

# DIFFERENCES IN NATURE RELATEDNESS, PRO-ENVIRONMENTAL ATTITUDE AND PRO-ENVIRONMENTAL BEHAVIOUR:

## THE ROLE OF PLACE PREFERENCE

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# UK ENVIRONMENT & HEALTH POLICY TARGETS

- REDUCE EMISSIONS OF 5 KEY AIR POLLUTANTS
- MINIMISE WASTE, INCLUDING ZERO AVOIDABLE PLASTIC WASTE BY 2042
- PROVIDE QUALITY NATURE SPACES WITH AN EMPHASIS ON URBAN SETTINGS AND ENCOURAGE THE USE OF OUTDOOR SPACES FOR HEALTH & WELLBEING

(SOURCE: DEFRA, MAY 2019; PHE, AUGUST 2019)

- INCREASE ACTIVE TRANSPORTATION, PRO-ENVIRONMENTAL BEHAVIOUR, AND NATURE USE TO ACHIEVE TARGETS

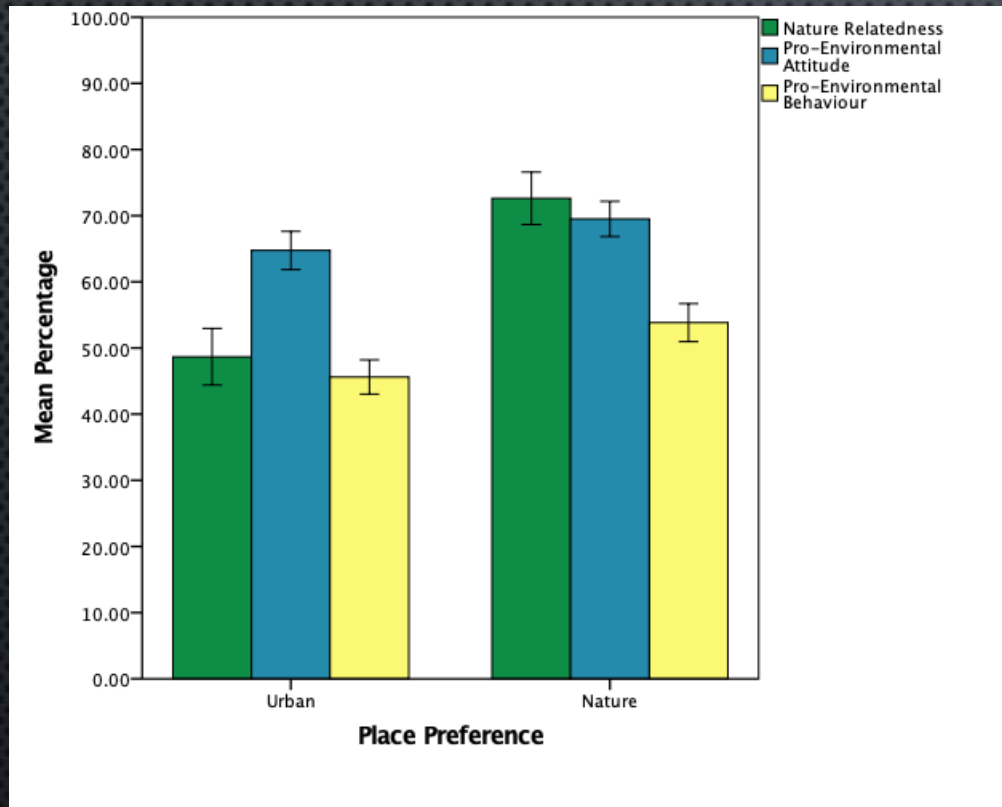
# WHAT IS PLACE PREFERENCE?



# THE CURRENT STUDY

- DO NATURE RELATEDNESS, PRO-ENVIRONMENTAL ATTITUDES, AND PRO-ENVIRONMENTAL BEHAVIOURS DIFFER BY PLACE PREFERENCE?
  - DRIVERS OF PRO-ENVIRONMENTAL BEHAVIOURS INCLUDE GENERAL PRO-ENVIRONMENTAL ATTITUDES AND NATURE RELATEDNESS
  - BEHAVIOUR CHANGE COMMUNICATION EFFECTIVENESS LINKED TO INDIVIDUAL DIFFERENCES AND MESSAGE FRAMING
- ONLINE STUDY
  - NATURE ( $N = 107$ ), URBAN ( $N = 105$ )
  - NATURE RELATEDNESS (NISBET ET AL)
  - PRO-ENVIRONMENTAL ATTITUDE (DUNLAP ET AL)
  - PRO-ENVIRONMENTAL BEHAVIOUR (CAPSTICK ET AL)
  - SENSE OF PLACE (JORGENSEN & STEDMAN)

# THE PLACE PREFERENCE EFFECT



- A NATURE PREFERENCE RESULTED IN HIGHER LEVELS OF ALL THREE OUTCOMES
- NATURE RELATEDNESS WAS THE MOST IMPORTANT PREDICTOR OF PRO-ENVIRONMENTAL ATTITUDE OR BEHAVIOUR, IRRESPECTIVE OF PREFERENCE
- UNDERLYING DRIVER OF PREFERENCE WAS EMOTIONAL ATTACHMENT TO PLACE WHICH WAS HIGH (80%) IN THE NATURE GROUP AND MODERATE (60%) IN THE URBAN GROUP

# IMPLICATIONS FOR POLICY & PRACTICE

- NATURE RELATEDNESS PREDICTS PRO-ENVIRONMENTAL ATTITUDES AND BEHAVIOURS
  - LOWER IN PERSONS WITH AN URBAN PREFERENCE
  - INTERVENTIONS COULD FOCUS ON FOSTERING NATURE RELATEDNESS
  - PLACE PREFERENCE AS AN EASY WAY TO CAPTURE INDIVIDUAL DIFFERENCES
- PLACE PREFERENCE REPRESENTS THE INDIVIDUAL AND THEIR SENSE OF PLACE
  - HIGHER IN ALL ASPECTS IN THOSE WITH A NATURE PREFERENCE
  - SUGGESTS DIFFERENT TARGET CONTENT FOR BEHAVIOUR CHANGE MESSAGE FRAMING

Thank you for listening and to my co-investigator, Ms. Hannah Trotter

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