

SENSURVEILEDNING

Emnekode og navn: PSY3151	Semester / År / Eksamenstype: Autumn 2022, essay
<p style="text-align: center;">Oppgave:</p> <p>The students in this course are expected to write a 10-15 pages term paper, which describes a theoretically derived environmental communication program. However, the term paper does not need to be based on the group work done in the course and – in case it uses the course literature well – it does not need to be an intervention program, it is acceptable to write a paper not based on an intervention program, if it is closely related to the course content. The paper should build on the topics/literature used in the course, plus additional literature. It is important that the paper has a good structure and covers the following aspects, if it describes an intervention program:</p> <ol style="list-style-type: none">(1) Target behavior(s) for the intervention program with reasoning(2) Target group(s) for the intervention program with reasoning(3) Application of one or several theoretical models included in the course to analyze the target behavior and tailor interventions with reasoning(4) Detailed description of the interventions with relation to the theoretical model and reasoning <p>If the paper does not describe an intervention program, it needs to have a clear structure where environmental communication theory is applied to a concrete case.</p>	
<p style="text-align: center;">Relevant pensumlitteratur:</p> <p>Cialdini, R. B., Demaine, L. J., Sagarin, B. J., Barrett, D. W., Rhoads, K., & Winter, P. L. (2006). Managing social norms for persuasive impact. <i>Social influence</i>, 1(1), 3-15.</p> <p>Fointiat, V. (2004). "I know what I have to do, but..." When hypocrisy leads to behavioral change. <i>Social Behavior and Personality: an international journal</i>, 32(8), 741-746.</p> <p>Klößner, C. A. (2015). <i>The psychology of pro-environmental communication – going beyond standard information strategies</i>. London: Palgrave Macmillan.</p> <p>LaTour, S. A., & Manrai, A. K. (1989). Interactive impact of informational and normative influence on donations. <i>Journal of Marketing Research</i>, 327-335.</p> <p>Rettie, R., Burchell, K., & Riley, D. (2012). Normalising green behaviours: A new approach to sustainability marketing. <i>Journal of Marketing Management</i>, 28(3-4), 420-444.</p> <p>Scholderer, J. (2010). Attitudes and attitude change. In K. M. Ekström (Ed.), <i>Consumer behaviour: A Nordic perspective</i> (pp. 215-235). Lund: Studentlitteratur.</p> <p>Stone, J., & Fernandez, N. C. (2008). To practice what we preach: The use of hypocrisy and cognitive dissonance to motivate behavior change. <i>Social and Personality Psychology Compass</i>, 2(2), 1024-1051.</p> <p>Thøgersen, J. (2005). Consumer behaviour and the environment: Which role for information? In S. Krarup & C. S. Russell (Eds.), <i>Environment, information and consumer behaviour</i> (pp. 51-63). Cheltenham, UK: Edward Elgar.</p>	

Eksamenskrav:

A typical structure for the term paper could look like this:

- 1) Introduction – explaining which target behavior is chosen for the intervention program and why it is important; the introduction also presents a reasoning for which target group for the intervention has been chosen (approx. 2 pages)
- 2) Theoretical analysis of the behavior – one or several models discussed in the course and literature are applied to analyze possible drivers of the unwanted behavior and barriers for the wanted behavior. This can be a rich analysis with many aspects but depth is to a certain degree preferred over breadth – meaning a good presentation of for example 2 models is preferable over including all models the course covered but only with a few words each (about 4-5 pages)
- 3) Description of the intervention – presents the intervention package linking to the theoretical analysis of drivers and barriers in the previous section and the analysis of the target group and target behavior in the introduction. The link between the analysis and the chosen interventions is the key for a good grade. (about 4-5 pages)

The paper ends with a conclusion that could for example discuss briefly extensions of the ideas, possible limitations, options to evaluate the effects, etc. (about 1 page).

Karakterbeskrivelse:

For the grade the level of theoretical reasoning and reflection is important, theory and application need to be connected. The student needs to demonstrate that he/she can apply theoretical and intervention knowledge from the course to a self-selected case. A selection from the pensum literature and additional sources are expected. A consistent use of a citation system needs to be demonstrated (APA is not mandatory).

Elements that influence the grade are:

- Convincing application of theory and intervention literature to build and justify a concrete intervention case
- Use of literature that fits the selected case
- Use of a sufficient amount and diversity of literature sources
- Good structure of the text
- Correct use of scientific language
- Correct use of a citation system

Faglærer / oppgavegiver:

Navn: Christian Klöckner

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