

Human Ecodynamics & Integrating Humanity into Environmental Science

THE ROLE OF PSYCHOLOGY

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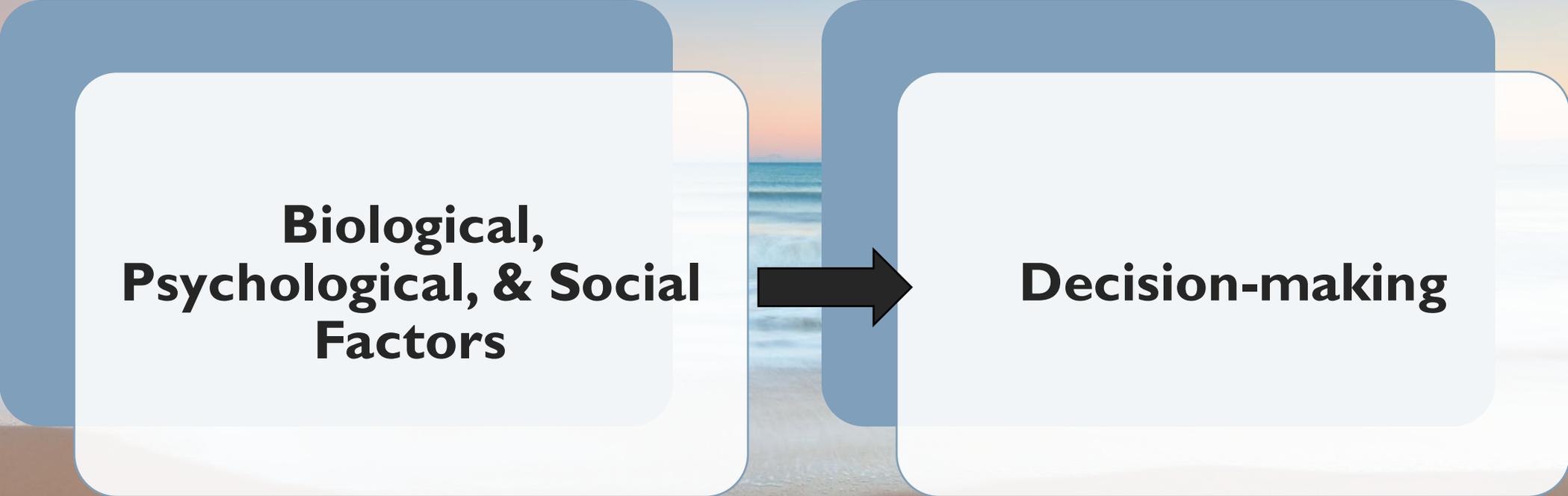
THE PROBLEM: PEOPLE'S BEHAVIOR

“Environmental problems are a function of human behaviors, and human behavioral changes will be necessary in order to address them...Psychology is among the most relevant disciplines as the one most devoted to the study of human behavior and behavioral interventions” (Clayton & Brooke, 2005, p. 89).



**USING THE BIOPSYCHOSOCIAL MODEL TO UNDERSTAND
WHAT MOTIVATES UN/SUSTAINABLE BEHAVIOR**

**Biological,
Psychological, & Social
Factors**



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graph LR; A[Biological, Psychological, & Social Factors] --> B[Decision-making]
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Decision-making



BIOLOGICAL FACTORS

- Our evolutionary relationship with nature & the social environment
- The most basic of all human needs are physiological & safety needs



PSYCHOLOGICAL FACTORS

- The dual track mind & cognitive load
- Worldviews & belief systems
- Framing & perception of risk & relevance
- Feedback, incentives, & repetition



SOCIAL FACTORS

- **Social & cultural norms** (overall, the most predictive)
- Individual & group identity
- Trust in institutions
- Social inequities



PSYCHOLOGICAL RESEARCH CAN ALSO BE USED TO:

- Understand how human behavior & environmental policy affect wildlife behavior
- Test behavioral interventions that can contribute to wildlife conservation efforts



RECOMMENDATIONS

- Invite psychologists to play a role developing & implementing environmental policies
- In environmental science classes, go beyond identifying the problematic behavior
 - Examine what motivates it