

論文内容の要旨

Solving the public and intertemporal problems, such as intergenerational sustainability, is one of the major challenges for the human society since rather than competition, they require cooperation from the individuals. Cooperation and competition are major interests in various fields because of their ability to affect evolution of human societies and ecological organizations. A long-standing debate has existed on how social behaviors and preferences are shaped with culture. Therefore, by demonstrating field experiments of social value orientation (SVO), dictator game (DG) and intergenerational sustainability dilemma game (ISDG) in Bangladesh, we examine the relatedness between peoples' social preference and ongoing modernization of competitive societies, and how changes in social preference affect individuals' decision for intergenerational sustainability at the first step of our research. Results find that people become more competitive with ongoing modernization of competitive societies and thus important environmental, climate change and intergenerational sustainability problems, which require cooperation rather than competition, pose more danger with modernization under capitalism and democracy. Hereafter, at the second step, we seek to find a new framework to maintain intergenerational sustainability in highly competitive societies. We examine the effectiveness of several mechanisms in field experiments and show that a new device called future ahead and back mechanism can effectively keep up intergenerational sustainability by inducing proself people to change their individual opinions from unsustainable to sustainable options. We argue that the memories and experiences of what and how people request (or role-playing) as future generations in FAB trigger more logic-based reasoning than norm-based reasoning, thereby enhancing intergenerational sustainability.