GETTING READY FOR THE LECTURE

ENVIRONMENTAL & SOCIAL PSYCHOLOGY

1) Reformulate the title. What do you think it refers to?

2) What would you like to learn about the influence of the environment and social context on your behaviour
INTRO - EXAMPLES OF SOCIAL AND ENVIRONMENTAL INFLUENCE AND MANIPULATIONS

PART 1 - STUDYING SOCIAL CONTEXT
PART 2 - STUDYING ENVIRONMENTAL CONTEXT
INTRODUCTION
INTRO

BYSTANDER EFFECT

1) Would you help a stranger in need or in an emergency situation?

2) Do you think the context social or environmental changes your moral values or behaviour?
The **bystander effect** occurs when the presence of others discourages an individual from intervening in an emergency situation.
What would you change to the social/environmental context to reduce the crime in the NYC tube?
1) Estimate the extent to which you are influenced by your social/environmental context. On a scale of 1 to 10

2) How much of your capacity to focus, for example, is led by the environment rather than your long enduring personality traits?

3) Which one weighs more?

Activity 1
PART 1 - STUDYING SOCIAL CONTEXT
ACTIVITY 2

HOW WOULD YOU DESIGN AN EXPERIMENT TO CONVEY CALM?

HOW WOULD YOU WORK ON AUTHORITY?

ACTIVITY 2
MILGRAM EXPERIMENT
- What happened?
- Why?
- What was at play here? What were the most important factors?
- Ethical concerns and ethical committee
What happened?

Why?

What was at play here? What were the most important factors?

Ethical concerns and ethical committee
**Attribution Theory**

- **Attribution theory** - a theory which supposes that people attempt to understand the behaviour of others by attributing feelings, beliefs, and intentions to them.

- **The fundamental attribution error** - is our tendency to explain someone's behaviour based on internal factors, such as personality or disposition, and to underestimate the influence that external factors, such as situational influences, have on another person's behaviour.
 Leon festinger’s theory of cognitive dissonance - we experience discomfort or dissonance when our thoughts, beliefs or behaviours are inconsistent with each other. Basically we don’t like to confuse ourselves.

The point is that mismatch between what we do and who we think we are induces tension - cognitive dissonance - and that tend we tend to want to resolve that tension
PART 2 - ENVIRONMENTAL PSYCHOLOGY
WHY SHOULD YOU CARE ABOUT NATURE?
Ecosystem Services
What Nature provides us for free

- Provisioning
  - Food
  - Clean Water
  - Fish
  - Wood
  - Pollination
  - Cool Temperatures
  - Control Flooding
  - Purify Water
  - Store Carbon

- Regulating
  - Soil Formation
  - Photosynthesis
  - Biodiversity
  - Habitat
  - Stewardship
  - Aesthetic
  - Recreation
  - Education
  - Clean Air
  - Recreation

- Cultural
  - What Nature provides us for free
HOW SHOULD YOU CARE ABOUT NATURE?

WHY DOES IT MATTER TO CONSIDER MOTIVATION WHEN THINKING ABOUT NATURE CONSERVATION? WHAT COULD BE THE CONSEQUENCES?

Avoidance  Self-determination
FROM ARTS…

Thoreau, Whitman, Emerson, ancient Chinese poetry

…TO SCIENCE

“View Through a Window May Influence Recovery from Surgery”

Ulrich, 1984
Urban dwellers have...

- Mood disorders: +40%
- Anxiety disorders: +20%

Schoevers, Peen. et al. 2010
URBAN GREEN SPACES AND STRESS

Reported feeling of peace and relaxation
Ulrich 1993

Less occupational stress
McDonald 1994

Stress related illnesses decrease
Grahn & Stigsdotter 2003

Increased resilience
Wells and Evans 2003

Physiological recovery from stress
Ulrich 1991
INCREASE ATTENTION

Berman, Jomides and Kaplan, 2008
GREEN SPACES AND SOCIAL TIES

- Crime
- Social contact & social support
- Interaction and sense of community

GREEN SPACES INCREASE WELL-BEING

Moving to **greener** areas

HEDONIC ADAPTATION

White & Alcock, 2013
ARE ALL GREEN SPACES CREATED EQUAL?
GREEN SPACES . . .

NOVELTY & DIVERSITY

BIODIVERSITY
HOW DO WE ANSWER THAT QUESTION?
App based data collection
NATUREBUZZ
ALREADY AVAILABLE!

How happy are you right now?
1 - Not at all  
2 - Extremely

Where are you?
Inside  
Outside

Happiness and People
- Managers
- Clients
- Partners
- Spouse
- Pets
- Children
- Customers
- Friends
- Coworkers
- Strangers
- Relatives

Happiness and Time
- All
- Year
- Month
- Week

My happiness over time
NATUREBUZZ AVAILABLE FOR DOWNLOAD NOW!
SO WHAT?

NATURE COMBATS…
Stress, attention deficit, loneliness,
anxiety and mood disorders,
hedonic adaptation

FOSTERS…
Illness recovery, longevity,
well-being and happiness
CITIZEN SCIENCE OPTIMISM

Don’t do it because you have to...
Don’t do it because it is good for you...

...DO IT BECAUSE YOU HAVE A VISION
...DO IT BECAUSE THAT’S WHO YOU ARE