

The effect of environmental themed visuals and art on pro-environmental behavior of SUNY Potsdam students

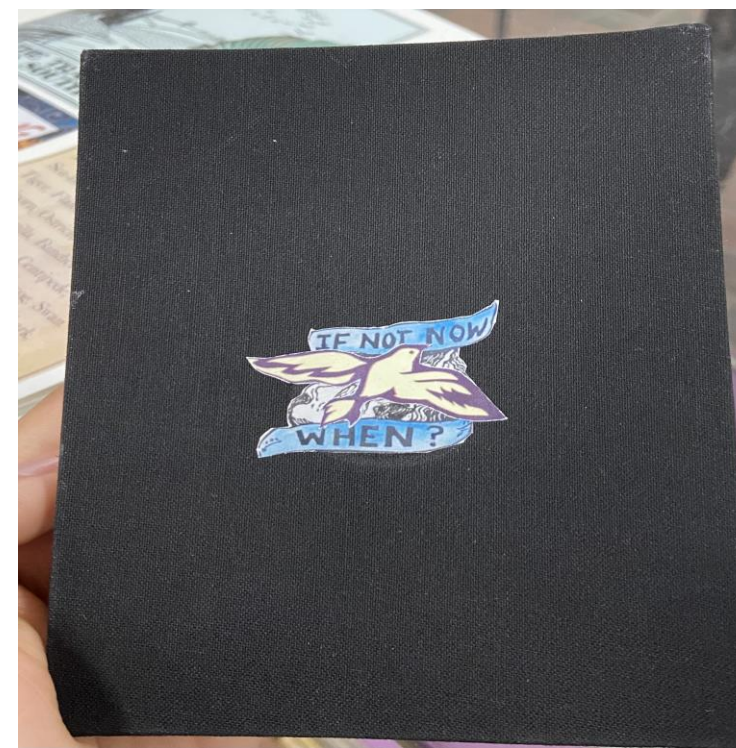
Jada West, Soles Nick, Sylvia Grant

State University at Potsdam ;Department of Environmental Studies (ENVR290 Research)

Abstract

We tested the effect of environmental visuals and art on pro environmental behavior within SUNY Potsdam students. We were able to test for a significant difference between our groups results following the experiments. We hypothesize that our treatment groups will show a more observable change in behavior than our control.

Figure 3: Piece of art from Dr. Ford's Art Show



Introduction

We tested the effects of art and visual representation of changes in SUNY Potsdam's students' environmental behavior. We did this by testing for a significant difference between our control and two treatment groups. Our control sample was an introduction class into Sustainability [ENVR110]. Treatment group one: WAYS101- World without Wolves. Furthermore, treatment group two: 3-dimensional design.

Materials

-“Wake up, Freak Out- then Get a Grip.” Youtube, uploaded by Ligermorph [“ A short animated film about the feedback loops likely to lead to catastrophic climate change, by Leo Murray] 12, February 2013, <https://www.youtube.com/watch?v=VnyLIRCPajM>

-Dr. Claudia Ford's, “What Earth is made of: Planetary materials; Gaia Theory & Climate Grief Exploration in Art & Science.”
-Our Instrumental Survey [Questions 5,9,10,11,& 14]
https://forms.microsoft.com/Pages/ShareFormPage.aspx?id=6Caribb_Ik-bl4JqQEsZAvQvje1mUqBBRJCDr_PfMy9URjMyUIQ4OFdaNjBZMzFFQ0g2NUUQ0SVIUSS4u&sharetoken=jlAsDXtgPyt9vXIXQVoG

Methodology

To test for a significant difference our control group was administered our survey with no prior environmental visuals. Then we revisited our control exactly one week after and readministered the survey. Next, treatment group one was shown video animation, “Wake up, Freak out”, and then administered our survey directly after. One week later, we revisited the control and treatment one group and readministered the survey. For the treatment two group, directly after the survey the participants viewed Dr. Ford's, “What Earth is made of: Planetary materials; Gaia Theory & Climate Grief Exploration in art & science. Four days later, students from treatment group two were readministered the survey. We conduct an ANOVA test on the “after” data from all sample groups to detect any significant difference.

Results

Concluding this experiment, we found no significant differences across all sample groups. However, we saw minor changes, yet not significant. Refer to Figure 1 for a visual representation of question fourteen.

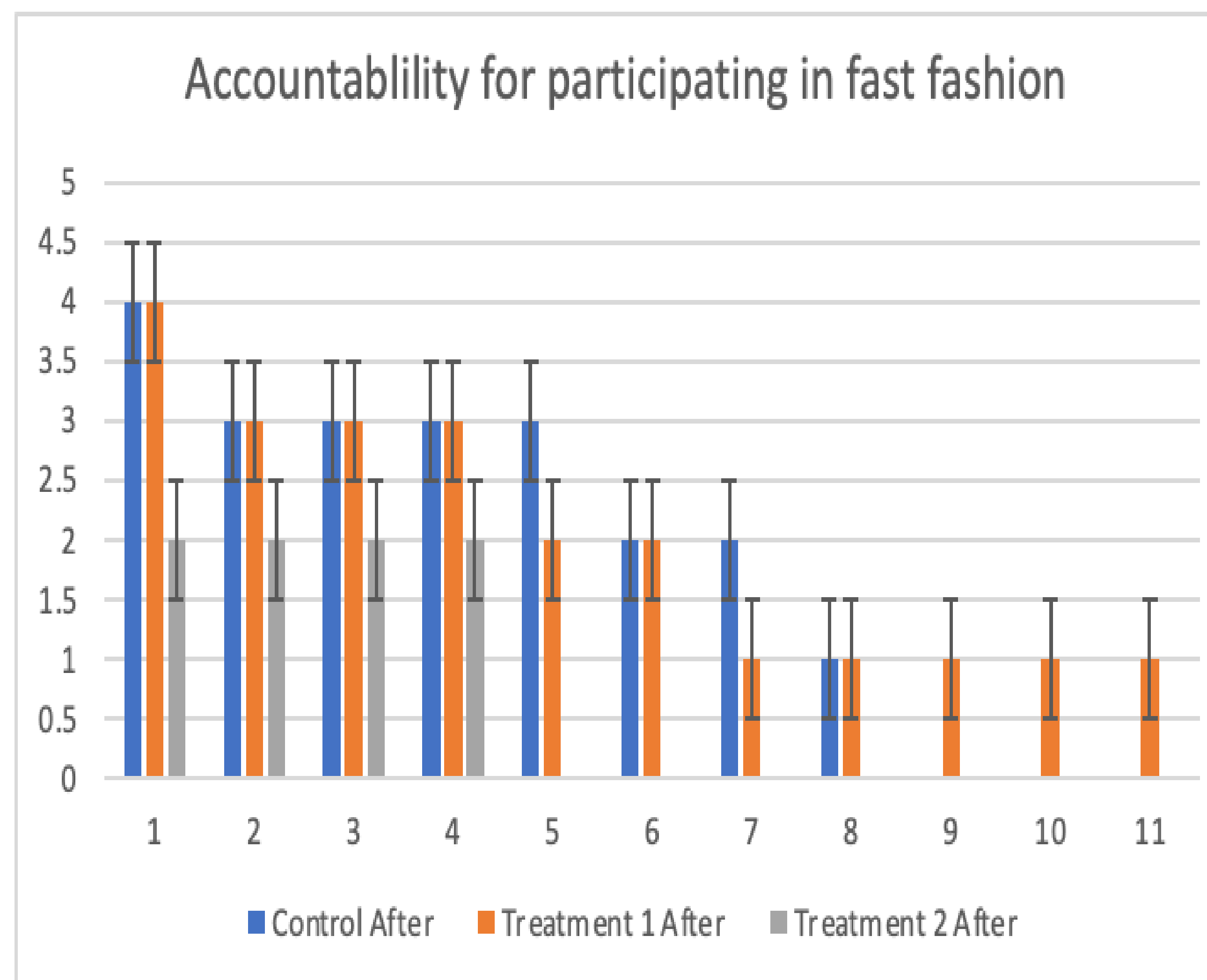


Figure 1: Instrumental Survey ANOVA Test Results, Question 14.



Figure 2: Collage from Dr. Ford's Show

Recommendations

Our biggest challenge was sample size, especially since we needed the same students to take the survey before and after. We recommend a larger sample size carrying more diversity [scholar year, department, gender, etc]; this may detect significant differences where we only saw trends.

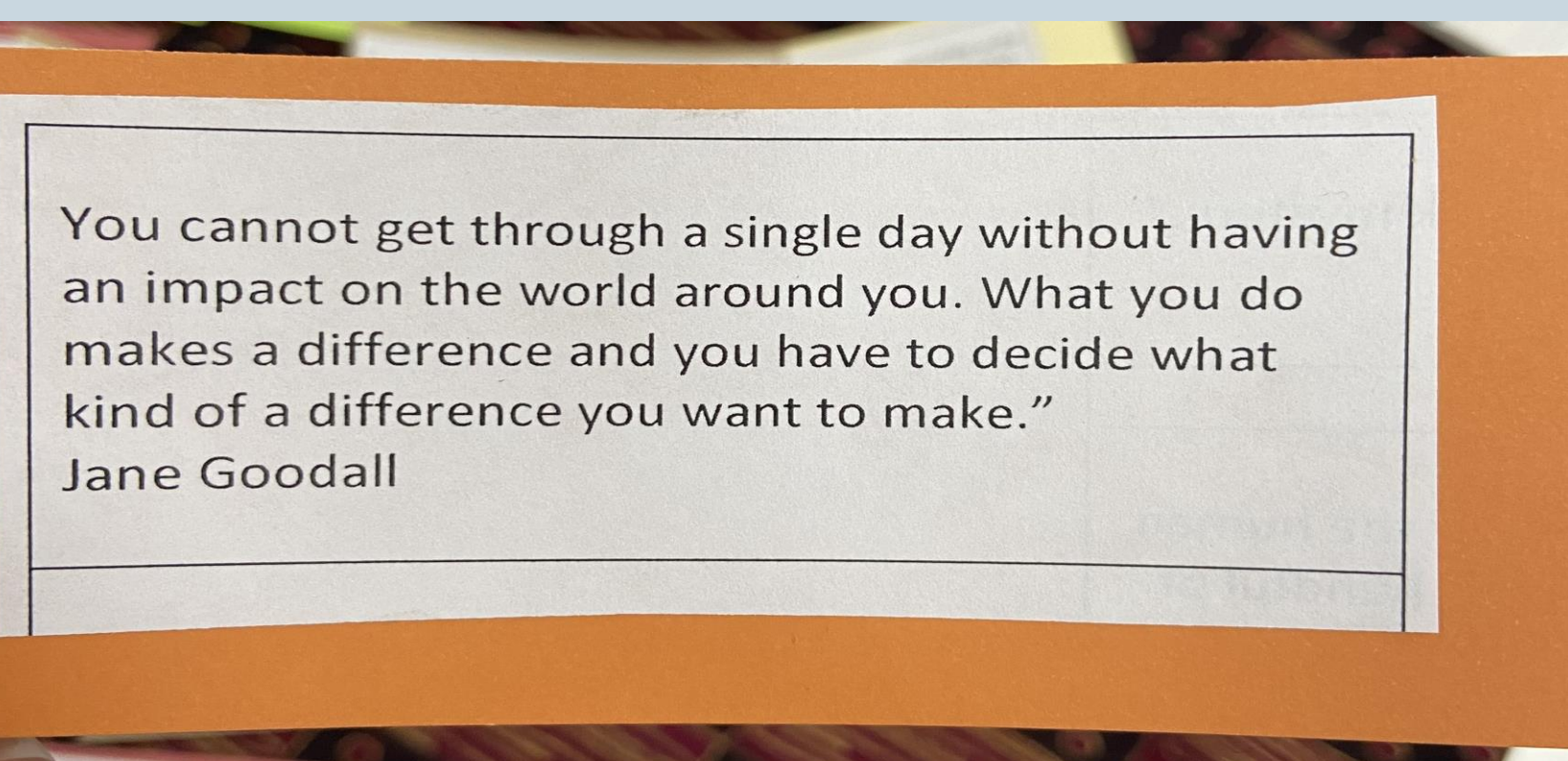


Figure 3: Quote derived from Dr. Ford's Art Show

Acknowledgements

- Dr. Katherine Cleary: Instructor of Control and Treatment 1 Group.
- Dr. Claudia Ford: Creator, artist, and presenter of “What Earth is made Of” art show.
- Laura M. Fair-Schulz: Instructor of 3-Dimensional Design.
- [Environmental Psychology - an overview | ScienceDirect Topics](#)