

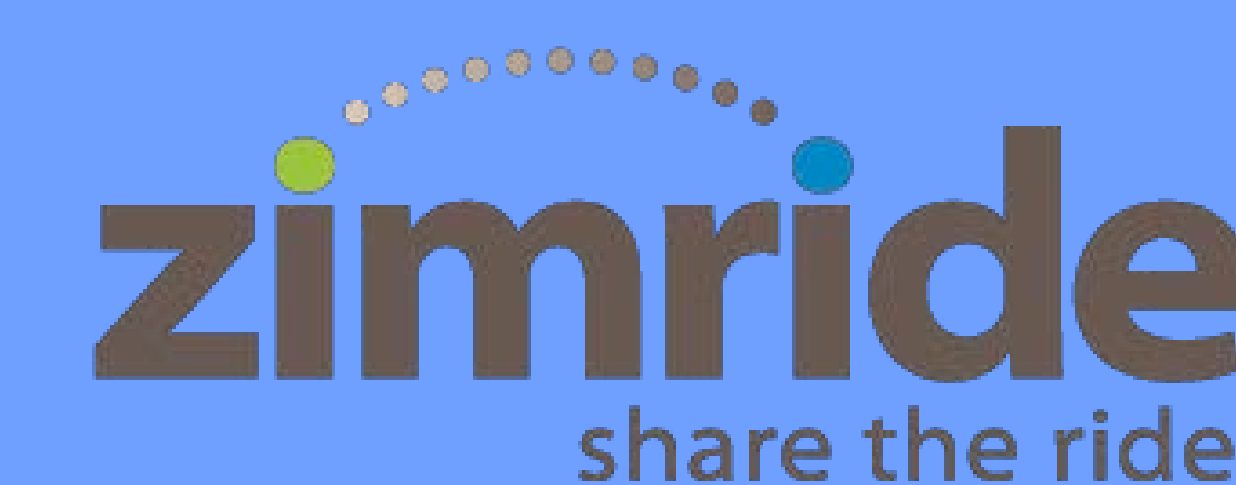


Environmental Advertising: Predicting Environmental Engagement by Exposure to Passive Media

Tehya M. Rice & Shauna L. Stoeger

Faculty Mentor: Blaine F. Peden, Ph.D.

Department of Psychology ❖ University of Wisconsin-Eau Claire



Introduction

There is a gap present between the association of oneself as environmentally friendly and actually acting upon those environmental thoughts (Cleveland, Kalamas, & Laroche, 2005; Ebreo, Hershey, & Vining, 1999).

Those who are politically liberal with a politically democratic affiliation are significantly more likely to support and acknowledge the need for environmental reform and be willing to act upon this need than those who are politically conservative and associate with the Republican party (Dunlap, 1975; Dunlap & Gale, 1972).

The viewing of seemingly media relating to the environment has an effect on the attitudes of people regarding pro-environmental behaviors (Holbert, Kwak, & Shah, 2003).

Zimride is a new campus-wide ride share board introduced and heavily advertised in January, 2012 through an environmentally friendly lens.

Hypotheses

Students with a liberal political ideology would be more likely to be in favor of environmental spending, as opposed to their conservative counterparts. (upper graphs)

Students with a more liberal political ideology would be more likely to have and use Zimride than their conservative counterparts.

Students who identified as more environmentally friendly would be more likely to have and post more rides on Zimride.

Students with higher exposure to Zimride media would be more likely to have and use Zimride.

Method

Correlational study between survey and Zimride data

Survey conducted online using Qualtrics

46 participants
Age Range: 18 to 27
36 female, 10 male

Informed Consent

Completed Scales

Assessed exposure to Zimride advertising media

Assessed reasons for using Zimride

Request for access for Zimride usage

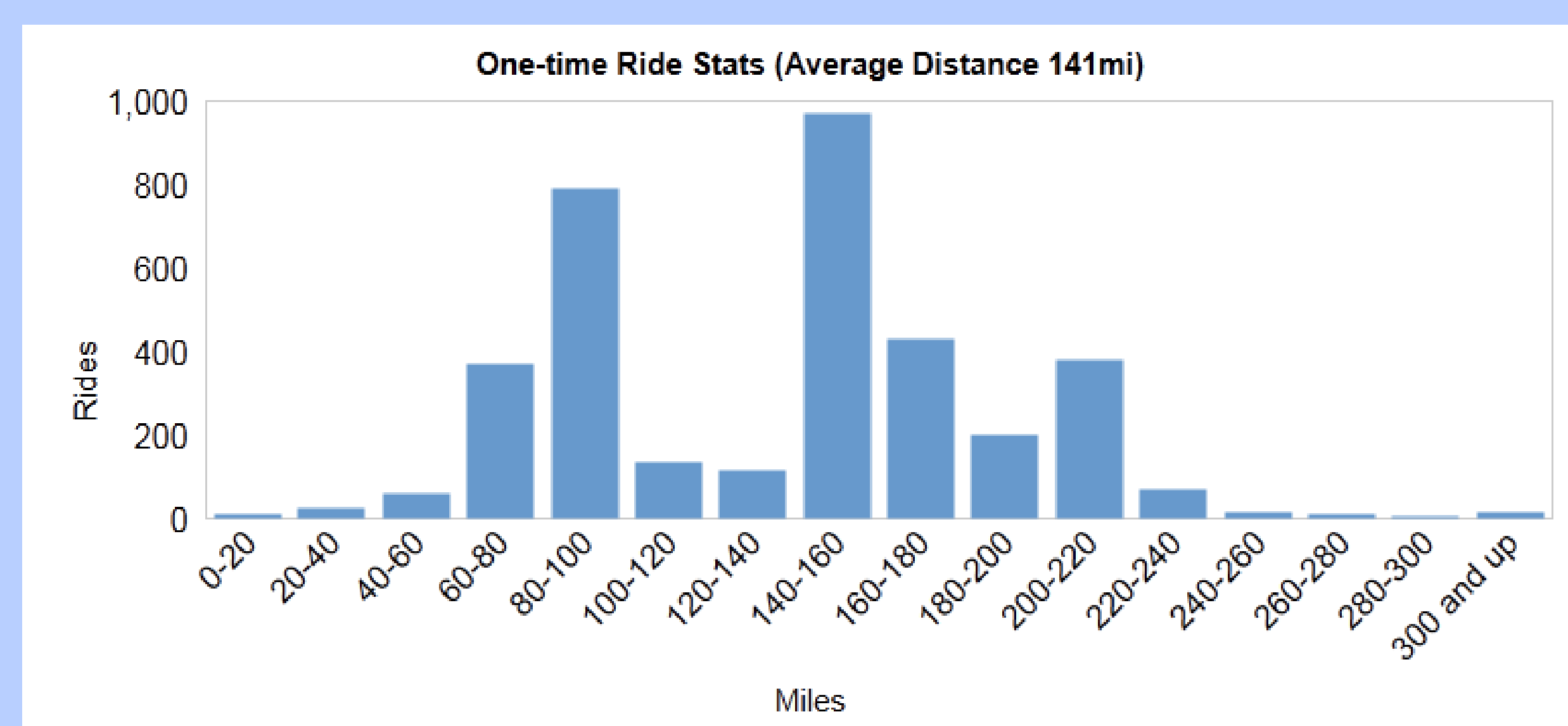
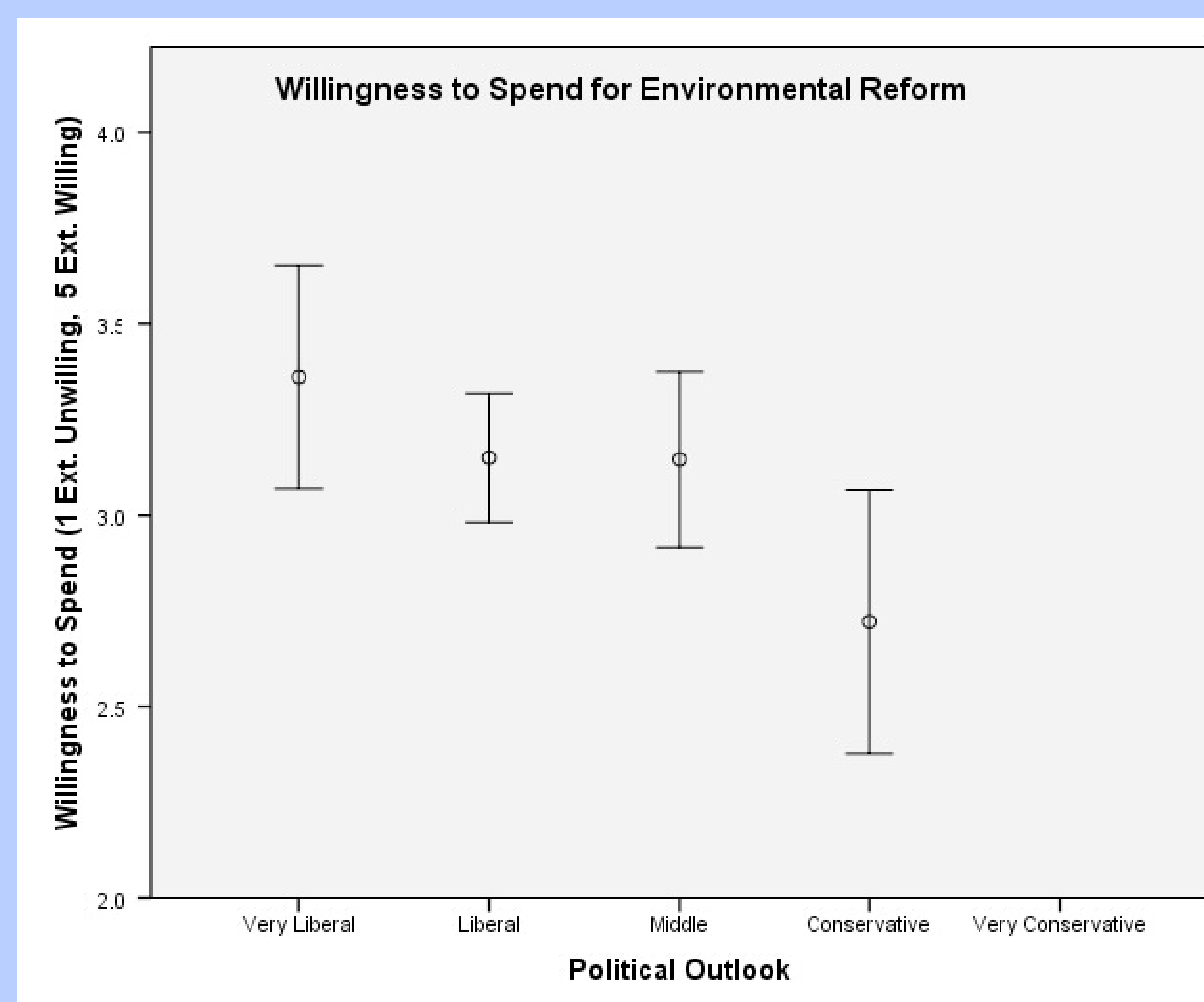
Debriefing

Willingness to spend money for pro-environmental behaviors

Connectedness to environment

Willingness to change behavior in favor of more environmentally friendly behaviors

Graphs



'Green' Stats on Zimride

Results (01/16/2012 to 04/03/2012)	Savings
User Cash Saved	\$129,799
Miles Saved	235,999
Gallons of Gas Saved	9,254
Pounds of CO2 Emissions Saved	179,544
Grams of Volatile Organic Compound (VOC) Emissions Saved	100,063
Grams of Nitrogen Oxides (NOx) Emissions Saved	126,967
Pounds of Carbon Monoxide (CO) Emissions Saved	2,595
Grams of Particulate Matter (PM) Emissions Saved	51,447
Grams of Sulfur Dioxide (SO2) Emissions Saved	16,755

Results

Political Ideology

- ❖ Students with a liberal political ideology are more likely to be in favor of pro environmental spending.
- ❖ Students with a conservative political ideology are less likely to be in favor of pro environmental spending.
- ❖ Students with a liberal political ideology were not more likely to have and use Zimride.

Influence of Media

- ❖ Media advertising on campus had no predictive power over whether or not students joined Zimride.
- ❖ Students more identified with environmentally friendly behaviors were not more likely to have and use Zimride.
- ❖ Students more connected with nature were not more likely to have and use Zimride.
- ❖ Students more in favor of pro environmental spending were not more likely to have and use Zimride.

Discussion

Top graph shows decrease from liberal to conservative for willingness to spend money for pro-environmental behaviors like recycling which supports past findings of Dunlap (1975) and Dunlap and Gale (1972).

These findings contrasted with the findings of Holbert, Kwak, & Shah (2003) which stated that media had strong effects over environmental behaviors since exposure to media did not predict a significant likelihood to be involved with Zimride.

Replicate results of Cleveland, Kalamas, & Laroche (2005) and Ebreo, Hershey, & Vining (1999) by demonstrating the gap between identifying with pro environmental behaviors and participating in pro environmental behaviors because there was no predictive factor between self reported environmental friendliness and Zimride usage.

This study had high scale validity as scales were adopted from previous studies of Korfiatis, Hovardas, & Pantis (2004).

The major implication of this study is that campus advertising for environmental causes may not yield wanted results for the money spent.

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