

Understanding the social psychological determinants of environmentally sustainable behavior

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“Environment facing societal challenges”

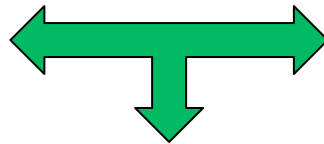


European/International Joint Ph.D.
in Social Representations and Communication

Ongoing research lines



Household waste
recycling (HWR)



Environmental
education
(EE)



Sustainable
mobility (SM)
and the use of
bike in big cities



Sustainable
tourism (ST)



Household Wastes Recycling (HWR)

Practical Goals



Development of measurement instruments to monitor structural and psychological factors hampering citizens' commitment and effectiveness

Questionnaire

Theoretical Goals



Study of normative influence, knowledge and skills



Household Wastes Recycling (HWR)

Publications

- Fornara F., Carrus G., Passafaro P., Bonnes M. (2011). Distinguishing the sources of normative influence on proenvironmental behaviors: the role of local norms in household waste recycling. *GROUP PROCESSES & INTERGROUP RELATIONS*, vol. 5, p. 623-635.
- Carrus G, Passafaro P, M. Bonnes (2008). Teoria del Comportamento Pianificato e Norme Locali: uno studio sulla raccolta differenziata dei rifiuti domestici. *RASSEGNA DI PSICOLOGIA*, vol. 3, p. 27-43.
- Carrus G, Passafaro P, M. Bonnes (2008). Emotions habits and rational choices in ecological behaviours: the case of recycling and use of public transportation. *JOURNAL OF ENVIRONMENTAL PSYCHOLOGY*, vol. 28, p. 51-62.



Household Wastes Recycling (HWR)

Investigations carried out in Rome and nearby areas (es. Albano, Civitavecchia, Cerveteri), in Campania (es. Salerno,) in Umbria (es. Terni)

Practical goals



Development of measurement instruments to monitor structural and psychological factors hampering citizens' commitment and effectiveness

Questionnaire



Analysis of citizens recurrent errors and failure in recognizing materials and disposals procedures



Identification of common problems

Planning communication, formation, information, education strategies



Sustainable mobility (SM) and Use of bikes in big cities

Practical goals



Developing a measurement
instrument to assess individual
opinions and expectations
(desiderata)

Theoretical goals



Testing social psychological models with a focus
on the role of habits, emotions and social norms





Sustainable mobility (SM) and Use of bikes in big cities

Publications



- Passafaro, P., Rimano, A., Piccini, P., Metastasio, R., Gambardella, V., Gullace, G., Lettieri, C. (2014) Commuting by bike in a big city: desires and emotions vs attitudes, habits and norms. Journal of Environmental Psychology, 38, 76-83.
- Rimano A., Piccini P., Chiarolanza C., Metastasio R., Passafaro P. (2013) The bicycle and the dream of a sustainable city: an analysis of the image of bike in the mass media and the general public. Paper in preparation.
- Rimano A., Piccini P., Chiarolanza C., Metastasio R., Passafaro P. (2012). Determinants of the use of bike in the city: between practical motivations and social cultural values. Poster presented at the Planet Under Pressure conference. London, April 25-30th, 2012.
- Carrus, G., Passafaro, P., Bonnes, M. (2008). Emotions habits and rational choices in ecological behaviours: the case of recycling and use of public transportation. JOURNAL OF ENVIRONMENTAL PSYCHOLOGY vol. 28, p. 51-62



Sustainable mobility (SM) and Use of bikes in big cities

Practical goals



Developing a measurement
instrument to assess individual
opinions and expectations
(desiderata)



2 studies accomplished – 1
ongoing

Analysing the possibility to
increase the use of bikes in big
urban areas



Factors to deepen:
Personal Lifestyles
Familstyles
Social-cultural factors (Identity and
image)
Social representations

Known factors:
Public policies: sustainable mobility
Structural endowment: cycling trails, bike
parking, traffic management.
Territorial conditions: distance, hilliness,
climate
Psychological: Attitudes and opinions
Physical condition: training levels, health
conditions



Sustainable tourism

Practical goals



Developing an instrument to assess
general attitudes towards
sustainable tourism

Questionnaire

Theoretical goals



Studying relationship between preferences for
sustainable forms of tourism and general pro-
environmental attitudes



Sustainable tourism

Publications



Passafaro P., Cini C., Bocchi D., Pichini I. (2012). Atteggiamenti ecologici e preferenze per attività e servizi turistici nella prospettiva della Psicologia Ambientale. *TURISMO E PSICOLOGIA*, vol. 1, p. 27-45

Passafaro P., Giannantoni S., Ludovici S. (2011). Turismo, sostenibilità e atteggiamenti ecologici: uno studio sulle basi psicologico-sociali e ambientali delle preferenze eco-turistiche. *TURISMO E PSICOLOGIA*, vol. 1, p. 397-412.

Passafaro P., Cini, F., et al.(2014) Understanding preferences for nature based and sustainable tourism: the role of personal values and general and specific environmental attitudes. Paper submitted for publication to *Society and Natural Resources*.



Sustainable tourism

Practical goals



Developing an instrument to assess
general attitudes towards
sustainable tourism



Questionnaire

Segmenting the potential market

Developing communication strategies

Developing intervention strategies



Environmental Education

Practical goals



Identifying factors and developing instruments for studying children attitudes, values, knowledge toward environmental issues

Questionnaires – games ecc.

Theoretical goals



Study review



Environmental Education

Pubblications



Passafaro P. , Carrus G, Pirchio S (2011). Il contributo della psicologia all'educazione ambientale: modelli, metodi e risvolti applicativi. In: P.Cavallero; S.Paglialunga. La psicologia nel parco. Tutela ambientale e benessere psicosociale: intergenerazionalità e multimedialità. p. 247-261, Pisa:Edizioni ETS.

Passafaro P. , Carrus G, Pirchio S (2010). I bambini e l'ecologia: aspetti psicologici dell'educazione ambientale. Roma:Carocci.



Environmental Education

Practical goals



Identifying factors and developing instruments for studying children attitudes, values, knowledge toward environmental issues



Questionnaires – games ecc.

- Defining children educational needs and the specific goals of the intervention in the EE field
- Monitoring the effects of educational interventions
- Analyzing strengths and weaknesses of interventions