

## Research Project: Consumption and the Environment

summer semester 2018/2019

**start date: 5. 3. 2019**

ASGV000484

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Tuesday, 16:40-18:15

Celetná 20, 207

Our actions have effects on the natural environment. What are the drivers of our behaviour? Is it our personality, motivation, our beliefs about ourselves or nature? Or our habits, convenience or the social pressure of other members of society? Why do we seem to be locked in the way of life that damages our natural environment? Why do we seem reluctant to do something about it, to change our lifestyle?

The purpose of this course is to introduce some general ideas and models of environmentally significant behaviour and, mainly, to guide students through their own research project focused on such behaviour. Students will form teams in which they will work together on research projects of their invention – they will formulate the research question, propose the plan and design of their research, execute the project right up to its conclusion, and present the project results.

Students are expected to prepare research design, e.g. plan their work and tasks. They will be guided in each step by the tutors. The course completion requires fulfilment of the planned tasks and execution of the whole project including the final presentation.

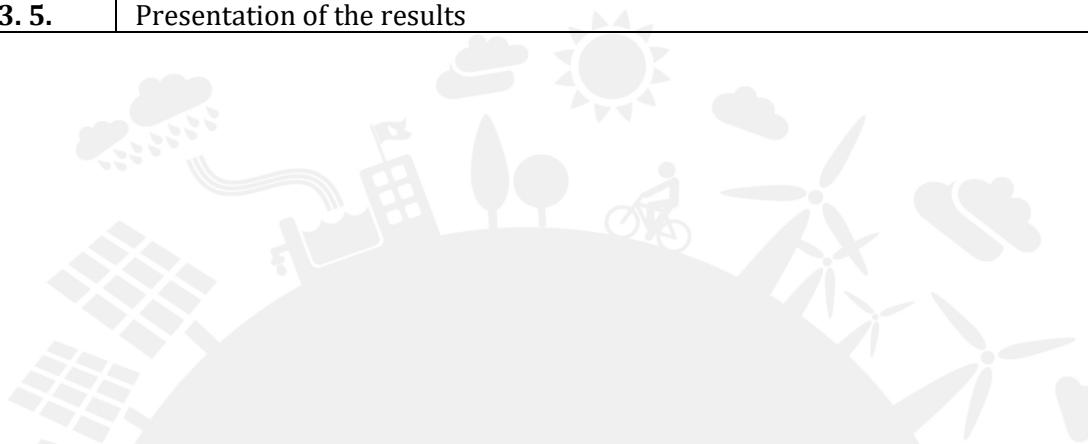
### Entry requirements:

Students need to know the basics of social research methods (either quantitative or qualitative) and have adequate skills to conduct a simple research project as independently as possible.

Students do not need to have previous knowledge or experience with the topic of the course.

### Course structure

5. 3.	Intro; Social-psychological and sociological models of behaviour and their application in empirical research
12. 3	Project proposal
19. 3.	Time plan, project goals and execution requirements
26. 3.	Theoretical background and literature review
2. 4.	Project meeting
9. 4.	Project meeting
16. 4.	Project meeting
23. 4.	<i>Dean's day – no class</i>
30. 4.	Project meeting
7. 5.	Project meeting
14. 5.	<i>Rector's day – no class</i>
23. 5.	Presentation of the results



## Key literature

- Jackson, T. (2005). *Motivating Sustainable Consumption: A review of evidence on consumer behaviour and behavioural change*. (Report to the Sustainable Development Research Network, January 2005). Guildford Surrey: University of Surrey, Centre for Environmental Strategy. Retrieved from <http://www.comminit.com/en/node/219688>
- Stern, P. (2000). Toward a Coherent Theory of Environmentally Significant Behavior. *Journal of Social Issues*, 56(3), 407–424.

## Recommended literature

- Armitage, C., & Christian, J. (2003). From attitudes to behaviour: Basic and applied research on the theory of planned behaviour. *Current Psychology*, 22(3), 187–195. <https://doi.org/10.1007/s12144-003-1015-5>
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- Blamey, R. (1998). The Activation of Environmental Norms: Extending Schwartz's Model. *Environment and Behavior*, 30(5), 708, 676.
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- Dietz, T., Stern, P. C., & Guagnano, G. A. (1998). Social Structural and Social Psychological Bases of Environmental Concern. *Environment and Behavior*, 30(4), 450–471. <https://doi.org/10.1177/001391659803000402>
- Dunlap, R. E. (2008). The New Environmental Paradigm Scale: From Marginality to Worldwide Use. *The Journal of Environmental Education*, 40(1), 3–18. <https://doi.org/10.3200/JOEE.40.1.3-18>
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- Henry, A. D., & Dietz, T. (2012). Understanding Environmental Cognition. *Organization & Environment*, 25(3), 238–258. <https://doi.org/10.1177/1086026612456538>
- Kaiser, F. G. (1998). A General Measure of Ecological Behavior. *Journal of Applied Social Psychology*, 28(5), 395–422. <https://doi.org/10.1111/j.1559-1816.1998.tb01712.x>
- Kaiser, F. G., & Gutscher, H. (2003). The Proposition of a General Version of the Theory of Planned Behavior: Predicting Ecological Behavior. *Journal of Applied Social Psychology*, 33(3), 586–603. <https://doi.org/10.1111/j.1559-1816.2003.tb01914.x>

- Kaiser, F. G., Hübner, G., & Bogner, F. X. (2005). Contrasting the Theory of Planned Behavior With the Value-Belief-Norm Model in Explaining Conservation. *Journal of Applied Social Psychology, 35*(10), 2150–2170. <https://doi.org/10.1111/j.1559-1816.2005.tb02213.x>
- Kaiser, F. G., & Scheuthle, H. (2003). Two challenges to a moral extension of the theory of planned behavior: moral norms and just world beliefs in conservationism. *Personality and Individual Differences, 35*(5), 1033–1048. [https://doi.org/10.1016/S0191-8869\(02\)00316-1](https://doi.org/10.1016/S0191-8869(02)00316-1)
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- Steg, Linda, Geurs, K., & Ras, M. (2001). The effects of motivational factors on car use: a multidisciplinary modelling approach. *Transportation Research Part A: Policy and Practice, 35*(9), 789–806. [https://doi.org/10.1016/S0965-8564\(00\)00017-3](https://doi.org/10.1016/S0965-8564(00)00017-3)
- Stern, P. C., Dietz, T., Abel, T., Guagnano, G. A., & Kalof, L. (1999). A value-belief-norm theory of support for social movements: The case of environmentalism. *Human Ecology Review, 6*(2), 81.
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