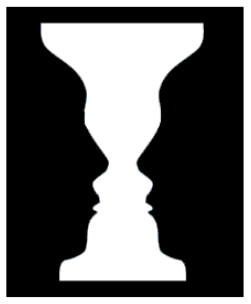




Environmental Psychology For Sustainable Environmental Management

Dr S. Banga





Role of Psychology





Attitudes

Components of an Attitude

- **Affective, cognitive, conative**

Where do Attitudes come from?

- **Social Learning**
- **Conditioning**
- **Direct Experience**
- **Genetic Factors**

Cognitive Dissonance

Measuring Attitudes – Do they reflect behaviour?





Ajzen, 1991 Theory of Planned Behaviour (TPB)

Subjective Norms

Normative belief: "My children wants me to cycle and not drive".

Motivation: "I want to please them".

Attitude towards behaviour

e.g. belief: "cycling will be better for the environment and my health".

Value: "Both are essential".

Perceived behavioural control

Person's expectancies of ease or difficulty of performing intended behaviour (situational constraints, self control)

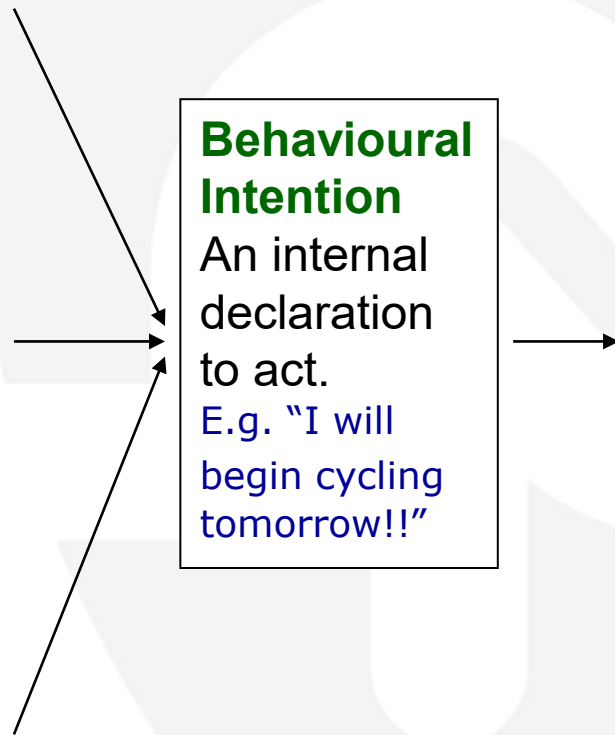
E.g. "It will be easy to quit driving!"
"I can't do it!"
"I can start cycling"
"Too easy to just keep driving"

Behavioural Intention

An internal declaration to act.

E.g. "I will begin cycling tomorrow!!"

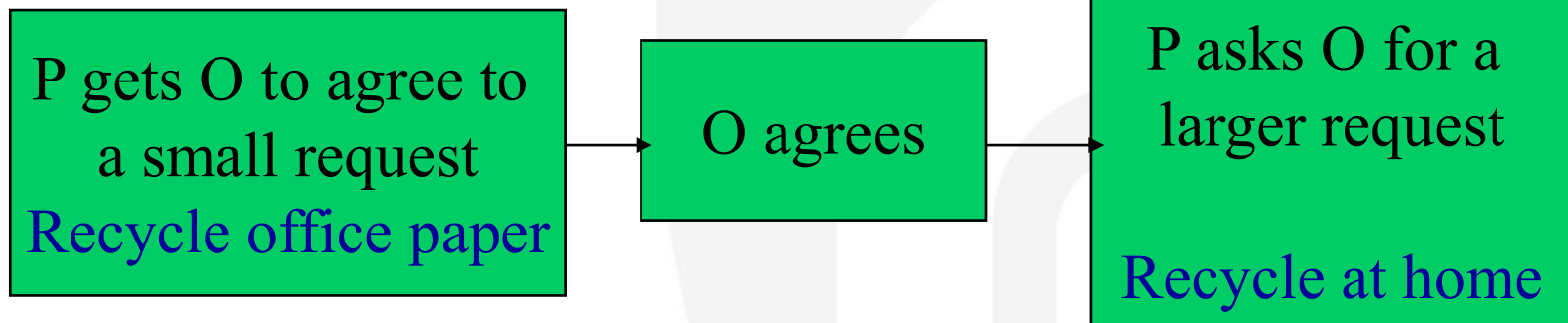
Behaviour
Still driving!



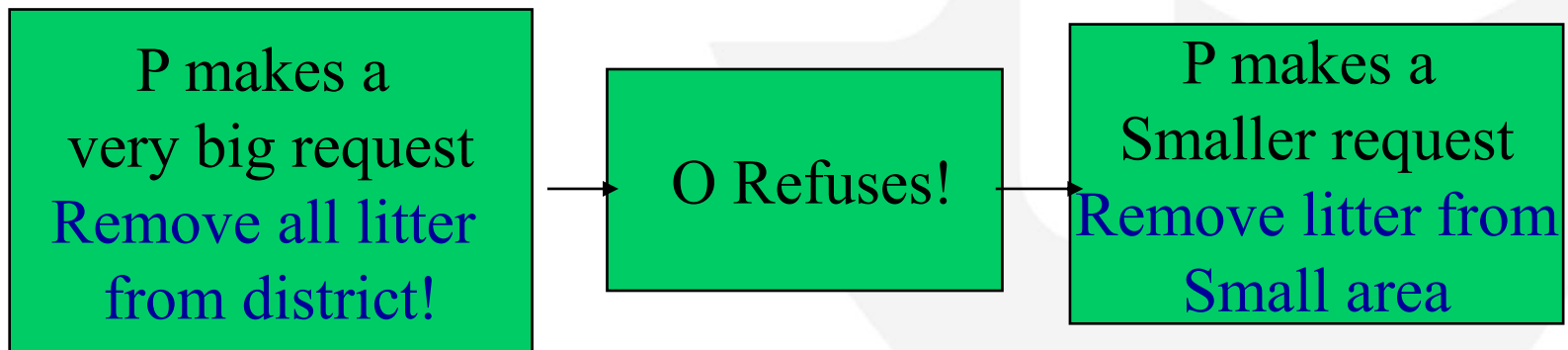


Getting compliance

- **Foot-in-the-door technique**

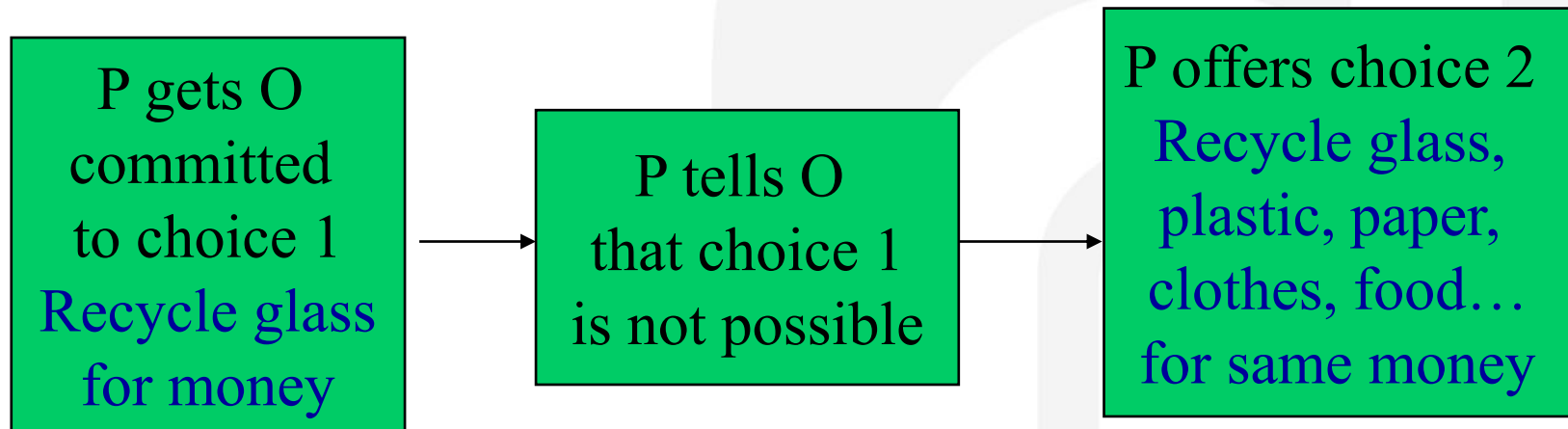


- **The door-in-the-face**





- **Low ball**



Rules half way through





Extraversion – introversion

- **Degree of preference for stimulation from the environment**
- **Understand and predict environmental behaviour**

Sociable – unsocial

- **Social space, levels of stress, public transport, sense of direction**

Person – environment fit

- **Each maximising / the other e.g trusting vs. Defensive traits**





Personality factors

Locus of control = sense of control a person feels they have over their life/behaviour and environment



Person believes that they control & influence their environment.
Personal decisions and efforts determine outcomes



Person believes chance, luck, outside control determine environments. Own behaviour makes no difference. Governments & Councils responsible for the environments

