

Syllabus: Conservation Psychology -- Fall 2015 v.1
Lewis & Clark Graduate School of Education and Counseling

Course Number: CPSY-590-03 / CECP-866-03
Term: Fall 2015
Department: Counseling Psychology / Center for Community Engagement
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Course Calendar & Meeting Times:

Days: Class Meetings

- Sat 11/7/15 from 9:00 AM - 5:00PM
- Sun 11/8/15 from 9:00 AM - 5:00 PM

Location: York Graduate Center, Room 115 / 107

Catalog Description:

Conservation psychology is an interdisciplinary field that explores the psychological basis of human's care for nature and motivation toward conservation and sustainability. The course provides a background on the development of conservation psychology and survey of topics including psychological benefits of contact with nature, nature and lifespan development, environmental identity and behavior, social justice, influencing conservation action, hope and resilience, and strategic messaging and communications. The instructor will provide examples from the US and abroad. Conservation roles for mental health counselors, environmental educators and sustainability professionals will be explored. The course includes online, in-person and field-based activities.

Background:

Conservation psychology is an interdisciplinary field that applies psychological knowledge and research to promote people's care for nature and their motivation toward environmental conservation and sustainability. The field coalesced in the late 1990s and early Millennium among social scientists working in zoo and wildlife conservation settings who were inspired by the Conservation Biology activities of their natural science peers. Since then, conservation psychology has become a blanket term for a number of environmental and sustainability initiatives within psychology, particularly those that apply social psychology to the design of environmental programs and other initiatives that seek to influence attitudes and behaviors regarding the natural environment (e.g., recycling and energy conservation programs).

Course details:

This is a one weekend inclusive one credit course with two written assignments due following the course. The course includes online resources, in-person classroom and field-based activities, and guest speakers.

Learning Objectives:

Students will develop a basic understanding or review of:

- Conservation Psychology: History and Conceptual Basis
- The relationship between culture, diversity and environmental identity & beliefs
- Nature connections and conservation activities for different age groups
- Recognizing diversity and social justice issues inherent in conservation
- How to design environmental messages and influence behavior
 - Understanding behavior in its social and environmental context
 - Behavior change tools in high and low motivation settings
 - Messages and norms in signage and prompts
- Maintaining resilience and avoiding burnout in conservation work (i.e., capacity building)

Course Requirements:

- Attendance and active participation in course activities, including classroom and field trips
- Access and use of the course Moodle page, and associated online or email communications
- Post-course Brief Reflection paper
- Conservation Psychology Integration Scenario Paper

Assignments:

Class Reflection Forum – Due Monday 11/9/15 @ 5 PM

Reflect on your experience during the class weekend and your immediate impressions. Touch on three points: a note about your background and some of your interest in the class or conservation issues, (2) examples of information or activities that particularly stood out for you or contributed to an insight or sense of new learning, and (3) any areas of curiosity or empowerment going forward, including initial thoughts at your integration project.

Suggested Length: One page, double spaced, three paragraphs explicitly speaking to points 1-3 above

Post to Moodle class reflection forum – Paste in field and attach Word compatible Document, with student's name in document name (i.e., "your name CP reflection paper")

Conservation Psychology Integration / Scenario paper - Due 12/4/15

Activity: Create a proposal for a conservation psychology behavior change initiative for an individual or group. Use community-based social marketing techniques to observe the situation, create a theory and intervention plan, and design a pilot program.

Rationale: This exercise is an opportunity for you to apply concepts from the course in a real world scenario so that you have a better understanding of how they work.

Learning goal: The goal is to demonstrate appropriate application of Conservation Psychology tools and concepts.

Steps:

1. Reflection: Chose an individual or group level conservation behavior or issue you would like to engage with. Describe your goal in terms of an end state, non-divisible behavior.
2. Observation: How does issue look or feel like, and appear to work? What are the causal mechanisms? Can quantify the process? What is the current “base line” level of the behavior that you wish to change? What barriers or incentives exist for the desired behavior?
3. Theory and Plan: Describe how you plan to intervene to change the system or process. Clarify your behavioral goal and how your intervention seeks to achieve it.
4. Engagement: Describe a pilot program for your intervention / solution / new action. How will you implement it? How will you describe and advertise it (e.g., in terms of social norms, and plain language goals)?
5. Assessment: Describe how you will assess outcomes, and what measures you will use (e.g., survey, measurement, self reports).
6. Reflection: What did you learn working on the pilot scenario, and how would this influence your attitude or approach about future conservation initiatives.

We will discuss examples in class. Make sure your chosen focus area has a clear conservation psychology link, and that you explicitly reference materials from the course.

Some questions to keep in mind during exercise

- What is your narrative, story or framing about the situation you chose?
- What is the place of the behavior or issue in larger social, ecological or economic systems?
- What motivates you personally about this issue?
- What are the physical, environmental and social contexts in which the behavior occurs?
- What are the pre-events? Antecedents / Signals / Prompts?
- What are the Incentives / Reinforcers / Rewards?
- What are barriers or sources of resistance?
- What are the post-events? Outcomes, Feedback, Self Evaluations?
- Any changes to the narrative or story after the exercise?
- What does the exercise teach you about Conservation Psychology?

Write Up – Due 12/4/15

Create a paper that explicitly addresses points 1 - 6 above (e.g., six sections). Explicitly reference course readings, concepts or activities.

Suggested length: 3-6 pages, double spaced; no separate title page needed. Use APA style. A separate reference list is optional.

Post to Moodle Project yeah lass forum – Paste in field and attach Word compatible Document, with student's name in document name (i.e., "your name CP Scenario Project")

Peer Feedback - Due 12/8/15

Read and respond to at least one peer's write up on Moodle. Share supportive comments, questions, or constructive feedback.

Readings and Resources:

Conservation Psychology Origins and Context

Required

- Saunders 2003 The Emerging Field of Conservation Psychology
- Human Ecology Review 2003 List of Papers in Special Issue Introducing Conservation Psychology (JUST SURVEY TITLES)

Supplemental

- Beringer 2003 A Conservation Psychology with Heart
- Clayton & Brook 2005 Can psychology save the world
- Soule_1985_What_is_conservation_biology?

Conservation in Zoo and Aquarium Settings

Required

- Clayton, S. et al (2011). *The Role of Zoos in Fostering Environmental Identity*

Supplemental

- Clayton Fraser Saunders (2006) *Zoo Experiences- Conversations, Connections, and Concern for Animals*
- Thomas Doherty discusses "Values about Animals" - Lewis & Clark Human-Animal Studies Conference 1-25-14

Conservation and Life Span Development

Supplemental

- Chawla 2007 Childhood Experiences Associated with Care for the Natural World- A Theoretical Framework for Empirical Results
- Ash et al 2011 The Influence of Childhood- Operational Pathways to Adulthood

Participation in Nature-Based Activities

Behavior Change

Required

- Community Based Social Marketing Quick Reference
- Schultz 2013 Strategies for Promoting Proenvironmental Behavior

Supplemental

- McKenzie-Mohr, D. & Smith, W. 1999. Fostering sustainable behavior. Gabriola Island, BC New Society Publishers
 - <http://www.cbsm.com/pages/guide/preface/>
- Nativ 2013 Food Waste Diversion at International Airport

Personal Level Behavior Change

Eco-Confessional Exercise (Original Source) - Thomashow, M. (1995). *Ecological identity*. MIT Press. Pages 152-154

Communication

Required

- Goldstein Cialdini et al 2008 A Room with a Viewpoint_ Using Social Norms to Motivate Environmental Conservation in Hotels

Supplemental

- Persuasion Techniques, Robert Cialdini:
 - <http://www.youtube.com/watch?v=cFdCzN7RYbw>
- CRED 2009 The psychology of climate change communication

Textbooks:

Supplemental

- Clayton & Myers 2009 Conservation Psychology
 - Ch. 2 Attitudes, Values, Perceptions
 - Ch. 4 Environment & Identity
 - Ch. 5 Theoretical Foundations for the Human Response to Nature
- Clayton & Saunders (2012). Oxford Handbook of Environmental and Conservation Psychology
 - Introduction: Environmental and conservation psychology

Current Issues - Keystone XL, Bike Lanes, Renewing Environmentalism

Supplemental

- Lubitow & Miller 2013 Contesting Sustainability- Bikes, Race, and Politics in Portlandia
- Adler 2015 Nov 6 The inside story of how the Keystone fight was won _ Grist
- Whitworth 2015 Quantified Ch.1: A New Conservation for a New Era
- Whitworth 2015 Quantified Chapter 2 - Leading in a World of Permanent Scarcity
- Whitworth 2015 Quantified Chapter 3 Holding the Line is Holding Back Environmentalism

Video Resources

- Persuasion Techniques, Robert Cialdini:
 - <http://www.youtube.com/watch?v=cFdCzN7RYbw>
- Leonard -- The Story of Stuff
 - <http://storyofstuff.org/movies/story-of-stuff/>
- Psychology & Nature -- Thomas Doherty
 - <https://www.youtube.com/playlist?list=PLRfHZ9wXKs6dptZx0YVwH0B-H0T4VOK57>
- Community-based Social Marketing (CBSM):
 - CBSM Intro (humorous):
 - <http://www.youtube.com/watch?v=TazFyYNrJnc>
 - Doug McKenzie-Mohr:
 - <http://www.youtube.com/watch?v=dtWG-HYcGY4>
- Communication and Messaging – Arthur Lupia
 - http://www.youtube.com/watch?v=UsYFa_ableQ
- Motivated Reasoning - Dan Kahan
 - <http://www.youtube.com/watch?v=d5fBkivqa78>
- Zoos & Conservation:
 - Jane Goodall: http://www.youtube.com/watch?v=w9eqh_kGg-Q
- Zoos & Palm Oil:
 - <http://blog.sandiegozooglobal.org/2014/05/06/on-the-palm-oil-path-a-journey-to-sustainability/>
- Climate Change Beliefs in the US – Anthony Leiserowitz
 - <http://environment.yale.edu/climate-communication/>

Conservation Psychology 2015 Day I

- 9:00 AM Gather / Arrange room / Introductions:
- 9:15 AM Environmental Diversity Key Points
- 9:30 AM Guest Speaker: Alison Heimowitz, Portland Zoo
- 10:30 AM Break
- 10:45 AM Overview of Conservation Psychology (CP) Concepts & Contexts
- CP in context with other kinds of environmental psychology
 - Human Factors / Behavior Change in Conservation
 - Zoos, Animals & Biodiversity
 - CP as an Environmental Philosophy
- 11:15 AM Behavior Change Concepts
- Individual Readiness for Change
 - Environmental Identity
 - Social Norms, Messaging and Prompts
- 11:45 AM Debrief AM / Carpool Discussion
- 12 PM Lunch Break
- 1 PM Emotions and Conservation Part I: Two Globes Exercise
- 1:30 PM Back to Behavior:
- Values-Beliefs-Norms Theory
 - Applied Behavior Analysis, Incentives and Barriers
- 2:15 PM Break
- 2:30 PM Developmental & Lifespan Perspectives
- 3 PM Emotions Part II: Eco-Confessional Exercise
- 3:30 PM Break
- 3:45 PM Putting it all together: Creating Programs with Community-based Social Marketing / Portland Airport Case Study
- 4:30 PM Debrief Day / Preview Day Two

Conservation Psychology Daily Agenda Day II

- 9 AM Portland Airport Field Trip / Meet Manager Stan Jones
- 11:00 AM Return Campus
- 12 PM Lunch Break
- 1 PM Sustainability on Campus: Discussion with Lewis & Clark Sustainability Manager Amy Dvorak
- 1:30 PM LC Campus Walking Tour
- 2:30 PM Break
- 2:45 PM Conservation Scenario Assignment Discussion
- 3:00 PM Resilience and Self Care for Conservationists – Using Mindfulness, Insight, Developmental and Outdoor Recreation Approaches
- 3:30 PM Follow up on topics from Day I
- 4:00 PM Closing Discussion / Next Steps