ABSTRACT

The contributions and merits of an applied behavior analysis approach to encouraging proenvironment behavior are reviewed, along with a discussion of ways behavioral science can play a greater role in protecting the environment. After presenting the most serious threats to the earth's environment, the targets, settings and techniques of the behavioral intervention literature are reviewed. It is argued that behavior analysis can play a greater role in solving environmental problems through (a) reexamination and expansion of intervention targets, (b) increased focus on long-term maintenance of pro-environment behavior, and (c) more effective dissemination of intervention strategies and research findings.

FULL TEXT:

PDF

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