

# MANY-FACED EFFICACY: HOW EMPOWERMENT TRANSFORMS MICRO-LEVEL DEMOCRATIC CULTURE

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## Puzzle

What prompts citizens to take costly civic actions — their **sense of individual agency** or their **confidence in community**?

## Experiment

A lab-in-the-field experiment tests whether **controlled experimental induction of self- and collective efficacy** leads to improved civic intentions and actions.

TO CONSOLIDATE DEMOCRACY,  
ALLOW PEOPLE TO EXERCISE REAL OPPORTUNITIES TO PARTICIPATE IN CIVIC LIFE  
RATHER THAN INCULCATE DEMOCRATIC VALUES THROUGH CIVIC EDUCATION

THE BOUNDARIES BETWEEN COLLECTIVE EFFICACY AND SELF-EFFICACY  
IN THE CONTEXT OF CIVIC ACTIVISM  
MIGHT BE MORE BLURRED THAN WE USED TO THINK

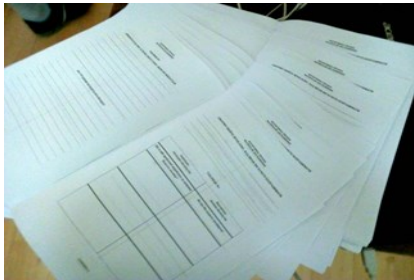


Figure 1. Handouts for cognitive therapy (self-efficacy training)



Figure 2. Brainstorming session (collective efficacy training)

