

CAPILANO UNIVERSITY COURSE OUTLINES			
TERM:	SPRING 2013	COURSE NO:	PSYC 340
INSTRUCTOR:		COURSE NAME:	CONSERVATION PSYCHOLOGY
OFFICE: E-MAIL:		SECTION NO(S):	CREDITS: 3

COURSE FORMAT:

Three hours of class time, plus an additional hour delivered through on-line or other activities, for 15 weeks, which includes two weeks for final exams.

COURSE PREREQUISITES:

45 lower level credits including PSYC 100. PSYC 200 is recommended.

COURSE DESCRIPTION:

This course surveys the new field of conservation psychology, the scientific study of the relationship between humans and the rest of nature, how our values, emotions, cognitive heuristics, motivations, and social and culture context and norms affect conservation behaviours. Conservation Psychology is an applied field of study that seeks to research and promote sustainable behaviour. This course will focus on the application of theories and research in psychology to the issues of conservation in the face of climate crises and the urgent need to develop environmental sustainability, decrease the negative impact of humans, and encourage environmentally-friendly behaviour.

COURSE LEARNING OBJECTIVES:

Successful students will be able to:

- Demonstrate (in written assignments, oral presentations, and original research) a breadth and depth of knowledge of current research and theory in conservation psychology. These include an understanding of the application of research and theories in psychology to the issues faced by climate change.
- Demonstrate research skills, critical thinking, and analytical and synthesis skills in evaluating research within the field, and in conducting original quantitative research, and use appropriate technology to analyze data and present their findings. This will be assessed by the research study assignment.
- Identify and apply the concepts in the course to the ethics problems of human impact on the environment in solving urgent social and environmental crises in both local and global contexts.
- Communicate their research, analyses and applications in oral and written formats.
- Complete both independent and cooperative assignments.
- Demonstrate an ability to apply the course concepts to analyze their own behaviour in terms of its environmental sustainability.

REQUIRED TEXTS:

1. Koger, S. M., & Winter, D. D. (2010). The psychology of environmental problems: Psychology for sustainability (3rd ed.). New York: Psychology Press.
2. McKenzie-Mohr, D. (2009). Fostering sustainable behaviour: Community-based social marketing. Download at:
<http://cbsm.com/public/images/FosteringSustainableBehavior.pdf>
3. A custom course package has been prepared and is available at the university bookstore.

Note: Readings must be completed ahead of class.

COURSE CONTENT:

Week	Topics	Notes
1	Introduction to conservation psychology	
2	An inconvenient truth	
3	Psychological barriers to sustainable behaviour	
4	Personality and attitudes	• Begin household behaviour analysis
5	Exam 1	
6	Predicting pro-environmental behaviour	• Household behaviour report due • Group assignments • Begin group project
7	Developing successful interventions	
8	Developing successful interventions	
9	Group project consultations	
10	Commons dilemmas	• Launch campaign
11	Psychological impact of climate change	
12	Exam 2	• Evaluate effectiveness of campaign
13	Oral presentations	• Group project report due

EVALUATION PROFILE:

Household behaviour report	15%
Group project report	25%
Exams (20% each)	40%
4 th Hour/ Online discussion forums	10%
Oral presentations (incl. Q&A and discussion questions)	10%
Total	100%

GRADING PROFILE:

A+ = 90 - 100%	B+ = 76 - 79%	C+ = 64 - 67%	D = 50 - 54%
A = 85 - 89	B = 72 - 75	C = 60 - 63	F = 0 - 49
A- = 80 - 84	B- = 68 - 71	C- = 55 - 59	

COURSE REQUIREMENTS:Household behaviour analysis

You will conduct a small research project that will involve you systematically observing and recording the environmental behaviours of the members of your household. At the end of a two-week data collection period, you will interview the members of your household to further investigate their environmental attitudes, motives, and priorities. Details and guidelines will be provided in class.

Group project

The objective of this project is for you to synthesize and apply the knowledge you gain during the semester. Working in groups of approximately five students, you will choose a particular cause related to the theme of sustainability (e.g., reducing the use of electricity), and then develop, refine, and launch a corresponding public awareness campaign (using print and social media) within the university community. Students from each group of five will collate their household behaviour report data and use the aggregated information to inform the development of their public awareness campaign. Details and guidelines will be provided in class.

Exams

Over the course of the semester there will be two exams to help you master the course material. These will consist of a series of long-answer questions.

Online discussion forums (Fourth Hour Activities)

Each week there will be a new discussion forum on the course website, pertaining to the material covered that week. You are required to post your thoughts and questions online. Your comments will be graded for depth of insight as well as consistency.

COURSE POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grades), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Attendance, punctuality, and participation

- Students are expected to maintain regular class attendance. Keep in mind that you are responsible for all announcements and material covered in class, regardless of whether or not you were present.
- Students are expected to arrive on time to class. Students will not be admitted to the classroom if they arrive more than 10 minutes late.
- This course is designed to be very experiential – involving group discussions, exercises, and demonstrations. The success of the class depends upon your active participation.

Cellular phones and wireless internet use

- Phones, iPods, and other electronic devices should be switched off or to silent mode (not on vibrate mode) prior to the start of class. Under no circumstances should a phone be answered in class or text messages sent during class.
- The classrooms now have wireless internet access. Students should not access the internet during class time.
- If these policies are ignored the student will be asked to leave the classroom and will be prohibited from bringing their laptop or other device to class in the future.

Course policies – continued

Classroom conduct

- Students are expected to conduct themselves appropriately in the classroom. Inappropriate behaviour (including disruptive, disrespectful, threatening, or dangerous behaviour) will not be taken lightly. The university policy concerning student conduct is available online at: <http://www.capilanou.ca/current/policies/University-Policies/conduct.html>

Email communication

- Please type your course and section number in the subject line of any email you send to me.
- I will try to reply to your emails in a timely fashion (i.e., within 48 hours), at least to acknowledge receipt of your email. Please do not expect prompt replies to emails sent to me over the weekend or fewer than 24 hours before an exam.
- Questions appropriate for email are those that can be answered with 1-2 sentence replies. Anything longer than this (e.g., an explanation of a concept) requires a face-to-face meeting and should be brought to my office hours.
- From time to time I may send emails to your university email address. If you do not intend to check this email address, please make sure that you forward the mail to an address that you check regularly. Failure to do so may mean that you miss essential information.

Missed exams

- Exams will not be rescheduled to suit your holiday needs. Do not ask whether you can write your exam on another day. If you are severely ill and have to miss an exam, you or a caregiver must (1) notify me before the exam/test start time and then (2) provide a doctor's note within one week. Unless both conditions are met, you will receive a zero.
- If you are granted a make-up exam, it may be of a different format than the in-class exam and may include an oral examination. A penalty may be levied on make-up exams when granted. Submissions for waiver of late penalties for exceptional circumstances may be presented, in writing, with the appropriate documentation, to the Psychology Department.

Plagiarism and cheating

- Plagiarism and cheating will not be tolerated. Any instances will result in penalties as severe as failing the course. The university policy concerning cheating and plagiarism is available online at: <http://www.capilanou.ca/current/policies/University-Policies/cheating.html>

Assignments

- All papers must be submitted directly to the instructor at the beginning of the class period. Late papers will be penalized according to the number of days delayed, up to 20% for one week. No papers will be accepted later than one week.
- All assignments must be original and must be used for this course only. Keep a copy of all work and hand in the original which must be typed.

Incomplete Grades

- Incomplete grades will be given only in exceptional circumstances, and require the approval of the Psychology Department rather than your instructor.

Emergency Procedures

- Please read the emergency procedures posted on the wall of the classroom.