

Effects of anticipating regret on pro-environmental behavior

Monday, September 23, 2024 12:30 PM (20 minutes)

Psychological research has focused on developing a deeper theoretical and practical understanding of the best intervention strategies to support eco-friendly behaviours, attitudes, and practices. It has been noted that the anticipation of regret is a strong inducement to act. The overall goal is to encourage young individuals to make eco-friendly decisions by manipulating their regrets. For ten days, one EkoTok (short video) will be sent every day via an automated instant messaging chat. One-hundred-twenty-eight participants were recruited for the research. Following baseline measurements of environmental behaviour (total and subdimensions), individuals were split into two groups. The experimental group (GS) received EkoToks characterized by the manipulation of regret anticipations. The control group (GC) received only informative movies. Environmental behaviour measurements were gathered once more at the post-test and follow-up, which took place three months later. The interaction between the means of the two groups during the three measurement times was seen on: Total score ($F= 25.9;p<0.01$), Prosocial Behaviour ($F= 8.7;p<0.01$), Waste ($F= 9.9;p<0.01$), Reuse ($F= 30.8;p<0.01$), Recycling ($F= 15.9;p<0.01$), and Activism ($F= 29.6;p<0.01$). At the post-test, GS has higher scores than GC on the Total score ($F= 4.7;p<0.05$), Prosocial Behaviour ($F= 4.1;p<0.05$), Consumption ($F= 8.8;p<0.01$) and Recycling ($F= 11.5;p<0.01$). Comparing the outcomes between post - test and follow-up, GS presents higher scores than GC on Total score ($F= 22.6;p<0.01$), Prosocial Behaviour ($F= 4.2;p<0.01$), Consumption ($F= 9.5;p<0.01$), Reuse ($F= 5.4;p<0.01$), Recycling ($F= 20.5;p<0.01$) and Activism ($F= 29;p<0.01$). The study's findings provide the scientific foundation for an intervention aimed to encourage eco-sustainable behaviour.

If you're submitting a poster, would you be interested in giving a blitz talk?

Yes

If you're submitting a symposium talk, what's the symposium title?

If you're submitting a symposium, or a talk that is part of a symposium, is this a junior symposium?

Primary author: BONVINO, Aurora (Università degli studi di Foggia)

Co-authors: Prof. QUARTO, Tiziana (University of Foggia); Prof. PALLADINO, Paola (Università degli studi di Foggia)

Presenter: BONVINO, Aurora (Università degli studi di Foggia)

Session Classification: Lunch & poster 1