Historical contributions

Hellpach (1911)	first to introduce the term 'envi psych', studied impact of diff envi stimuli (colour, form, sun etc) on human activities, famous phenomenons: crowding, overstimulation
Egon Bruswik (1903--1955)	first to emphasis the importance of organisms's envi on its growth
Kurt Lewin (1890--1947)	social action research - attempt to solve social problem by researching on what causes it

Brunswik and Lewin are regarded as the ‘founding fathers’ of envi psych

James J Gibson	ecological theory of perception- perceptual phenomenon should be considered as the direct result of 'ecological characteristics of envi stimuli
Ulric Neisser	attempting to integrate the Gibsonian ecological approach into the cognitive viewpoint
Dewey and Bentley	developed a modality to understand relationship between subject and object of perception

Pro environment behavior

goal oriented vs non-goal oriented

Pro environment behavior (cont)

goal oriented def - 'behaviour that consciously seeks to minimize the negative impact of one’s actions on the natural and built world’ (Kollmuss and Agyeman 2002); ppl have explicit goal of doing something beneficial for the envi

non-goal directed def - 'behaviour that harms the envi as little as possible, or even benefits it'; here, pro envi behav can be habitual or motivated by other goals

Climate change

Global phenomenon

1970s - physical scientists raised alarms about anthropogenic (human-caused) climate change and its impacts

impacts envi, animals, humans- destabilization of ecological and human systems, and the rate of change outpacing humans’ and other species’ ability to adapt, creating displacement, disease, death, and extinction (IPCC 2013)

depends on location and vulnerability

more responsiblility is on industrialized countries emitting more heat trapping gases, but impact is more on non-industrialised countries and poorer population

also the cause of many other envi problems like water, noise polllution

Particularly difficult for economic and political systems that rely on growth and consumption, + individual lifestyles, due to the emission of greenhouse gases.
To address the problem, significant changes are required in economics, politics, and personal behavior.

But it's difficult to understand how individual actions contribute to climate change, which makes it challenging to reduce environmental impact.

Climate change (cont)

Psychologists have long been concerned with individuals’ behaviour that contributes to climate change	pro envi and pro social behavior improves overall well-being of indiv

Direct effects:

120 studies published over the past 20 years that investigated extreme weather events	concluded that the possible consequences may include: psychological distress, worsened mental health, increased psychiatric hospitalizations and heightened rates of suicide

Indirect effects:

poverty, unemployment, and homelessness

Approaches

Interactive approach	humans impact and influence envi and vice-versa in a reciprocal, dynamic way
Interdisciplinary approach	close collab with other disciplines - of psych, architecture, geography, evs. helps implement behavior oriented envi design
Problem focused approach	aims to identify most effective soln to real life problems. 3 levels- local, regional and national, global

Environmental risk perception (ERP)

direct feelings related to envi (from past experiences) + subjective judgement of risks (can be manipulated by cog heuristics) + limited/uncertain info or misinfo = ERP

high ERP = higher risk response, more govt policy making, driving force for action and engagement in safety and health behaviors

Subjective Risk Perception - judgement that people make about the characteristics and severity of a risk; Includes: Value, Judgements and Morality

ERP is affected by 4 factors: affective (emotion, mood), cognitive (gravity of events, media coverage), contextual (framing of risk information, availability of alternative information sources), individual (personality traits, previous experience, age)

Public debate = morally-principled vs technically oriented; Evaluations of consequences vs evaluation of moral considerations

Emotional reactions to natural risks are weaker than those to human caused risks.

Ethics-based self-directed emotions (focus on moral rightness) are strong for behaviour.

envi behav > impact

behaviour measures often rely on self-reports - may not reliably reflect actual behaviour, cannot accurately reflect environmental impact

when scholars develop lists of behaviours to measure their constructs they rarely consider environmental impact

A person conducting 7 out of 10 behaviours is therefore labelled to be more environmentally friendly than a person adopting only three of these behaviours. But this may not be a valid conclusion if those three behaviours have a more significant environmental impact.

Internet and envi psych

1980s - inc in tech, www (internet), computers	established high speed digital comm networks, easing constraints of physical dist and time
plays a vital role in climate change mitigation	internet of things (IoT) sheds light onto this dilemma - monitor behavior with real time feedback

Role of envi psych wrt internet:

Psychological factors	how factors like color schemes, visual elements, and user interface design impact emotions, user engagement, and task performance
Online comm	study its effects, impact on self and social exns
Cognitive factors (info overload)	nvestigates the cognitive consequences of excessive online information, such as reduced attention span, decision-making challenges, and the ability to filter and process information effectively

Validity

Internal validity	extent of establishing cause and effect rxn, proving the hypothesis, used in theory building.
External validity	extent to which the study can be generalized, used in problem solving, applied psych.

Research methods

Questionnaire studies	describe behaviours and to gather people's perception and beliefs abt issues, high EV, low IV (can show correlation, not causality)
Laboratory exp	conducted in a controlled, mostly artificial envi created for research; low EV, high IV (can prove causality -through manipulation of variables + random asg)
Stimulation studies	realistic visualization that replicate real-life envi, useful for futuristic studies and complex envi systems (landslide, etc), good IV and EV
Field studies	observe, interact and understand people while they are in a natural envi, can manipulate variables (placing a bin on road), high EV, good IV, diff to contol extraneous vvariables

Research methods (cont)

Case studies	in-depth study of a particular indiv, grp of indiv, situation etc. explor-atory qualitative study, high IV, low EV, no objective truth

Role of psychologist in climate change

designing mitigation strategies	Understanding what people currently believe and know about climate change focus on dec personal and collective carbon emissions identifying barriers of behav change emphasis on why and how of actions, rather than just facilitating 'what'.
role in adaptation measures	required for the levels of climate change which are already projected as inevitable
resolving so-called ‘environmental conflicts’ where groups and states compete	
downstream interv-entions – may not be sufficient to generate sustained behaviour change	only psych theory

Role of psychologist in climate change (cont)

engage in upstream interv-entions (i.e. structural changes) - social organisation (e.g. community groups), the political and economic enviro-nment (e.g. legislation and taxes), physical infrastructure (e.g. new bus routes or protected cycle routes) helping to make low-carbon technologies more attractive and user-friendly	psycho-logical theory on internal constraints on the indiv + economic theory about external constraints