HÖGSKOLAN I GÄVLE

Behavioral and Attitudinal Change for Sustainable Development 7.5 cr

Beteende- och attitydförändring för hållbar utveckling 7,5 hp

Set by Faculty of Engineering and Sustainable Development

Version	**Set at**	**Valid from**
	4/22/20	**HT2021**

Level	A1N
Education level	Second cycle
Course identifier	MIA010
Credits	7.5 cr
Main field of study	Sustainability Science
Subject group	Environmental Science
Disciplinary domain	Social sciences 80.0 % Natural sciences 20.0 %

Learning outcomes

After completion of the course, the student shall be able to
1. describe psychological processes that influence the emergence and variability of attitudes, values and behavioral patterns
2. discuss and critisize perspectives on attitudes and behaviors linked to environmental and sustainability issues
3. discuss and analyze tools, theories and methods for behavioral change and attitude change
4. exemplify, discuss and analyze tools for behavioral and attitudinal change in a sustainability context
5. conduct behavioral and attitudinal change interventions and evaluate the effects of these.

Course content

The course contains an overview of the psychological processes that underpin attitudes, values, behavior, their formation, variability and change. These processes include for example learning, habits and social norms. The course also covers theories and perspectives of attitudes and behaviors, including techniques for changing attitudes and behaviors. These techniques and perspectives include for example incentives, nudging, persuasion, information, the inter-dependency between the physical environment and human behavioral change, and

how these can be used for sustainable development. The course also covers tools forscientific evaluation of the effects of behavioral and attitudinal change interventions.

Teaching Lectures and seminars

Prerequisites At least 180 credits first-cycle degree comprising at least 60 credits in sustainability science, environmental engineering, technology, psychology, industrial design, business administration, natural resource management, leadership, organization and governance, or other relevant main area.

In addition, knowledge of English is required corresponding to what is required basic eligibility for Swedish university education at undergraduate level.

Examination Written assignment, laboration report, defence and opposition

Module 0010 Written assignment 5 cr, examines learning outcomes 1-4, grades A-F
Module 0020 Laboration report, defence and opposition 2.5 cr, examines learning outcome 4-5, grades Pass, Fail

Grade A, B, C, D, E, Fx, F

Other regulations Degree Criteria for final grade will be handed out by the course responsible or examiner latest at the beginning of the course.

Sustainable environment The majority of the course content deals with sustainable development..

Module

0010	Written home assignment	5 cr	Grade: AF
0020	Lab report, defence and opposition	2.5 cr	Grade: UG