Title: The effect of universities’ “explicit” and “implicit” environmental behaviours on adoption of pro-environmental behaviours by staff and students.

Description:

Many universities present themselves as being pro-environmental and ask staff and students to adopt eco-friendly behaviours, like recycling and taking the stairs, to do their part. Many of these same universities, however, invest heavily in fossil fuel companies and intermediaries that are a leading cause of environmental devastation and global warming (e.g., UCL invests about £21 million in these companies). Our recent research suggests that this discrepancy between universities explicit attitudes, e.g., as seen on websites, and their implicit attitudes toward the environment, e.g., as revealed by their investment strategies, negatively impact staff and students intentions to adoption of pro-environmental behaviours (www.lab-lab.org/research/green-ucl). We would like to extend this work by conducting further studies to experimentally test this hypothesis using measures of actual pro-environmental behaviours.

Please email Jeremy Skipper (jskipper@lab-lab.org) for further details or to arrange an initial meeting.

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