

SYLLABUS

COURSE TITLE	How can psychology save the planet? Bringing Behavior Change Science to Conservation
CREDITS	4 ECTS
LANGUAGE OF INSTRUCTION	English
DEPARTMENT/FACULTY	Faculty of Education and Psychology
LECTURER(S)	dr Krzysztof Leoniak
COURSE OBJECTIVES	
<p>Students who successfully complete this course will have a basic knowledge of and insight into:</p> <ul style="list-style-type: none"> • The student is able to apply the basic concepts of community-based social marketing to create an intervention project that is aimed at chosen social problems • The student recognizes the problems related to the human impact on the environment. • The student is acquainted with interventions aimed at fostering pro-environmental behavior • The student gains awareness of barriers to pro-environmental behavior and learns how to overcome them with the use of behavioural interventions. 	
PREREQUISITES	none
COURSE ORGANISATION –LEARNING FORMAT AND NUMBER OF HOURS	
30 hours of lecture	
COURSE DESCRIPTION	
<p>There is no doubt that the biggest contributor to environmental pollution and degradation is human action. This leaves strategists and program managers with a great opportunity (but a difficult task) to craft effective social marketing campaigns that can drive changes in societies. For these reasons, psychology “comes in handy” !</p> <p>This course will introduce you to Conservation Psychology, that is, how psychological processes influence behaviors that help or hurt the environment, and how psychology can be used to help encourage environmental conservation. Conservation Psychology is an applied field, meaning that it involves the use of psychological principles, theories, or methods, to understand and solve a social issue.</p> <p>At the end of this course, you should know several psychological theories that are relevant to environmental conservation, be able draw up on them to design interventions that promote conservation, and be able to design studies to evaluate whether those interventions are effective in achieving conservation goals. Class discussions, assignments, and projects will give you the opportunity to practice applying psychology to promote environmental conservation.</p> <p>List of topics:</p> <ul style="list-style-type: none"> • Overview of Conservation Psychology and Research Methods • Environmental Problems: Human Causes and Consequences • Climate Change and Human Behavior • Community based social marketing • Identifying barriers and benefits of a particular behavior – when people make a decision to act? • Developing and Evaluating interventions that foster behavior changes 	
METHODS OF INSTRUCTION	Lecture, discussion, didactic film, reading assignments, case studies, demonstrations
REQUIREMENTS AND ASSESSMENTS	Active participation in classes One short presentation
GRADING SYSTEM	Success in this course depends on attending class regularly, actively

participating in class, and taking thorough notes.

Presentation: The final assignment for the course will be in form of presentation. Students will be informed about it in advance (at the beginning of the course). Students will be provided with all the necessary materials.

TOTAL STUDENT WORKLOAD NEEDED TO ACHIEVE EXPECTED LEARNING OUTCOMES EXPRESSED IN TIME AND ECTS CREDIT POINTS

Activity	Hours:
Lecture	30
Preparation for classes (Reading, homework etc.)	45
Preparing a presentation	25
ECTS	4

STUDYMATERIALS

PRIMARY OR REQUIRED BOOKS/READINGS:

- Klöckner, C. A. (2015). The psychology of pro-environmental communication: beyond standard information strategies. Springer.
- Kurisu K. (2016). Pro-environmental behaviors. Tokyo: Springer Japan.
- McKenzie-Mohr, D., & Schultz, P. W. (2014). Choosing effective behavior change tools. *Social Marketing Quarterly*, 20(1), 35-46.

SUPPLEMENTAL OR OPTIONAL BOOKS/READINGS:

- Kollmuss, A., & Agyeman, J. (2002). Mind the gap: why do people act environmentally and what are the barriers to pro-environmental behavior?. *Environmental education research*, 8(3), 239-260.
- Gifford, R. (2011). The dragons of inaction: psychological barriers that limit climate change mitigation and adaptation. *American Psychologist*, 66(4), 290.
- Gifford, R. (Ed.). (2016). *Research methods for environmental psychology*. John Wiley & Sons.
- Clayton, S. & Myers, G. (2009). *Conservation Psychology: Understanding and promoting human care for nature*. Wiley