

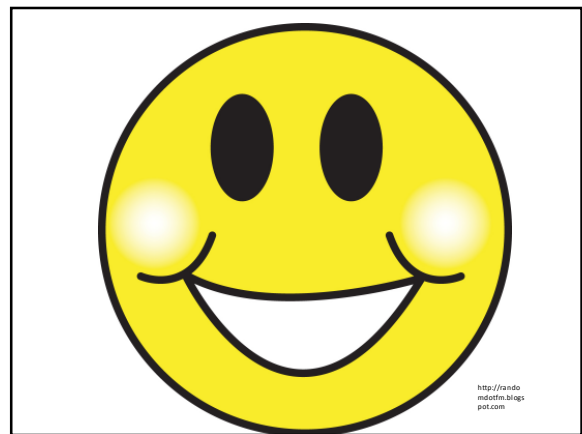
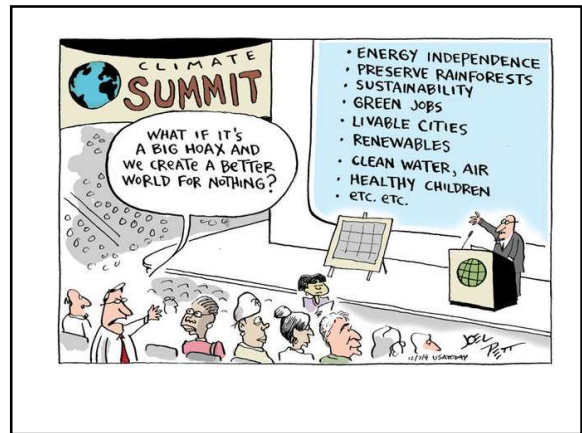


Psychology for a Better World
Strategies to Inspire Sustainability

Niki Harré

NZAAE
conference
Christchurch
January 2014

Includes a self-help guide for sustainability education
By Niki Harré



Three ideas

1. People are happiness seekers
2. People are social
3. People want to be good

1. People are happiness seekers and happiness brings out some very important human qualities.



Creativity



<http://ica.nhs.ca/about/2010/sum-ival/emerg-ency-do-you-have-a-winter-sun-ival-kit>

Cooperation



Openness to change



How do we work with people as happiness seekers?



2. People are social

We imitate each other



<http://nooutcasts.org/?p=205>

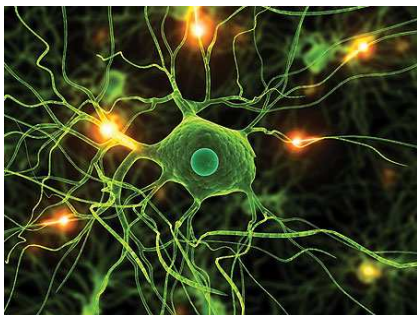
Photos from Bandura's experiments in learned aggressive behavior. After watching an adult behave aggressively toward an inflated doll, the children in Bandura's study imitated many of the aggressive acts of the adult model.



<http://homepage.psy.utexas.edu/homepage/class/psy301/5alinas/sec2/lec26w/transparenties05.html>



<http://didntsignupforthis.com/news/page/3/>




<http://myesifriends.com/wordpress/category/edupunk/wiziq-wealth-machine/page/3>

Behavioural traces



Stories



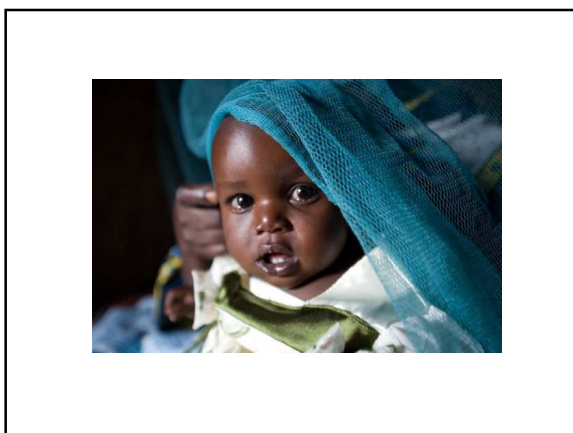
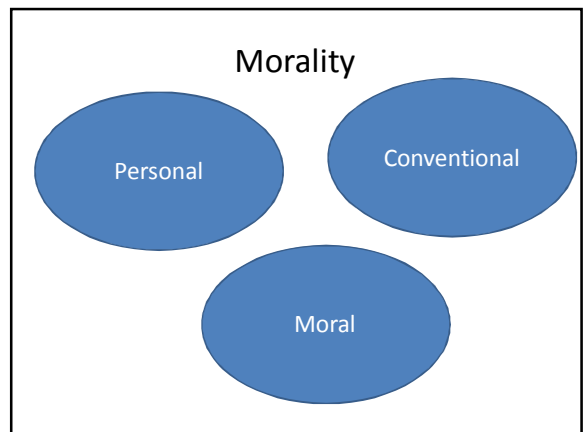
<http://www.eatingdisorderhelp.co.uk/lego-content/uploads/2009/05/webinar-anorexia-distorted-body-image.jpg>

How do we work with people as imitators?

- Do** what you hope **others** will do (this also increases your credibility)
- Leave behavioural traces
- Draw attention to positive norms
- Tell tales of joy
- Produce images of yourselves being as you would like to be



People want to be good



How do we work with people's desire to be good?



Self-help guide



Science

- Nature of Science, communicating in science (L1, L2, L3, L4)
- Nature of Science, participating and contributing (L1, L2, L3, L4)

Social Sciences (L1, L2, L3, L4)

- Belonging in groups
- Roles and responsibilities in groups
- How groups make and implement rules
- Learning about leadership in groups (Belinda Bray)

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