

# Wind Energy Development in Norway: Exploring the Emotional Landscape

Emotional reactions to wind energy development

PhD. student

Factors influencing opposition  
related to wind energy

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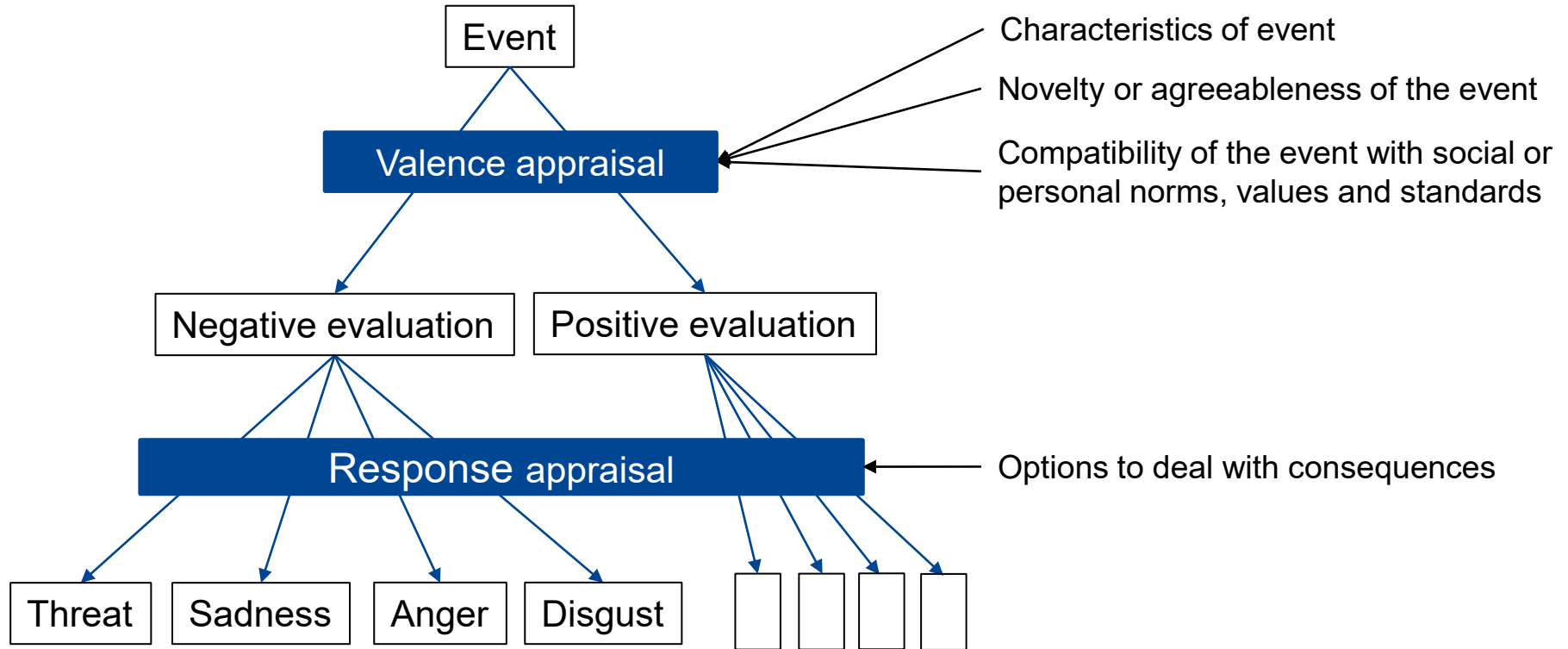
# Aim of the paper

- Which emotions are experienced by stakeholders in the wind energy controversy in Norway, and what may be the triggers for these emotions?
- What are the key arguments used in the controversy, and how do these arguments relate to these emotional triggers?

# Method

- Qualitative in-depth interviews with two different stakeholder groups in Norway:
  - Two with developers of wind energy
  - seven with opponents to wind energy
- Analyzed with thematic analysis

# Theoretical Background: Appraisal theory of emotion



# Results and discussion



Photo: Frifagbevegelse.no / Knut Vigger

# Threat-related emotions

- Fear
  - Health concerns (noise)
  - Environmental effects (pollution)
    - Lack of worry early in the process

## Developers:

- The opposition deliberately create fear by painting doomsday scenarios

“What I'm afraid of is noise, the direct impact of noise, and some people have started to report that they suffer from more headaches, migraines, sleep less well ...”

# Sadness-related emotions

- Sadness
  - Loss of habitat
- Solastalgia
  - Everything was better before
    - Change is scary

## Developers:

- Animosity targeted towards the developers

“...That's where we live our lives, and that's where we have our values, through outdoor life and other nature experiences. And that's where the great robbery happens...”

“... you meet people who want to hurt us because they think that we do something to bother them.

# Anger-related emotions

- Anger
  - Feeling like they have no ability to influence the process
  - Harsh language
    - The Norway – German strategy
- Frustration
  - Not feeling heard
  - No support from politicians

“But of course, harsh words have been used, that's true, but I feel that they've been driven from pillar to post. In the end... you get terribly angry, and you use words and phrases that you wouldn't use under normal circumstances.

“...and then I got a response like "Oh my God, you can't bring the Germany strategy into this." I don't think that person would have said that today [laughs] two years later“.



# Disgust-related emotions

- Disgust
  - Climate change hoax
- Resentment
  - Injustice
  - Focused on politicians

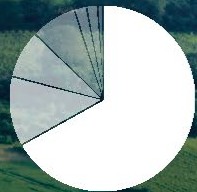
Pacific islands that are supposed to disappear under the sea and then it turns out that they have grown. They are rising, but still, you send billions of money to them to support them with something or other. There are probably some corrupt top politicians down there who benefit from it.

# Key arguments of the opposition

- Who do the opponents believe benefits from wind energy?
- Feelings of colonization

“In my understanding there are only foreign owners. I think over 80% is owned by foreign investors”

“These people have done this all over the world. I work a lot in India... You know these colonists change maps and change names on things. Its colonialism the whole way. They know what they are doing”



- 67% Foreign corporations
- 12% State
- 8% Norwegian private entities
- 8% Municipal
- 2% Public investment fund
- 2% Regional government
- 1% Unknown

**67%** of Norwegian wind energy is owned by foreign corporations

# Concluding remarks

- A democratic process
  - The process is democratic on paper
- Stakeholder engagement
  - Early engagement

# Thank you for your time! Any questions?

A more detailed analysis will be presented in a future paper



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