

Introduction

- Considering human behavior is the primary cause of and potential solution to many environmental problems, it is critical that we understand how best to target behavior change
- Positive Spillover:
 - Performing one pro-environmental behavior (PEB) leads to an increase in performing more PEBs
 - Internal motivators (e.g. self-identity) likely increase positive spillover due to consistency effects (Truelove et al., 2014)
- Negative Spillover:
 - Performing one PEB leads to a decrease in performing more PEBs
 - Instilling a sense of guilt may increase negative spillover due to licensing effects (Lacasse, 2016)
- Some have raised concerns about negative PEB spillover to political behavior, which has been included in past literature (Wagner, 2011)

Method

120 Participants

Random Assignment

Identity
Condition
(Easy PEBs)



Guilt
Condition
(Difficult PEBs)



Sport
Control



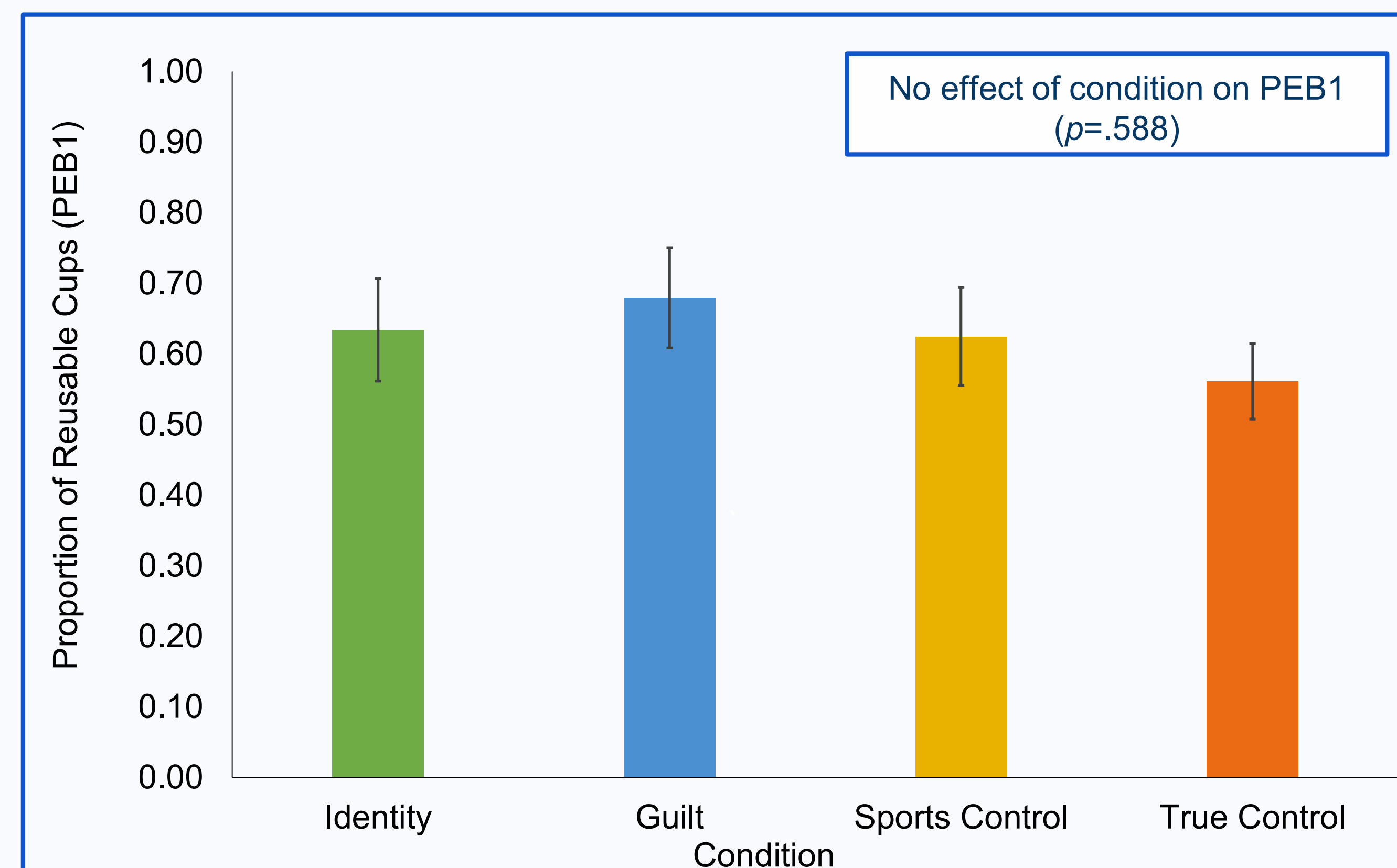
True Control

PEB1: Reusable Cup Commitment

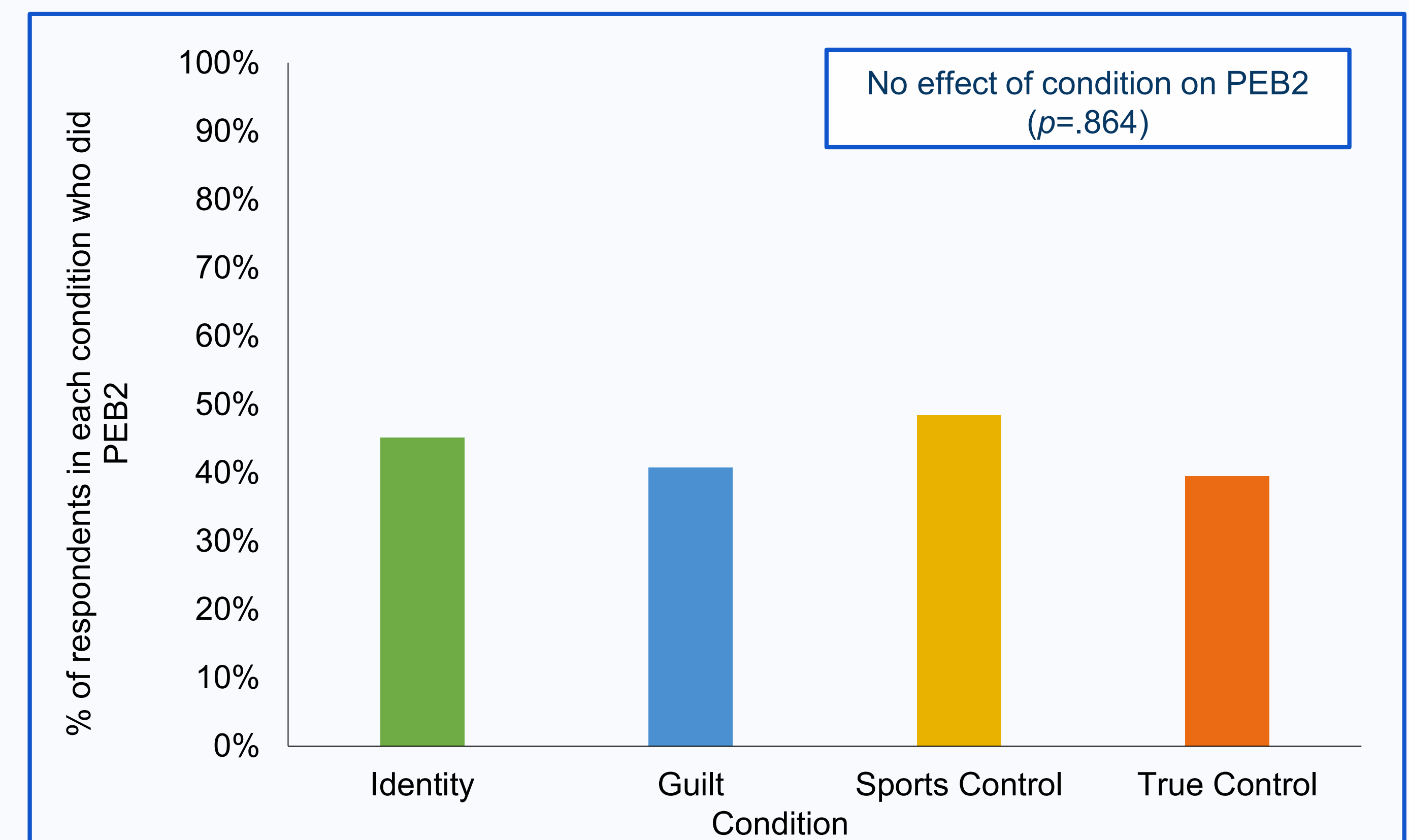
1 Week

PEB2: Write Letter to Governor

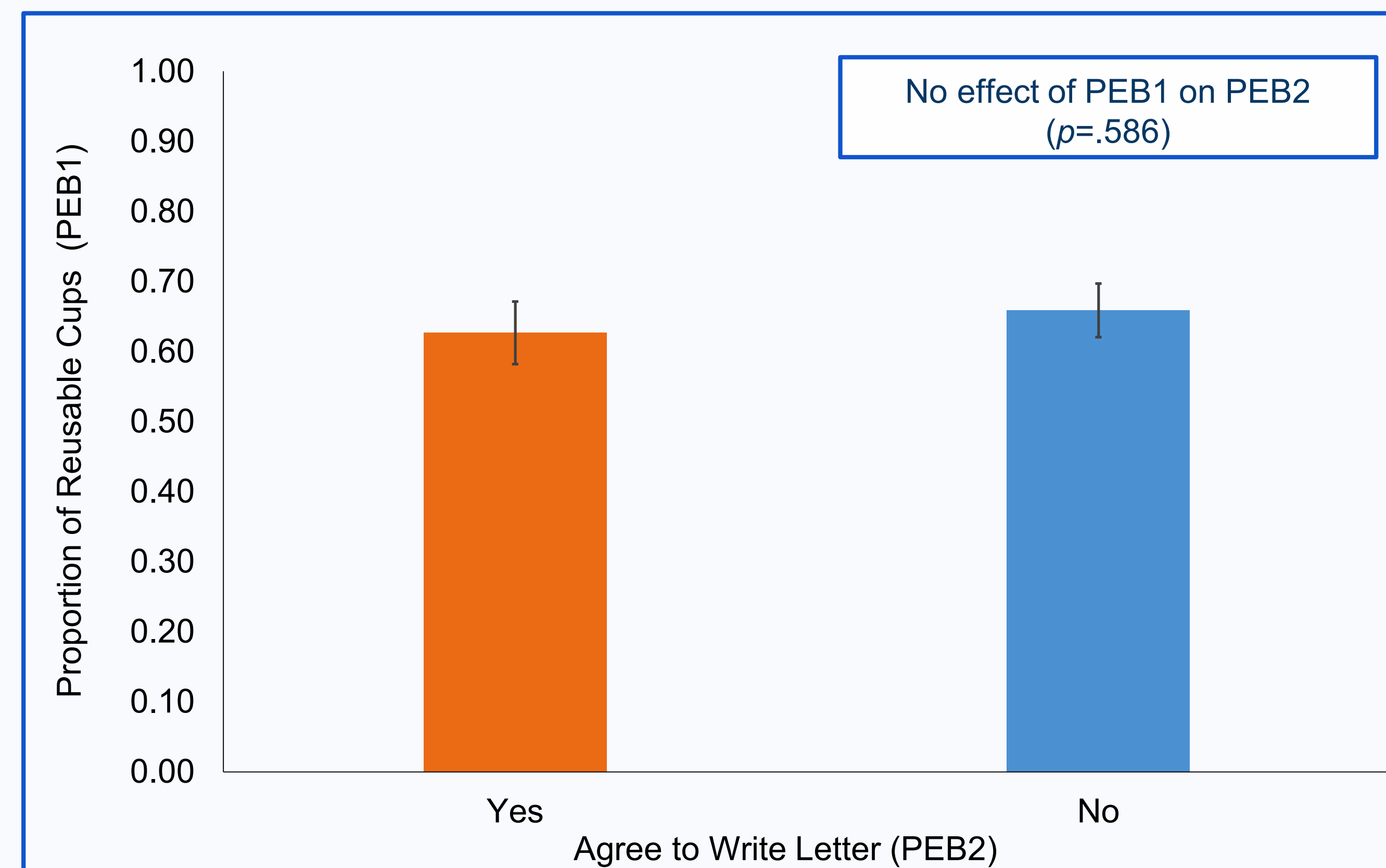
Results



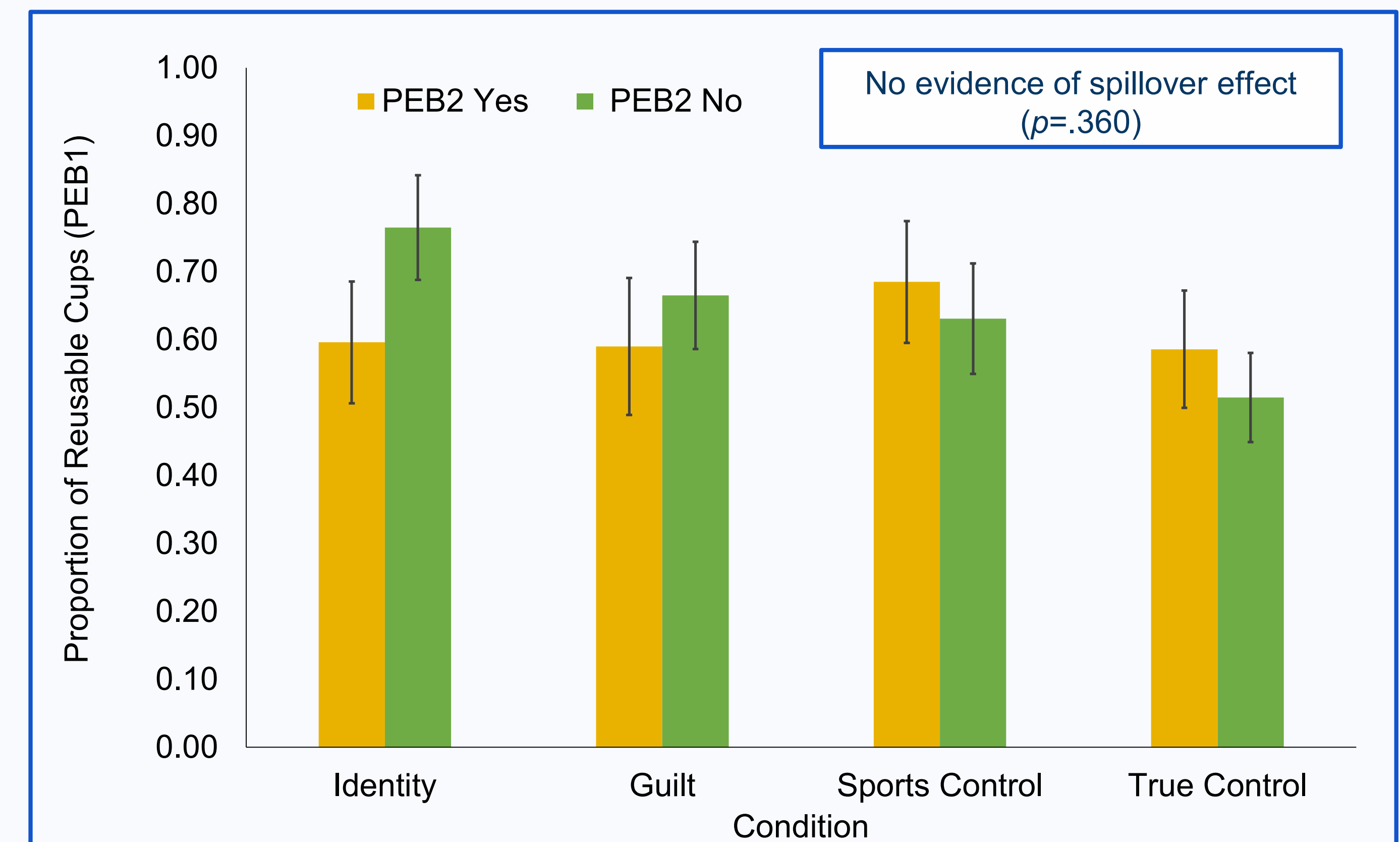
H1: Both the identity and guilt message lead to more PEB1 compared to controls. (unsupported)



H2: Both the identity and guilt appeal lead to more PEB2 compared to controls. (unsupported)



H3: PEB1 positively relates to PEB2. (unsupported)



H4: Identity appeal leads to positive spillover. Guilt appeal leads to negative spillover. (unsupported)

Conclusion

- These results may provide evidence that neither pro-environmental identity nor guilt affect people's PEB.
- Using reusable cups did not increase or decrease people's motivation to perform more difficult political PEBs.
- Concerns and worries about negative PEB spillover to political behavior may be unwarranted.