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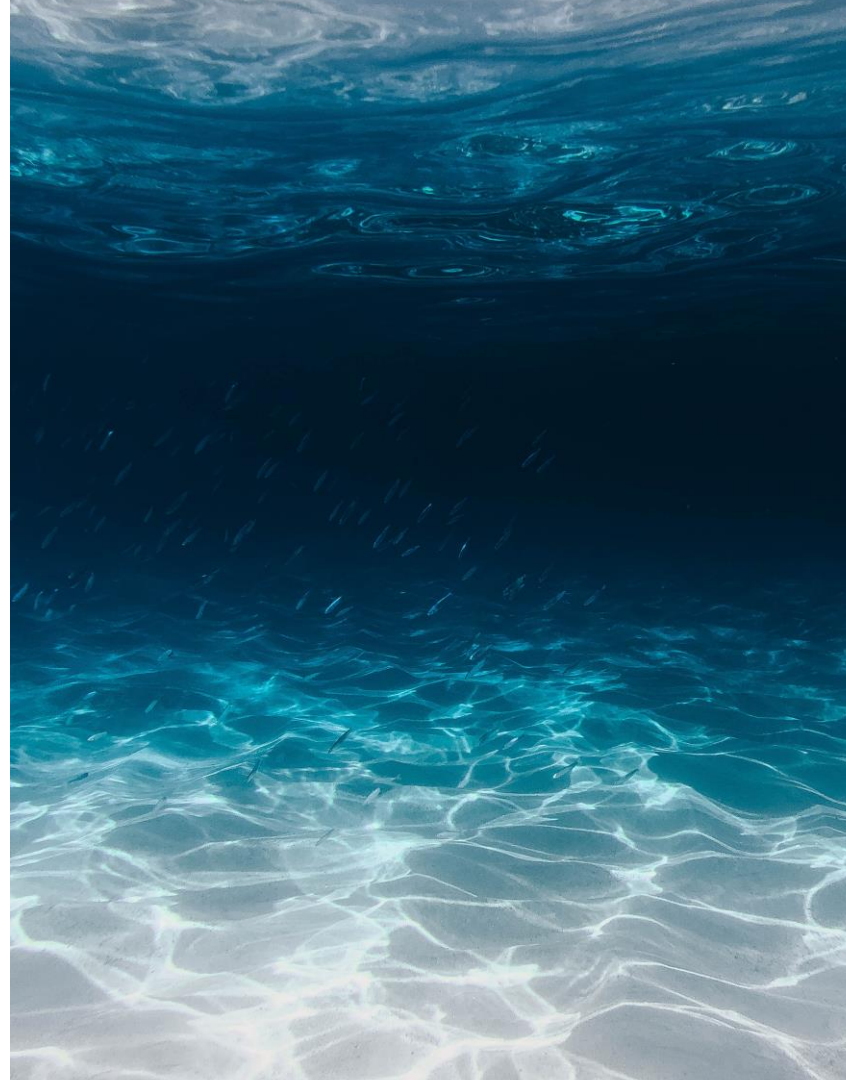
LET'S TAKE ENVIRONMENTAL ACTION

With the Help of Psychology

19.10.22

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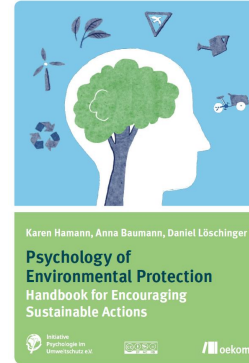
SCIENCE



EC²

University of Leipzig
University of Koblenz-Landau

SCIENCE COMMUNICATION



Wandelwerk e.V.
Initiative Psychologie im
Umweltschutz e.V.



WHAT IS ENVIRONMENTAL PSYCHOLOGY?

human thoughts, feelings & actions



environment



WHAT IS ENVIRONMENTAL PSYCHOLOGY?

human thoughts, feelings & **actions**

environment

private



protest

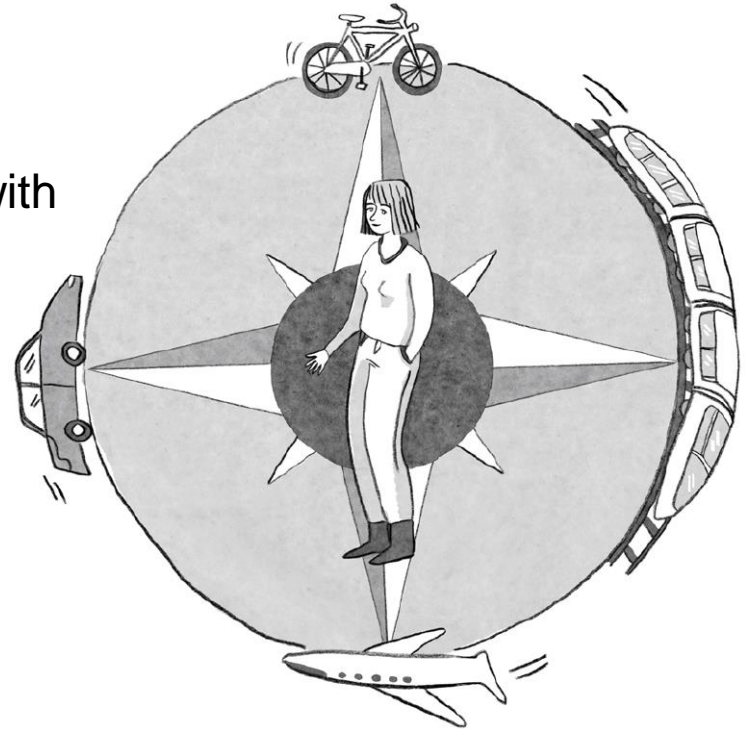


volunteering

ENVIRONMENTAL PROBLEMS: WHY DID YOU (NOT) ACT?

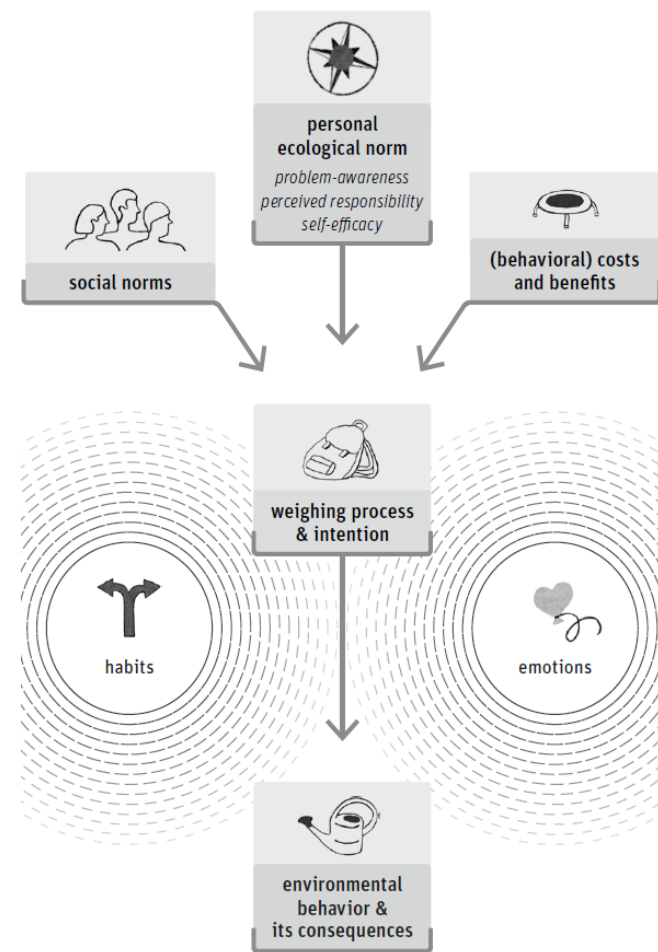
In which moments did you act in line with protecting the ocean? Why? (label yes)

In which moments did you NOT act in line with protecting the ocean? Why? (label: no)



OUR MOTIVATION

- We need a more complex understanding of motivation
- Model for explaining environmental action
 - Expansion of the integrative influence model of everyday environmental action
 - Theory of Planned Behavior
 - Norm Activation Model



PROBLEM AWARENESS & PERCEIVED RESPONSIBILITY



- Perception that our natural world is in danger
 - World value survey in Portugal 2017-2022 ($N = 1201$):
 - Protecting the environment 57%
 - Promoting economic growth/ creating jobs: 21%
 - Pure information campaigns rarely lead to actual behavior change → combination necessary



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 - Protecting the environment 57%
 - Promoting economic growth/ creating jobs: 21%
 - Pure information campaigns rarely lead to actual behavior change → combination necessary
- Awareness that own behavior is relevant
- How can we foster perceived responsibility?
 - Teaching and highlighting values
 - Self-consciousness
 - Self-commitment (public best)



SELF-EFFICACY



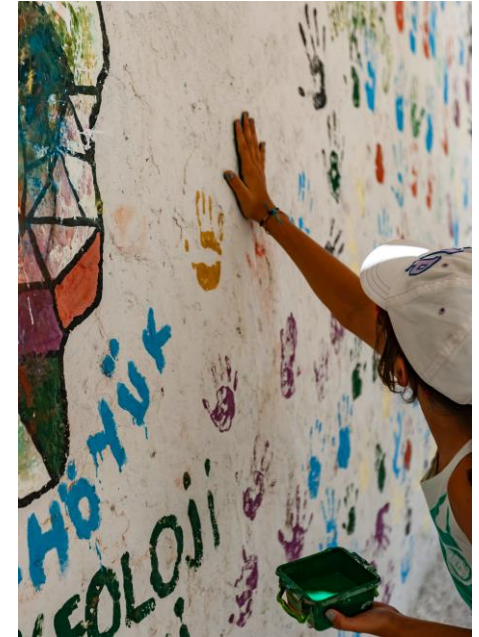
- Belief that we can perform actions and reach our aims
- On various levels:
 - Self-efficacy – private action
 - Group efficacy (we/ I as part of group) – activism



SELF-EFFICACY

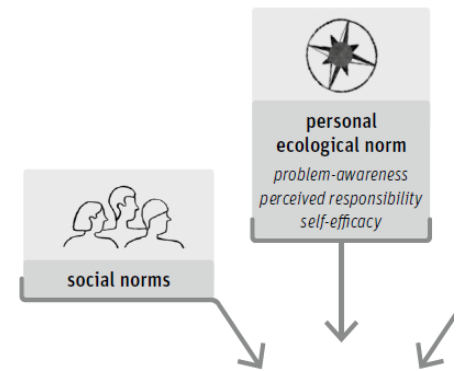


- Belief that we can perform actions and reach our aims
- On various levels:
 - Self-efficacy – private action
 - Group efficacy (we/ I as part of group) – activism
- How can we foster self-efficacy?
 - Solution-focused role models
 - Action- and effectiveness knowledge
 - Competence training (coaching!)
 - Goals, visions, positive emotions and feedback – fun!





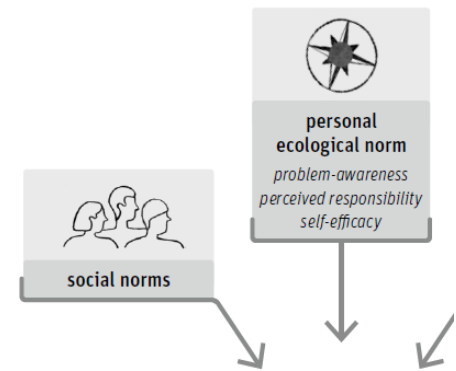
SOCIAL IDENTITY AND NORMS



Who are you? I am ...



SOCIAL IDENTITY AND NORMS



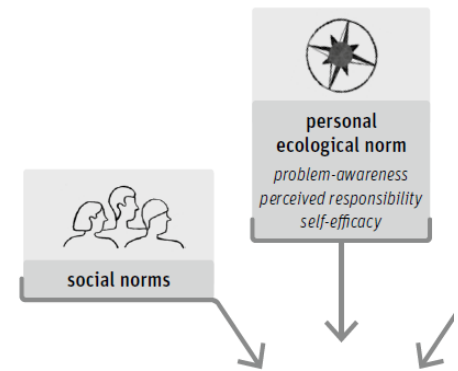
Who are you? I am ...

- A researcher
- From Leipzig
- A member of friends of the earth
- A sister
- A musician
- An environmentalist
- A gardener



SOCIAL IDENTITY AND NORMS

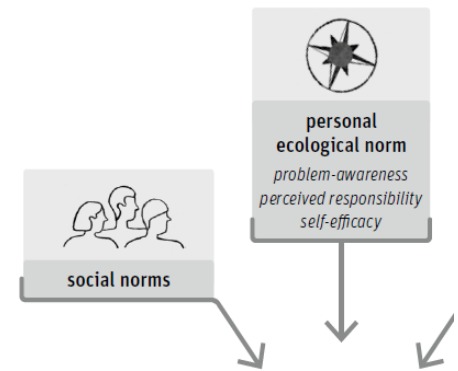
- Social identity: Capability do define ourselves as a group “we”
- Should norm: what people think is good
- Is norm: what people actually do





SOCIAL IDENTITY AND NORMS

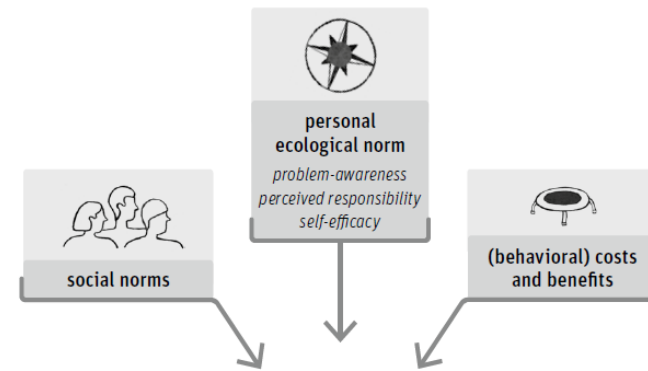
- Social identity: Capability do define ourselves as a group “we”
- Should norm: what people think is good
- Is norm: what people actually do
- How can we considering social influence?
 - Focus on pro-environmental (activist) identities and superordinate identities
 - Highlight pro-environmental norms and trends
 - Avoid conflict between Should and Is norms
 - Block leader approach



COSTS AND BENEFITS



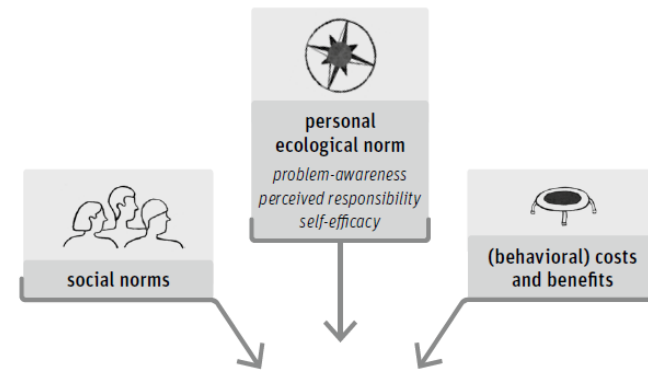
- Monetary costs and behavioral costs
- Reward & Punishment: 1 behavior
 - Reward can be more effective
 - Rewards should be close in time and not too big
 - Be careful when removing rewards



COSTS AND BENEFITS



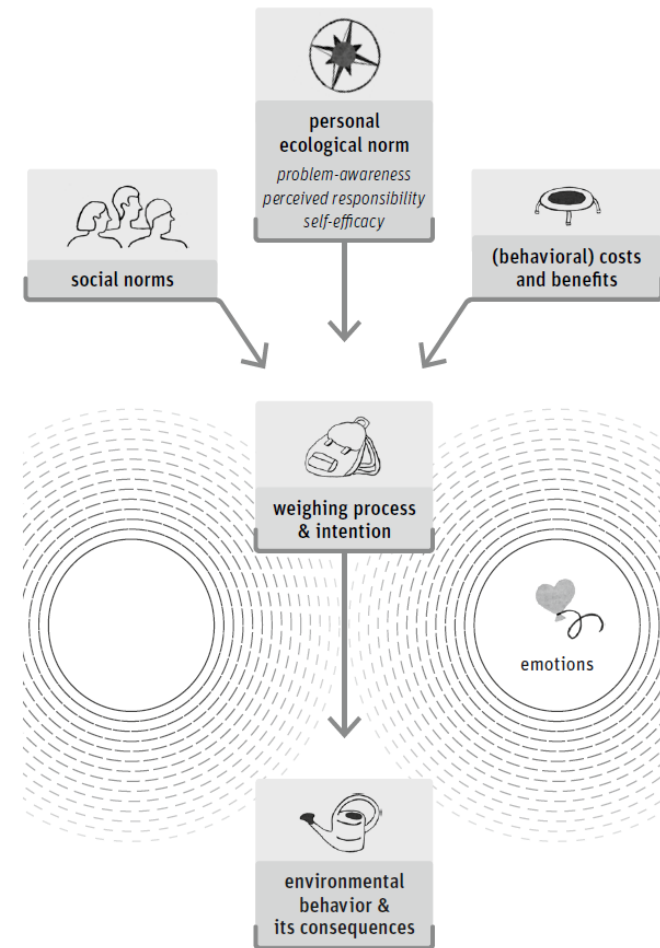
- Monetary costs and behavioral costs
- Reward & Punishment: 1 behavior
 - Reward can be more effective
 - Rewards should be close in time and not too big
 - Be careful when removing rewards
- Spillover effects: Whole lifestyles
 - Spillover: One behavior influences another
 - Avoid egoistic appeals
 - Focus big aims and values
 - Foster intrinsic motivation – fun, passion, comfortable!



EMOTIONS



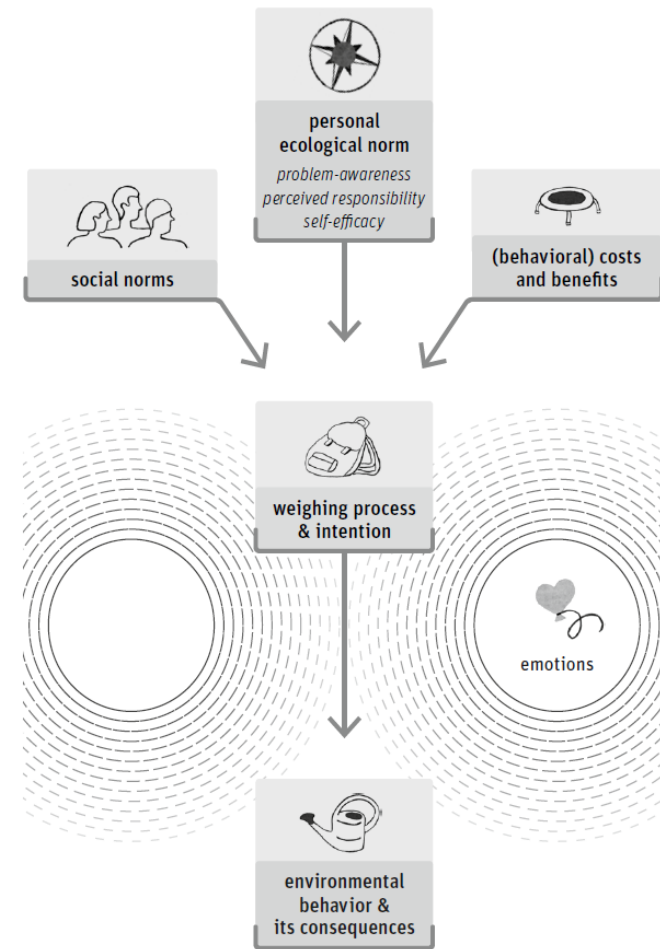
- What emotions do you feel regarding the damage and protection of the ocean and marine world?



EMOTIONS

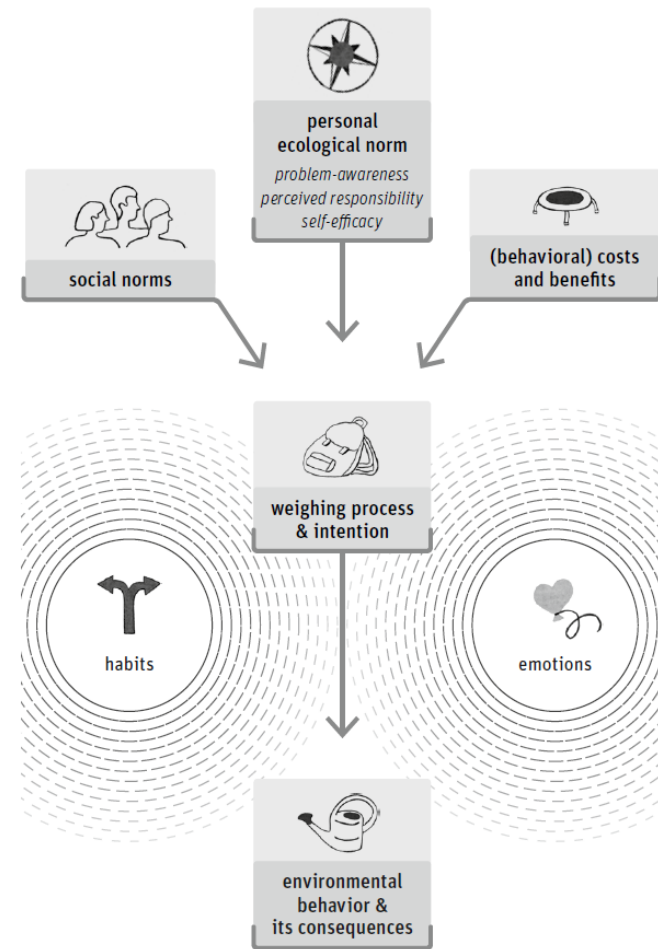


- Positive Emotions
 - Hoffnung **PRIVATE**
 - Euphoria
 - Pride
- Negative Emotions
 - (Climate) anxiety
 - Guilt
 - Sadness
 - Anger **ACTIVISM**



CHANGING HABITS

- How can we break habits?
 - Implementation Intentions
 - Critical life events
 - (Temporary) change of structures



WAYS OF LOOKING AT CHANGE

- Often assumed model of change
 - Change motivation → change private behavior → change structures
 - Ecological footprint: negative (CO₂) impact
 - Building motivation in unsustainable structures
- Possibly more effective models of change
 - Change motivation → change activist behavior → change structures (focus on protest & volunteering)
 - Socio-ecological handprint: positive structural impact
 - Change structures → change behavior → change motivation (focus on structural change)



KEY MESSAGES

- We often have enough knowledge
- We need to have and apply a complex understanding of human motivation
- Structural change first, behavioral motivation second
- Motivation for structural change: activist groups, anger, collective efficacy
- Motivation for private change: personal and social norms, costs and benefits, self-efficacy













CANVAS

The environmental psychology canvas

For planning an environmental action with a psychological focus

Target behavior:

Target group:

<p>Social norms</p> 	<p>Personal ecological norm</p> 			<p>(Behavioral) costs and benefits</p> 
	<p>Problem-awareness</p> 	<p>Perceived responsibility</p> 	<p>Self-efficacy</p> 	<p>Emotions</p> 
<p>Habits</p> 	<p>Weighing process and intention</p> 			
	<p>Pro-environmental behavior and its consequences</p> 			



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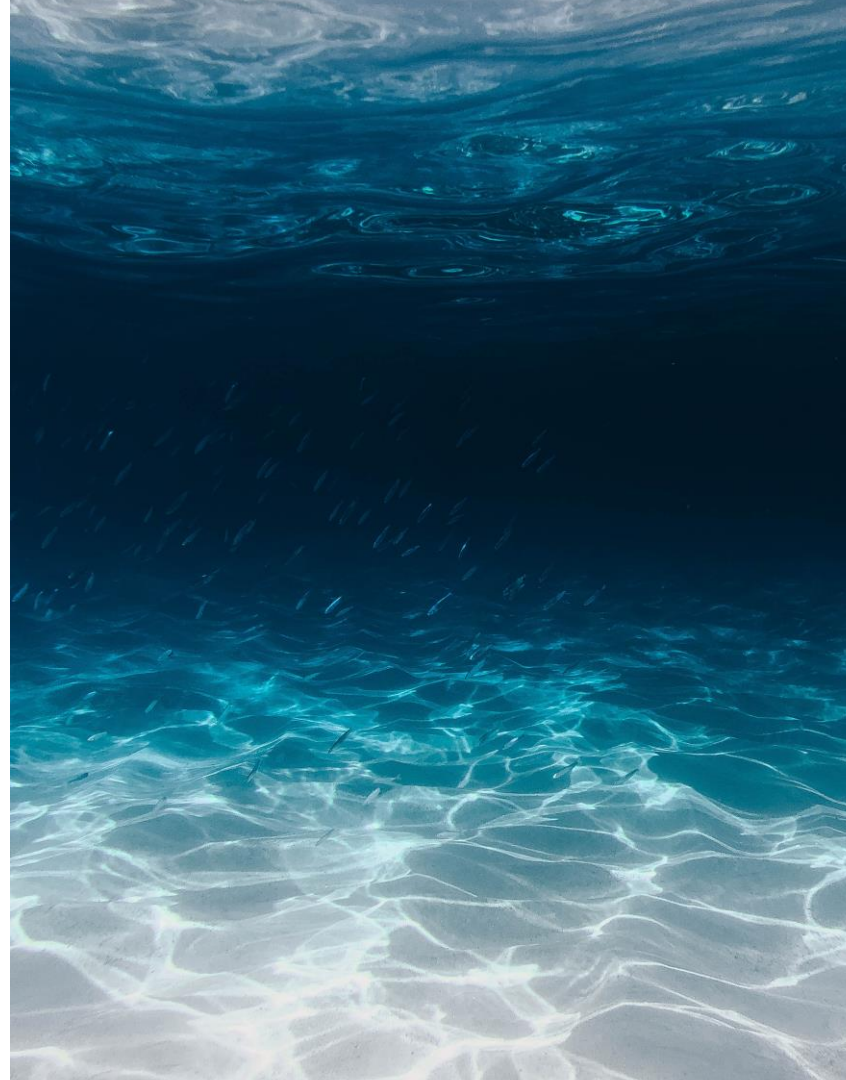
THANK YOU!

Questions?
Comments?

Leipzig, 19.10.22

Dr. Karen Hamann

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LITERATURE

- Please have a look into the handbook
“Psychology for Environmental Protection”
https://www.wandel-werk.org/media/pages/materialien/handbuch-psychologie-im-umweltschutz/2330638615-1604866441/20171007-handbook_english.pdf

