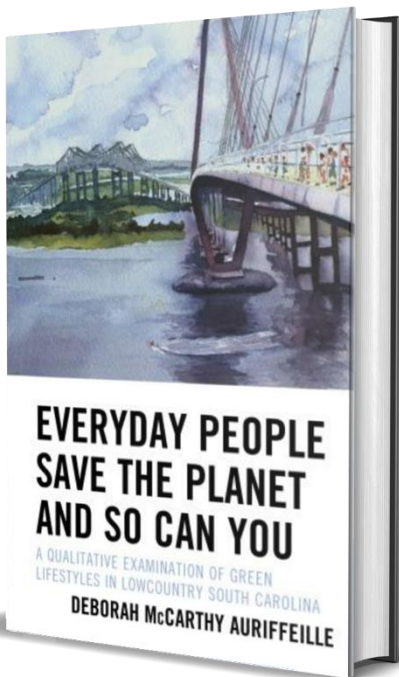
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**EVERYDAY PEOPLE SAVE THE PLANET AND SO CAN YOU:
A QUALITATIVE EXAMINATION OF GREEN LIFESTYLES IN
LOWCOUNTRY SOUTH CAROLINA**

by **Deborah McCarthy Auriffeille**



"While critical of green consumption and other overly individualized forms of social change, *Everyday People Save the Planet and So Can You* manages to stitch together an empirically rich argument about what meaningful change looks like from the perspective of everyday life. I also appreciate the attention given to 'green parenting'—one of the more thorough treatments of the concept that I have come across."

— **Michael S. Carolan**, Colorado State University

"Individual behaviors may be insufficient in addressing our current environment and climate-related challenges, but Deborah McCarthy Auriffeille shows that they can be a crucial piece of the puzzle. Drawing on narratives of green parents and cyclists, and peppering the text with lively personal anecdotes about her own cycling and green parenting experiences, Auriffeille reveals how people conceptualize and practice 'green living' and shows how such lifestyles can inform public policy. This book is a welcome addition to the literature on the ways in which environmental changes can begin to take root through personal choices and relatively small, day-to-day practices."

— **Leslie King**, Smith College

ABOUT THIS BOOK

Everyday People Save the Planet and So Can You: A Qualitative Examination of Green Lifestyles in Lowcountry South Carolina examines three interview studies, conducted over the last two decades, with green parents, choice utility bike commuters, and necessity utility bike commuters. This book draws on qualitative analyses of the data and literature (social practice, social innovation, embodiment, and attention economy research/theory) to ask and answer the question of how advocates and policy makers can enable pro-environmental behavior in people's everyday lives. Deborah McCarthy Auriffeille begins by focusing on the particularities of living green in Lowcountry South Carolina, a region that is both highly conservative and conservationist. She then examines the pathways to, challenges of, and meanings/motivations that practitioners told about green living. Finally, she draws on analyses of respondents' narratives and interdisciplinary theory to make policy recommendations and suggestions for future social science research directions.

ABOUT THE AUTHOR

Deborah McCarthy Auriffeille is associate professor of sociology and associate chair of sociology and anthropology at the College of Charleston.

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