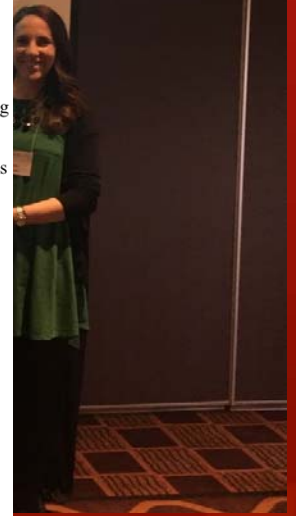
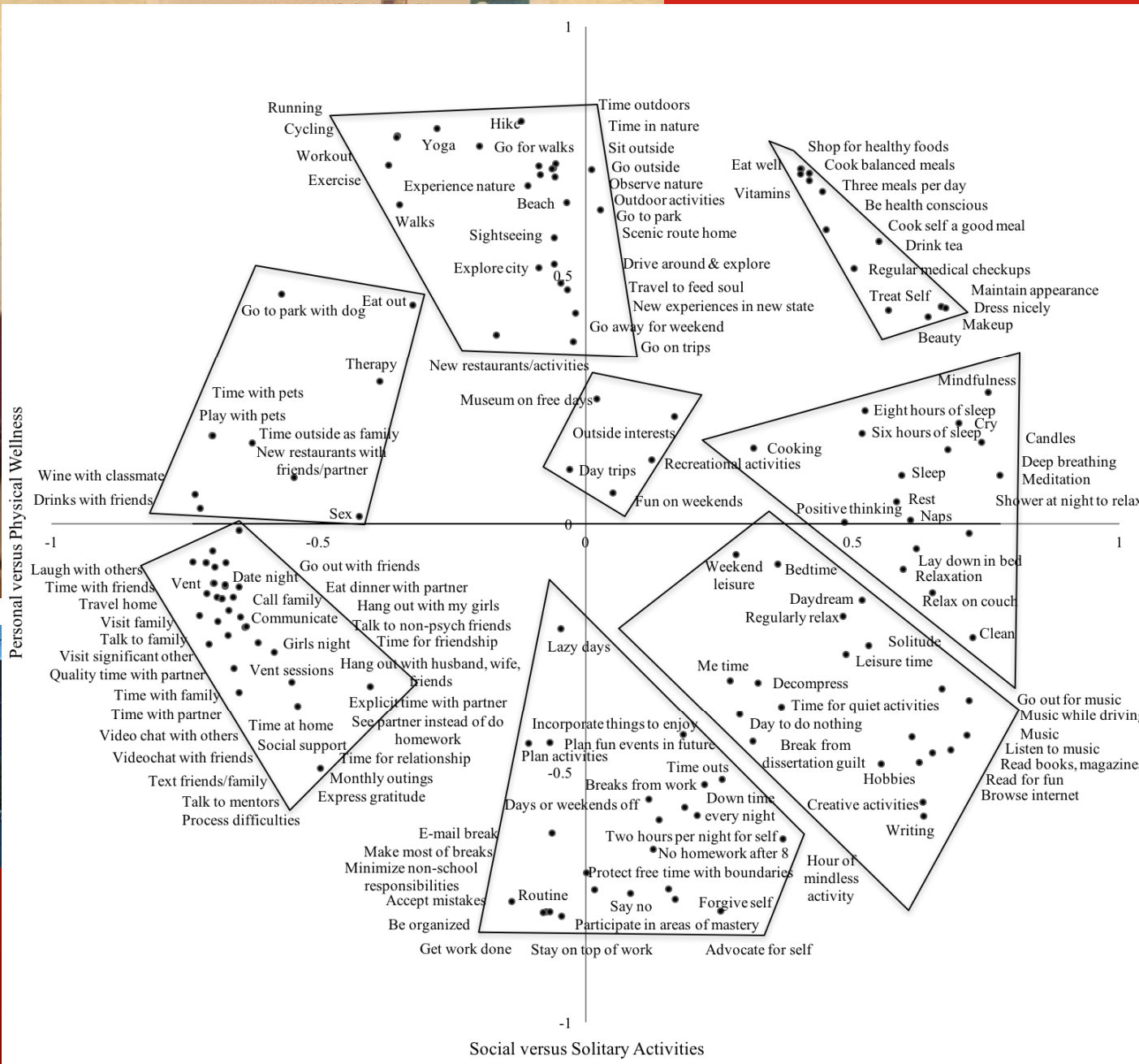


The background is a solid red color with a pattern of various leaf shapes in a lighter shade of red, scattered across the surface. The leaves vary in size and orientation, creating a subtle, naturalistic texture.

Conservation Psychology

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Lecture Overview:

- Description of discipline
- Research Topics
- Closer Look at Sustainability
- Individual and Group Behavior
 - Nike Case Study
 - TTM/Behavior Change and Targeted Intervention
- Interdisciplinary: Chris Jordan
- Other related psychology disciplines
- Ecopsychology
 - Ecovillages

What is Conservation Psychology?

- Conservation psychology is the scientific study of the reciprocal relationships between humans and the rest of nature, with the goal of encouraging conservation of the natural world.
- The discipline is oriented toward conservation of ecosystems, conservation of resources, and quality of life issues for humans and other species.

What do Conservation Psychologists Do?

- Unique Combination of Roles; including activism
- Main research outcome is to understand:
 - How humans care about/value nature, with the goal of creating harmonious relationships and an environmental ethic.
 - How humans behave towards nature, with the goal of creating durable individual and collective behavior change.

Research Examples:

- The Role of Humans in Nature
- Environmental Attitudes
- Environmental Assessment (Aesthetics and Preference)
- Restorative Effects of Nature
- Environmental Perception
- Environmental Cognition
- Wayfinding
- Effects of Noise
- Weather and Climate
 - Temperatures and Behavior
- Wind and Behavior
- Barometric Pressure and Altitude
- Natural Disasters
- Effects of Toxic Exposure
- Air Pollution and Behavior
- Management of Natural Lands for Leisure
- **Strategies to Encourage Environmentally Responsible Behavior**

*"If you are thinking a year ahead, sow a seed,
If you are thinking ten years ahead, plant a tree.
If you are thinking one hundred years ahead,
educate the people."*

-KUAN TZU CHINESE POET C. 500 B.C.

100 Years Ago...

- Population (about 2 billion)
- Global governance (few countries, numerous empires)
- Technologies (automobile & telephone new; no electronic communications)
- Business and finance primarily national
- No concept of global climate change, pollution health impacts
- No concern about biodiversity, deforestation
- No image of Earth from space

Looking 100 Years Ahead...

- Meet basic needs for food, water, shelter, and energy of 9 billion people
- Stabilize the climate by reducing GHG emissions globally by more than 60%
- Reduce proportion of the world's population living on \$2 US per day or less (currently nearly half - 3 billion)
- Shift from 20th century capitalism to 21st century sustainable enterprise
- Achieve a factor 10 (or greater) economy
- Shift from linear take-make-waste production cycle to closed-loop, cradle-to-cradle
- Achieve a less violent, more peaceful world

Can Psychology Change the World?

Susan Clayton and Amara Brook (2005)-- and many others
of us-- think it can and it will!

Individual and Group Behaviors

The Natural Step's Nike Case Study:

Since 1989, Natural Step has worked with thousands of corporations, municipalities, academic institutions and not-for-profit organizations that have proven that moving strategically toward sustainability leads to new opportunities, reduced costs and dramatically reduced ecological and social impacts.

Model of Behavior Change: Targeted Interventions

The Transtheoretical Model (Prochaska & DiClemente, 1983; Prochaska, DiClemente, & Norcross, 1992) is an integrative, biopsychosocial model to conceptualize the process of intentional behavior change.

Nike Case Study:

Nike, as one of the biggest brands in the business, drew heavy criticism for contracting to factories which allegedly violated minimum wage and overtime laws and used child labor. Nike directly employs 30,000 people around the world, 6,000 of whom work at Nike World Headquarters. As of 2006, Nike products were manufactured by nearly 800,000 workers in 700 contract factories located in 52 different countries

Natural Step Goals:

- **Closing the Loop**
- **Sustainable Materials**
- **Climate Stability**
- **Water Stewardship**
- **Thriving Communities**
- **Athletes as Change Agents**

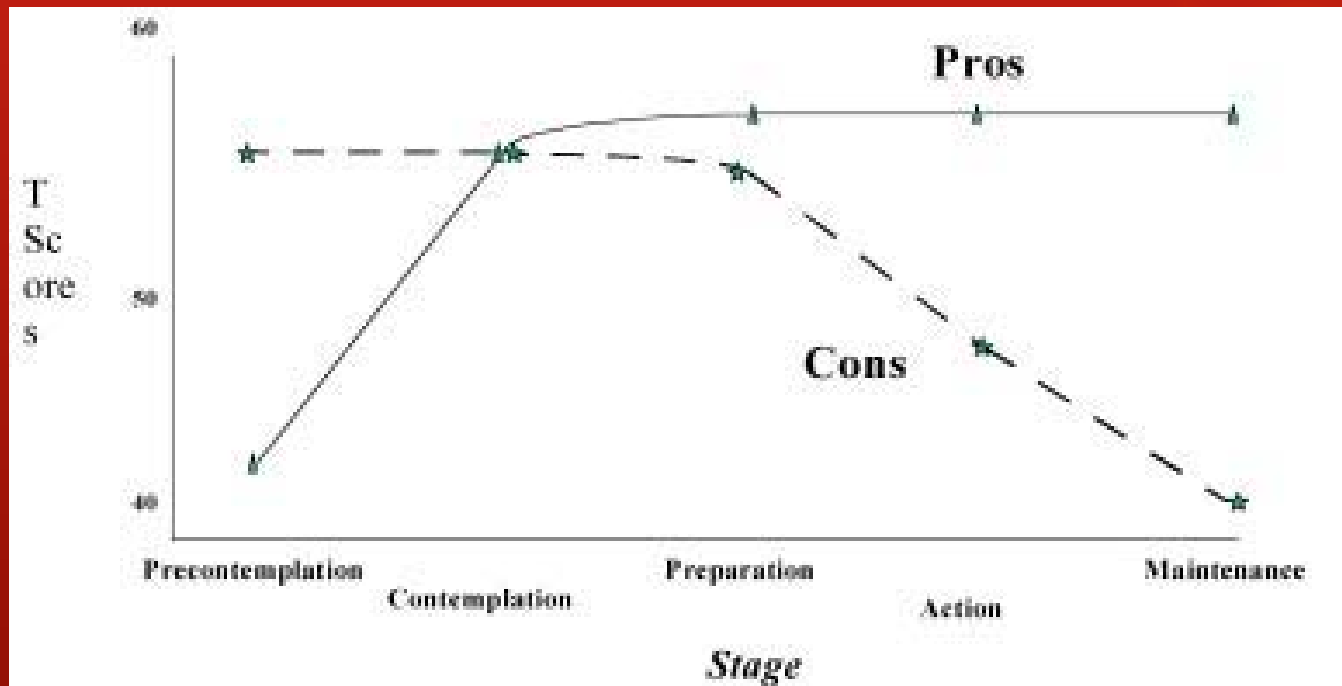
Results:

- Nike's *Reuse-A-Shoe program* grinds used athletic shoes and uses the recycled materials in surfaces for basketball courts, athletic tracks, artificial soccer fields, playground fall protection, and other recycled products. It has kept more than 21 million postconsumer and defective shoes out of landfills.
- Nike's *Considered shoe line*, marked a shift in the way sustainability was addressed. It is best described as a design ethos that focuses on creating products made with fewer toxics, less waste, more environmentally preferred materials and sustainable product innovation.
- In order to better evaluate the environmental footprint of all Nike products and develop incentives for change amongst the design teams, the *Nike Considered Index* was developed. It uses a lifecycle approach to examine design and production factors. Considered products are rated as gold, silver or bronze.
- Prominent athletes such as Steve Nash and Michael Jordan have promoted gold standard shoes, adding star power to the Considered line. The Steve Nash "*Trash Talk*" shoe was among the first sports performance shoes to be rated gold under the Considered Index. It is made from manufacturing waste.

TTM: Stages of Change

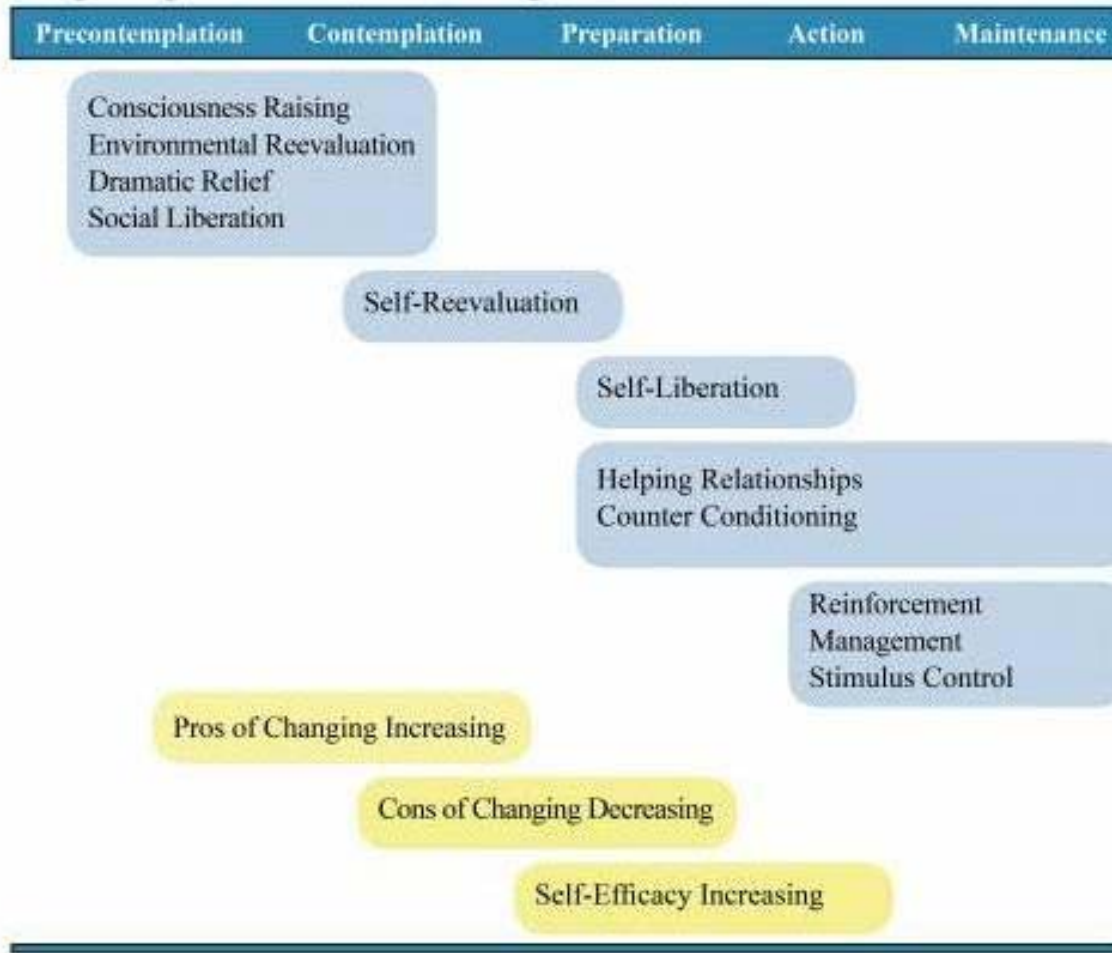


Identifying Stage

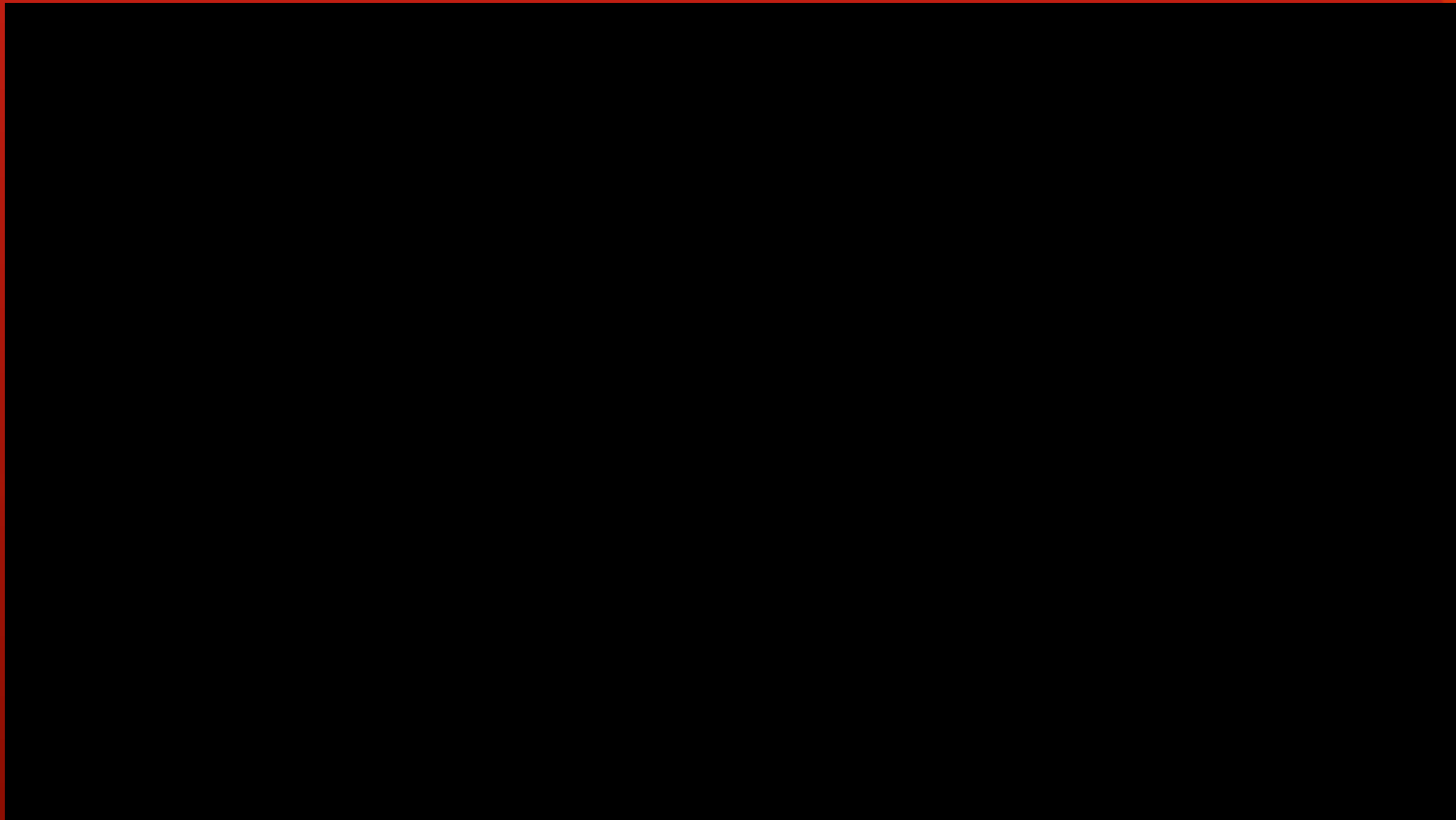


Targeting by Preparedness

Stages by Processes of Change



An Interdisciplinary Example



Other fields within Psychology:

- Environmental Psychology
 - The study of human behavior and wellbeing in relation to the sociophysical environment (Stokols & Altman, 1987)
- Population Psychology
 - Studies the psychological consequences of population, typically in regard to high population density.
- Ecopsychology
 - Explores humans' psychological interdependence with the rest of nature and the implications for identity, health and well-being

A Closer Look at Ecopsychology

- Ecopsychology topics include emotional responses to nature; the impacts of environmental issues such as natural disasters and global climate change; and the transpersonal dimensions of environmental identity and concern.
 - Research and practice examples:
 - Integrating outdoor activities into counseling or therapy
 - Preventing burnout and despair regarding environmental issues
 - Understanding transcendent experiences in nature

Conspicuous Consumption vs Sustained Living

- We can easily think of what consumer-based living is like, but can you visualize what sustainable living might look like?
- For example, the goal of the ecovillage at Ithaca, New York, is to create a "socially harmonious, economically viable and ecologically sustainable settlement that will demonstrate that human beings can live cooperatively with each other and with the natural environment" (Kirby, 2003).







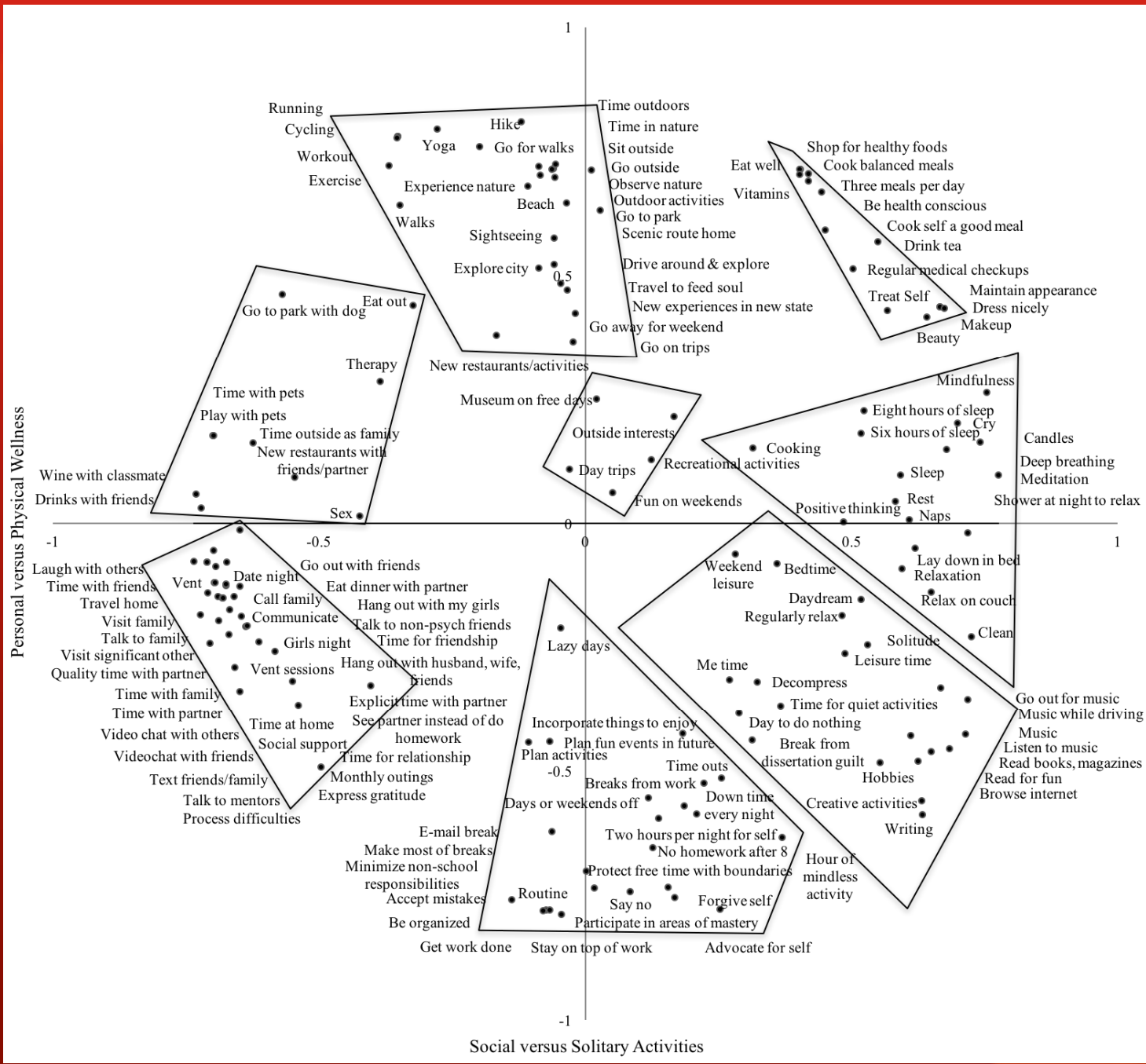




Closing thoughts....

The **biophilia hypothesis**: humans possess an innate tendency to seek connections with nature and other forms of life (Watson, 1984)

“The urge to affiliate with other life forms”



Personal versus Physical Wellness

Social versus Solitary Activities

- Running
- Cycling
- Workout
- Exercise
- Hike
- Go for walks
- Yoga
- Experience nature
- Beach
- Walks
- Sightseeing
- Explore city
- Time outdoors
- Time in nature
- Sit outside
- Go outside
- Observe nature
- Outdoor activities
- Go to park
- Scenic route home
- Drive around & explore
- Travel to feed soul
- New experiences in new state
- Go away for weekend
- Go on trips
- Eat well
- Shop for healthy foods
- Cook balanced meals
- Three meals per day
- Be health conscious
- Cook self a good meal
- Drink tea
- Regular medical checkups
- Treat Self
- Maintain appearance
- Dress nicely
- Makeup
- Beauty
- Go to park with dog
- Eat out
- Therapy
- New restaurants/activities
- Museum on free days
- Outside interests
- Day trips
- Recreational activities
- Cooking
- Six hours of sleep
- Eight hours of sleep
- Rest
- Naps
- Sleep
- Shower at night to relax
- Wine with classmate
- Drinks with friends
- Time with pets
- Play with pets
- Time outside as family
- New restaurants with friends/partner
- Sex
- Fun on weekends
- Positive thinking
- Recreational activities
- Relaxation
- Relax on couch
- Regularly relax
- Solitude
- Clean
- Laugh with others
- Time with friends
- Travel home
- Visit family
- Talk to family
- Visit significant other
- Quality time with partner
- Time with family
- Time with partner
- Video chat with others
- Videochat with friends
- Text friends/family
- Talk to mentors
- Process difficulties
- Go out with friends
- Date night
- Eat dinner with partner
- Call family
- Communicate
- Girls night
- Hang out with husband, wife, friends
- Explicit time with partner
- See partner instead of do homework
- Social support
- Time for relationship
- Monthly outings
- Express gratitude
- Lazy days
- Incorporate things to enjoy
- Plan fun events in future
- Plan activities
- Breaks from work
- Time outs
- Break from dissertation guilt
- Time outs
- Down time every night
- Two hours per night for self
- No homework after 8
- Protect free time with boundaries
- Routine
- Say no
- Forgive self
- Participate in areas of mastery
- Get work done
- Stay on top of work
- Advocate for self
- Me time
- Decompress
- Time for quiet activities
- Day to do nothing
- Break from
- Hobbies
- Creative activities
- Writing
- Hour of mindless activity
- Weekend leisure
- Bedtime
- Relaxation
- Relax on couch
- Leisure time
- Me time
- Decompress
- Time for quiet activities
- Day to do nothing
- Break from
- Hobbies
- Creative activities
- Writing
- Hour of mindless activity
- Go out for music
- Music while driving
- Music
- Listen to music
- Read books, magazines
- Read for fun
- Browse internet
- Mindfulness
- Candles
- Deep breathing
- Meditation

References:

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