

409. How I SEE ME – A META-ANALYSIS INVESTIGATING THE ASSOCIATION BETWEEN IDENTITIES AND PRO-ENVIRONMENTAL BEHAVIOUR



Alina



Judith



Simon



Avi

Alina Udall, Judith De Groot, Simon De Jong, & Avi Shankar (2021). How I see me – A meta-analysis investigating the association between identities and pro-environmental behaviour, *Frontiers in Psychology - Environmental Psychology*. 12, 642. doi: 10.3389/fpsyg.2021.582421, 19(2), 108-141. doi:10.1002/cb.1798





It's time to get
Gaz & Leccy
under control.

The image features two cartoon characters from the BBC's 'Gaz & Leccy' series. On the left, a blue, blob-like character with large eyes and a wide smile is leaning against a black pipe. To its right, a yellow, worm-like character with a single eye and a smiling mouth is emerging from a hole in the ground, holding a small green leaf. In the background, there's a light switch with an 'ON OFF' button and a 'REVERSE' button below it. A single blue water droplet is shown falling from the pipe.

Outline

alinamiaudall@
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1.

Why



2.

Recall



3.

Theory



4.

Don't



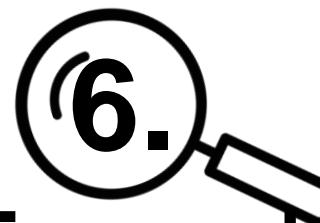
5.

Did



6.

Found
Means



7.

End



Outline

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bath.edu

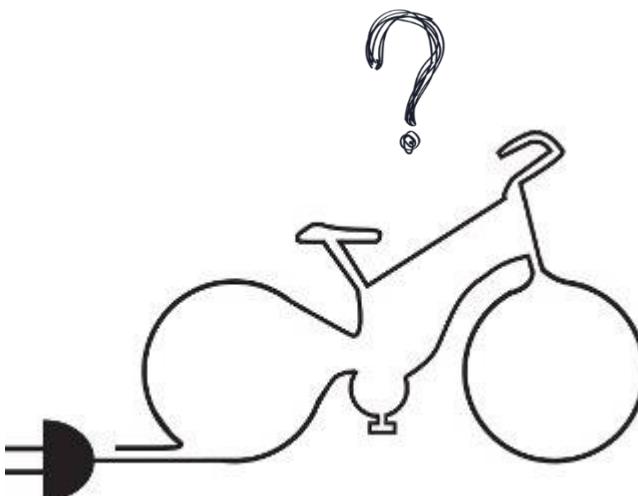
1.
Why
?

1. Why.

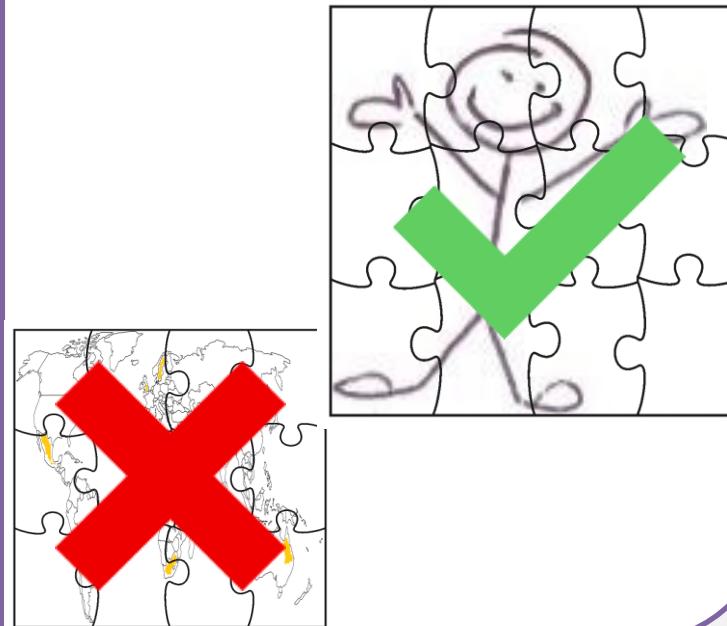
alinamiaudall@
bath.edu



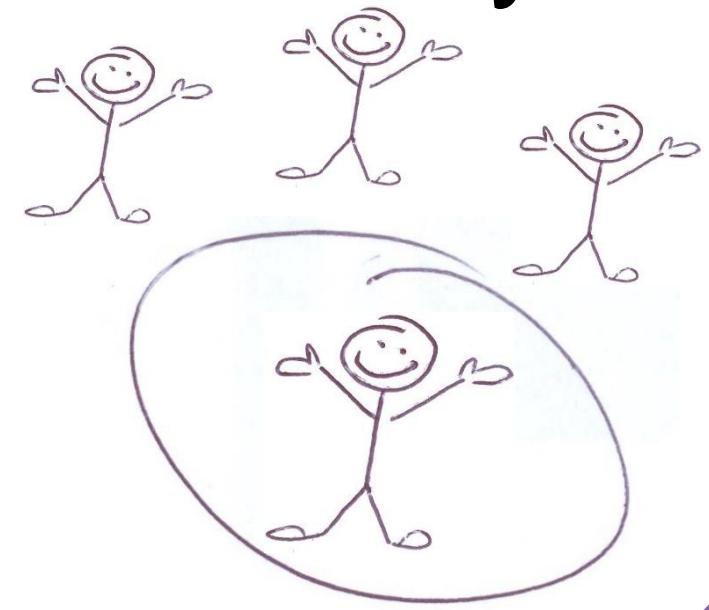
a. Energy



b. Individual



c. Identity



Udall, De Groot, De Jong, & Shankar (2020). How do I see myself? A systematic review of identities in pro-environmental behaviour research. *Journal of Consumer Behaviour*, 19(2), 108-141. doi:10.1002/cb.1798

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1.

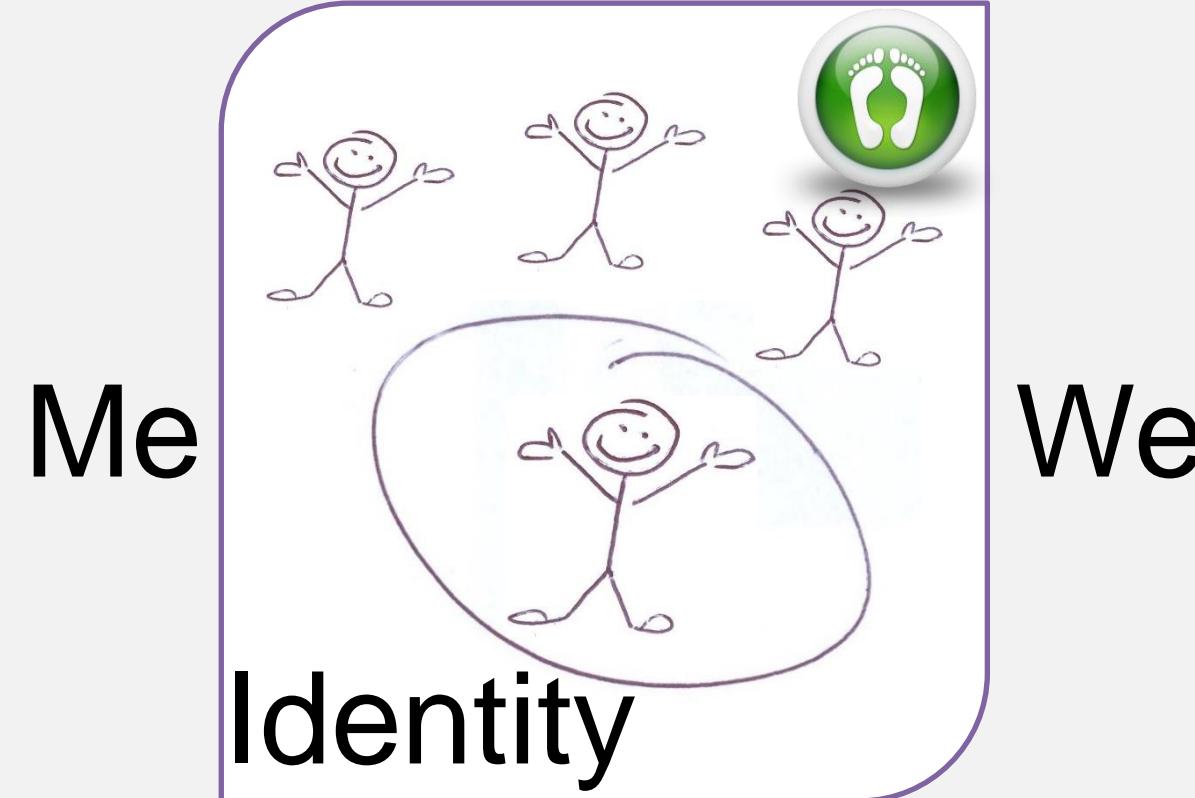
Why



2.

Recall





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1.

Why



2.

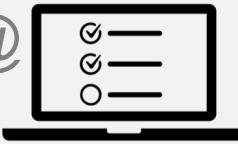
Recall



3.

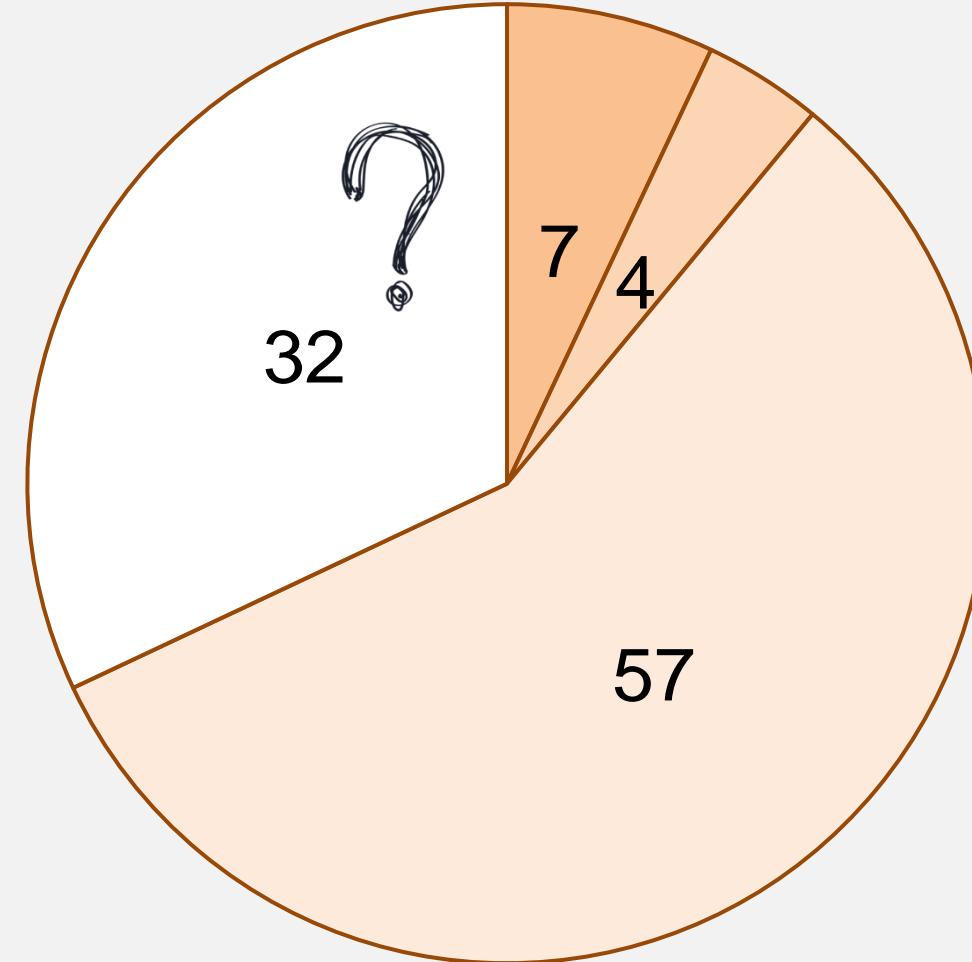
Theory





3. Theory.

Main Theory 1-3



- Intent
- Moral
- Habit
- Unexplained variance

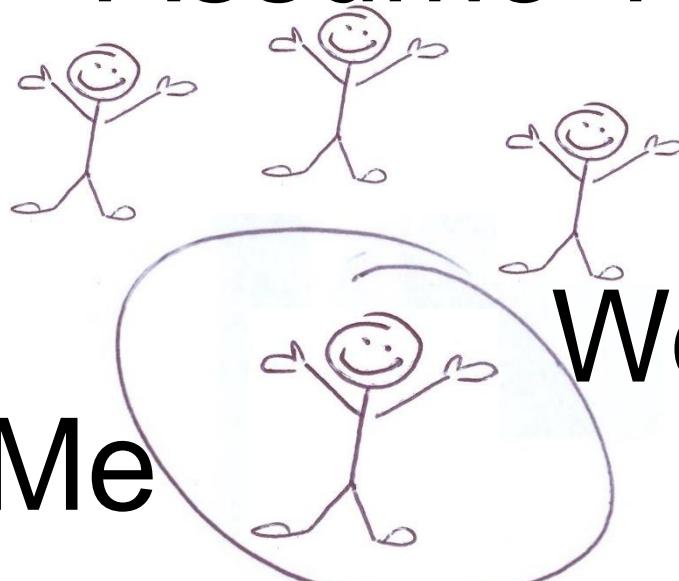
Klöckner, C. A. (2013). A comprehensive model of the psychology of environmental behaviour—A meta-analysis.
Global Environmental Change.

Van Den Broek, K. L., & Walker, I. (2019). Exploring the perceptions of drivers of energy behaviour. *Energy Policy*.



3. Theory.

Assume 1



Assume 2

We
Relate



Assume 3
Co-occur



Stryker & Burke, (2000). The past, present, and future of an identity theory. *Social Psychology Quarterly*.

Molinario, Lorenzi, Bartoccioni, Perucchini..., Udall, & Bonaiuto (2020). From childhood nature experiences to adult pro-environmental behaviors: An explanatory model of sustainable food consumption, *Environmental Education Research*, 26(8), 1137-1163. doi: 10.1080/13504622.2020.1784851

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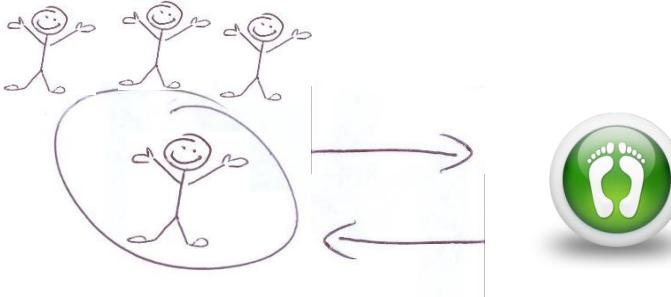
Don't



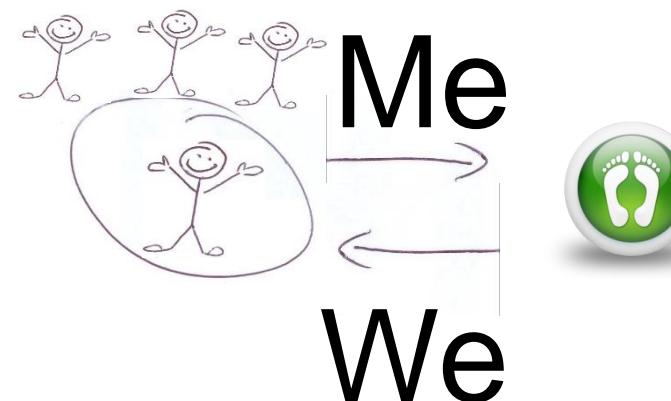


4. Don't Know.

Significant relationship



Congruency effect



Moderation



Sample

Outline

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1.

Why



2.

Recall



3.

Theory



4.

Don't



5.

Did





Search Term

WEB OF SCIENCE™

APA PsycNET®



Business Source
Complete



ELSEVIER
SCOPUS

5878 427



86 104



Outline

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bath.edu

1.

Why



2.

Recall



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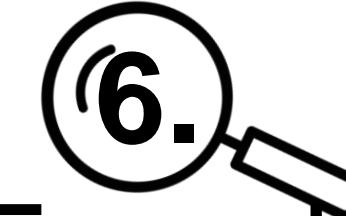
5.

Did



6.

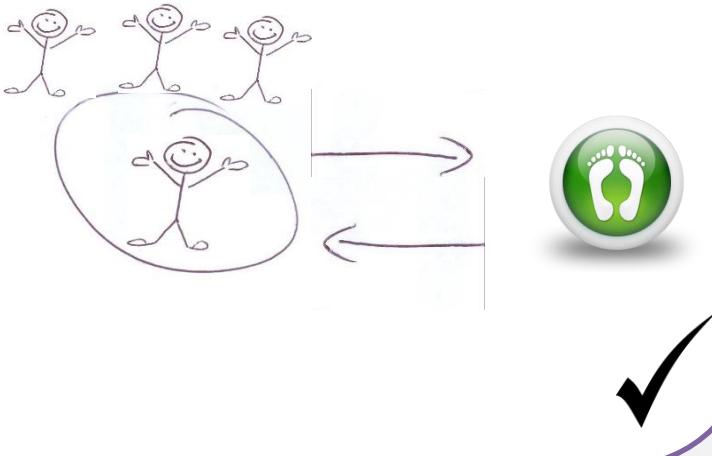
Found
Means





6. Found.

Significant relationship

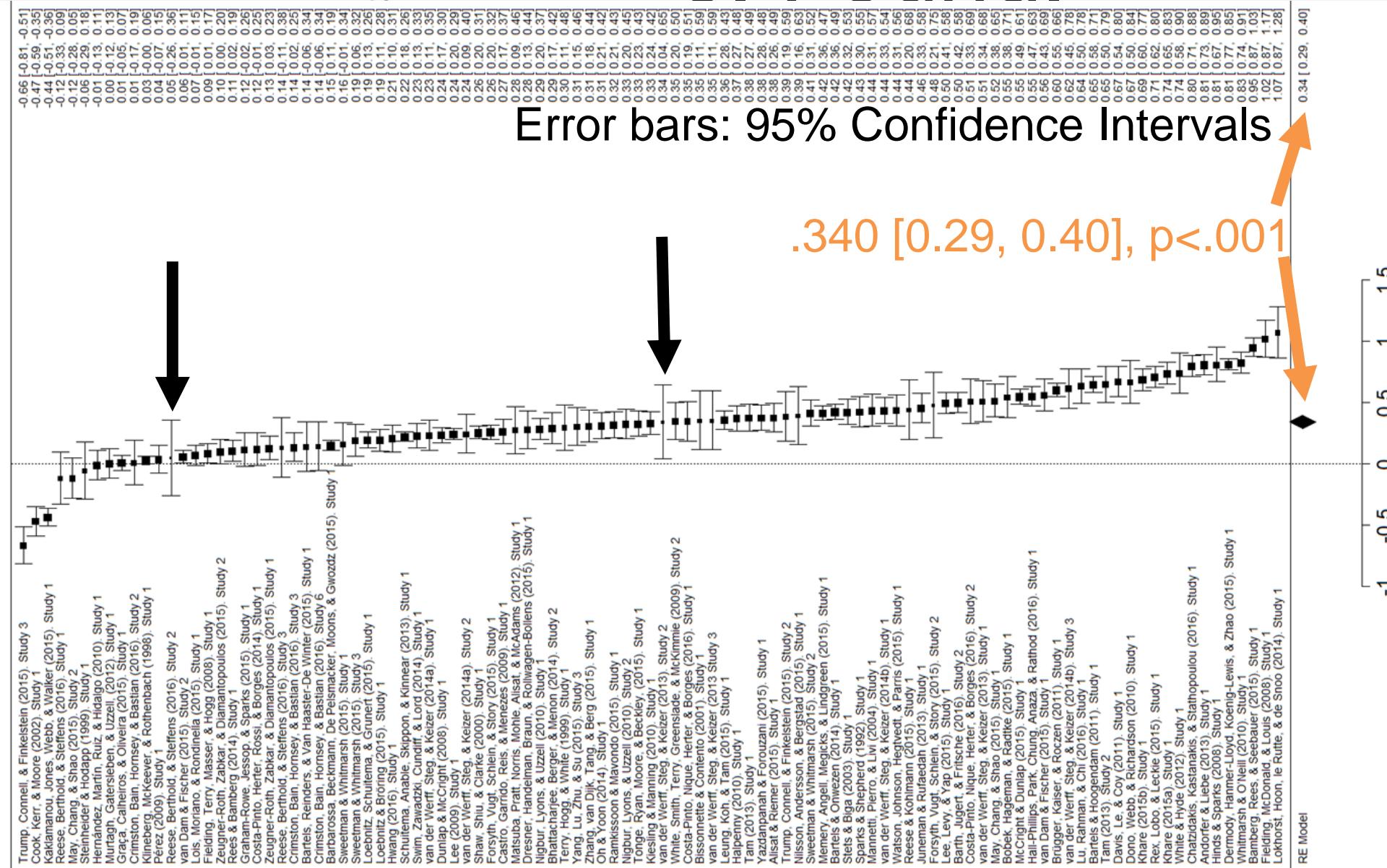


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6. Found.

Error bars: 95% Confidence Intervals



Significant relationship

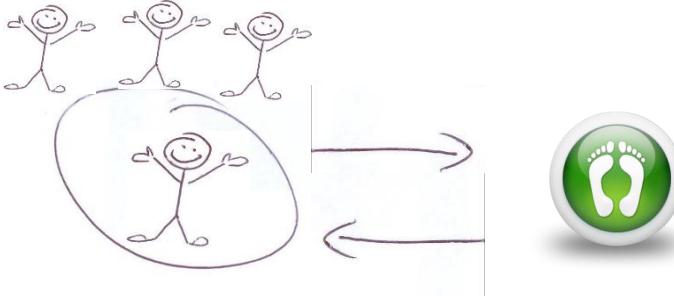


Alina Udall et al.
2021. How I see me
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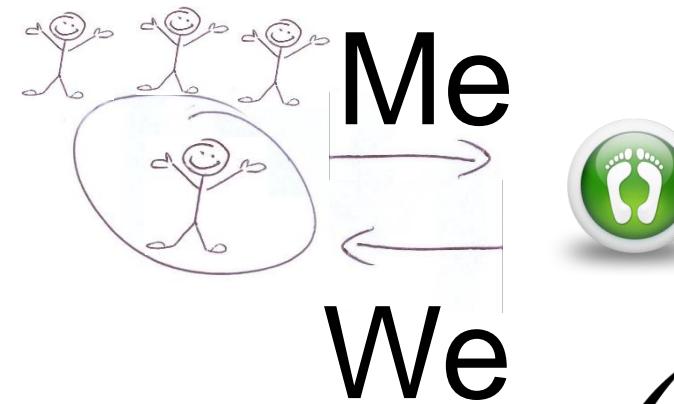


6. Found.

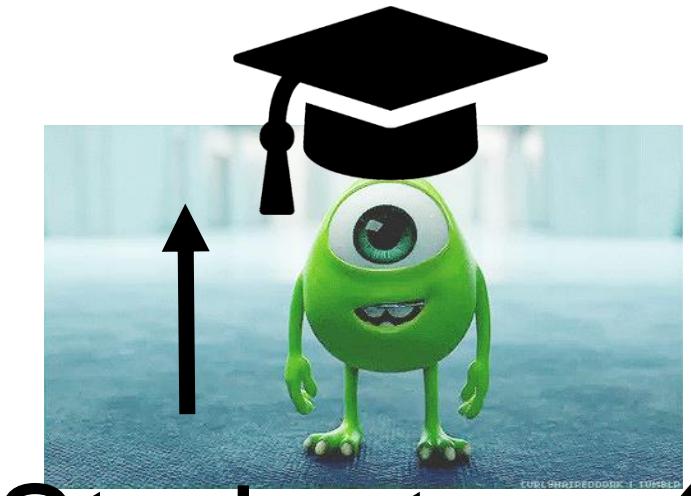
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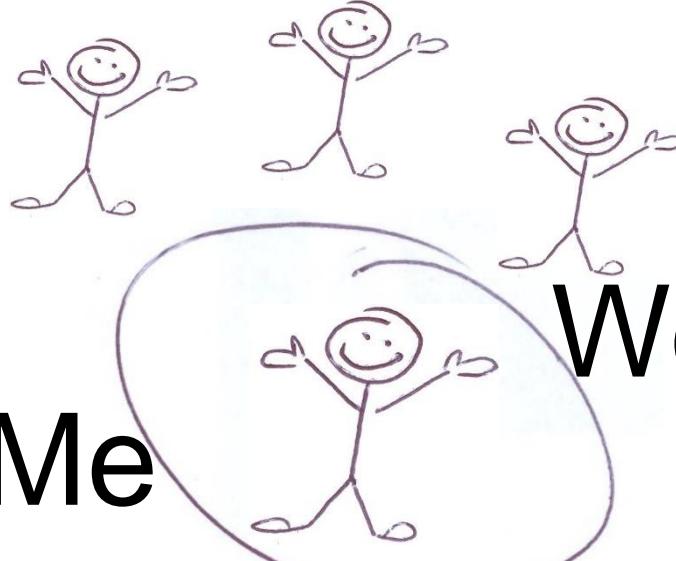
Students





6. Means.

Assume 1



Assume 2

We
Relate



Assume 3
Co-occur



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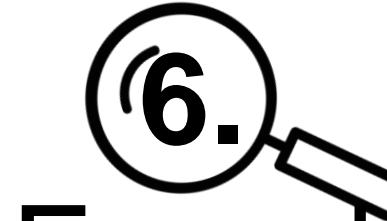
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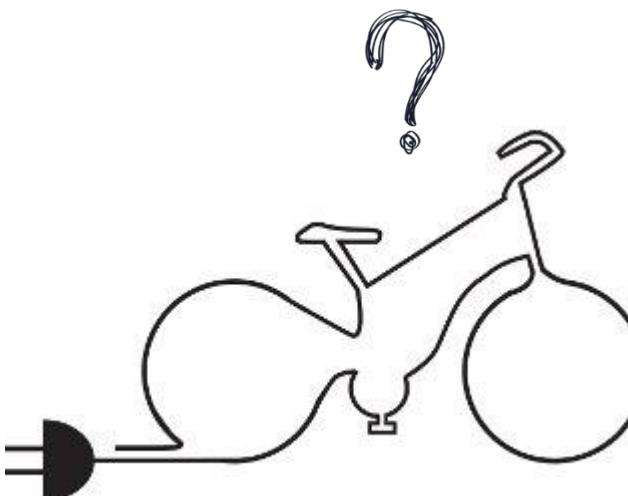


7. End - Why.

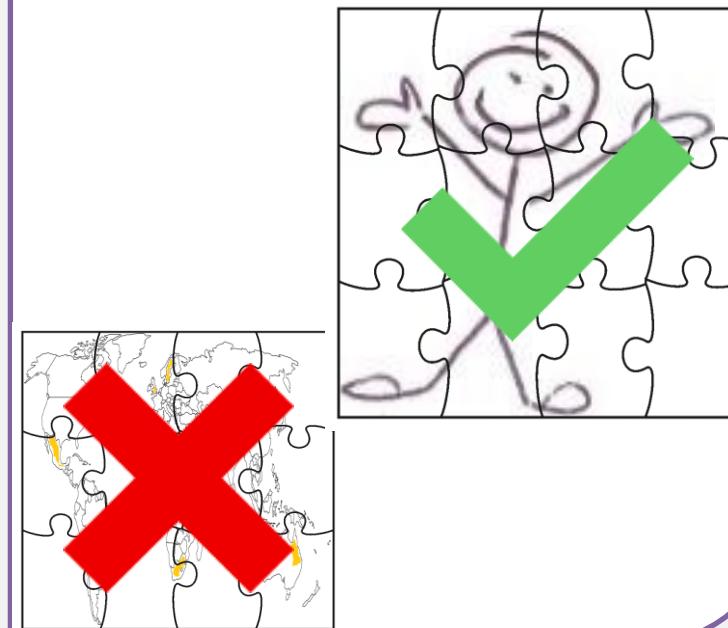
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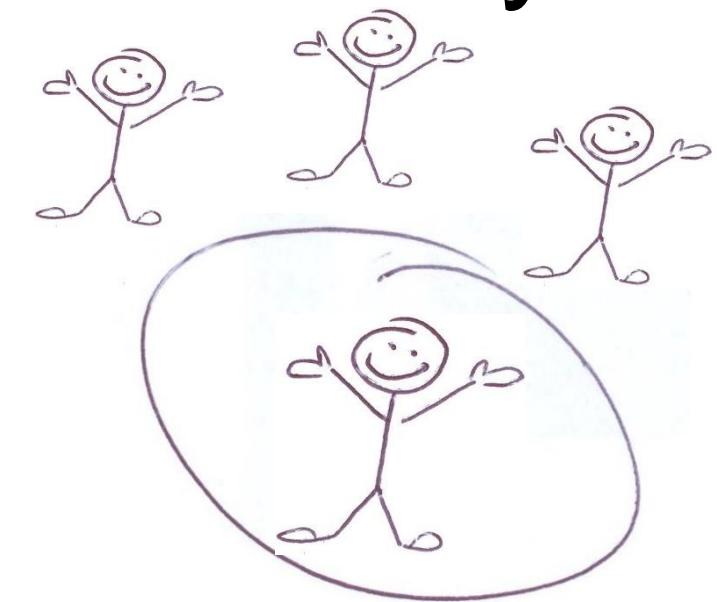
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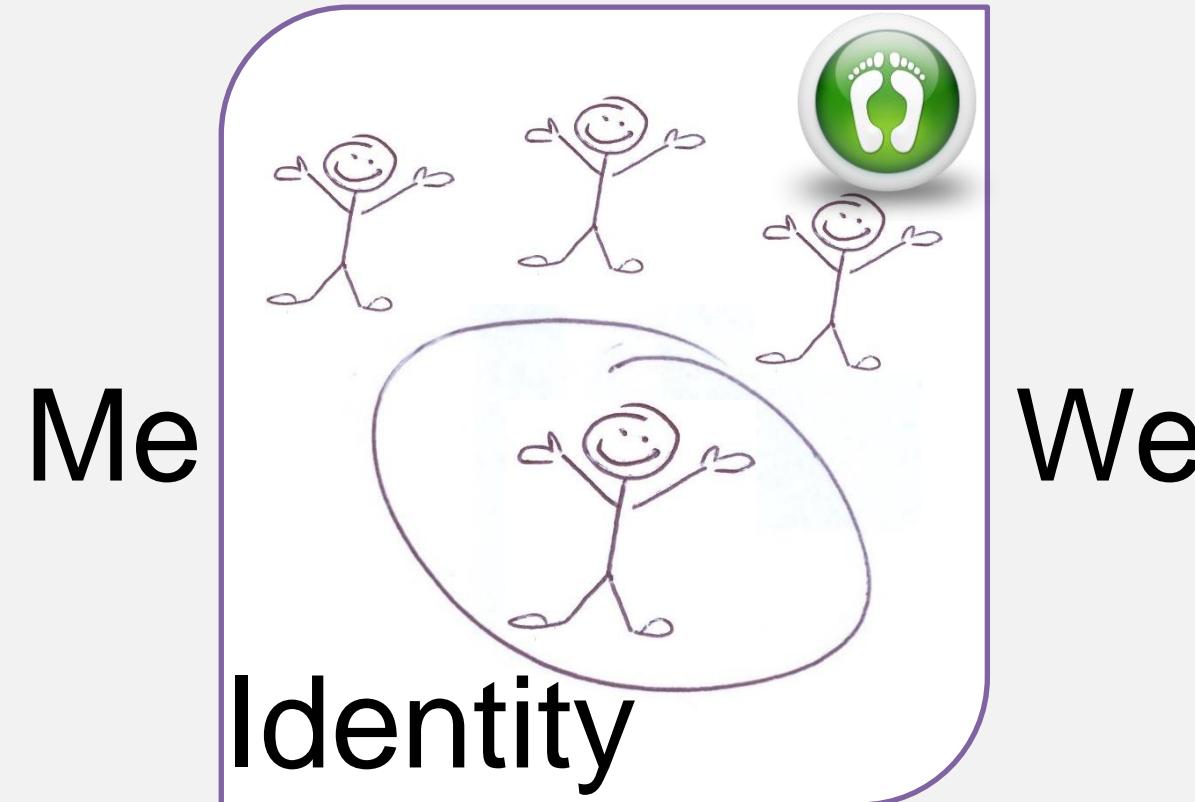
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7. End - Recall

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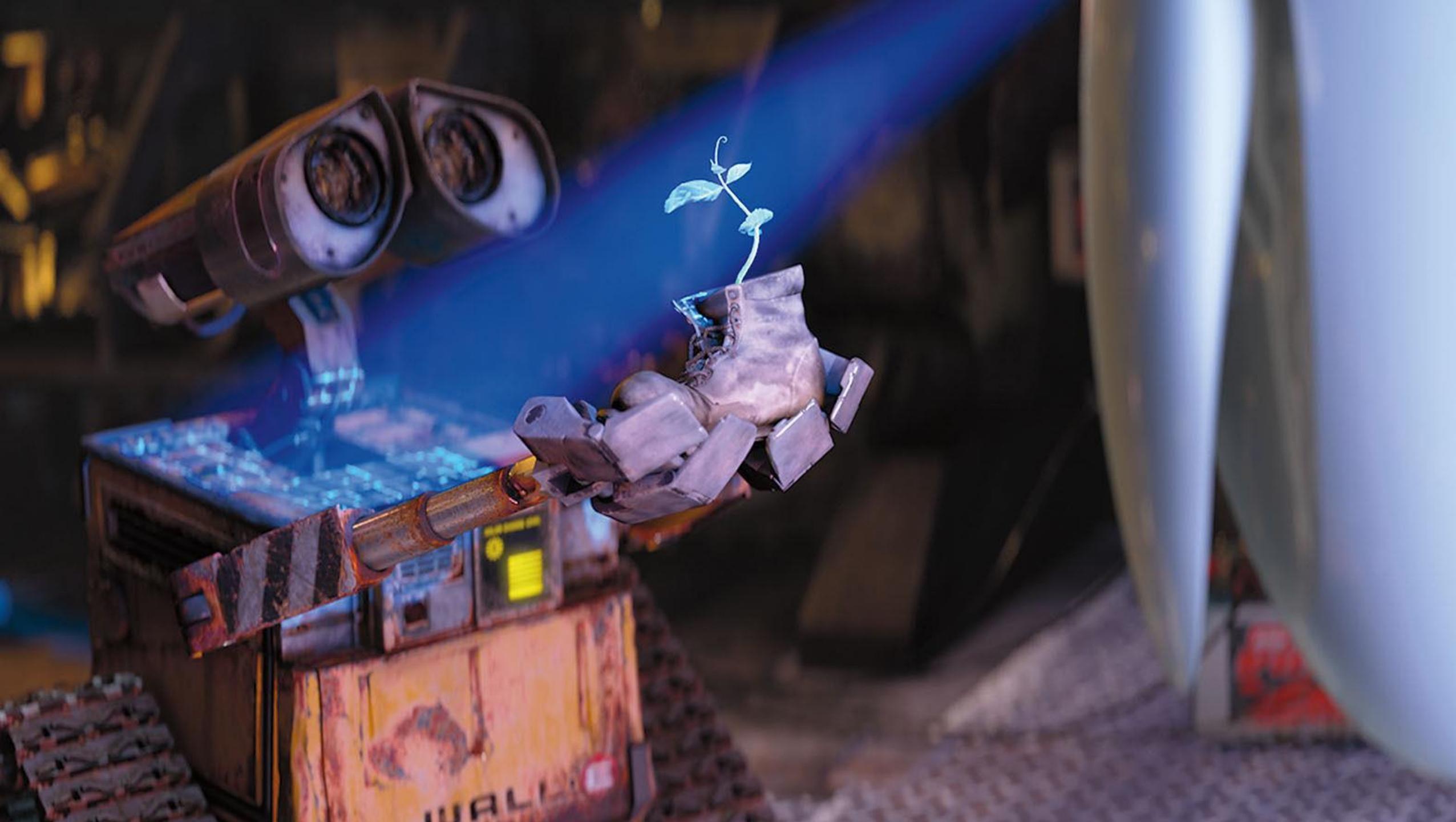


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