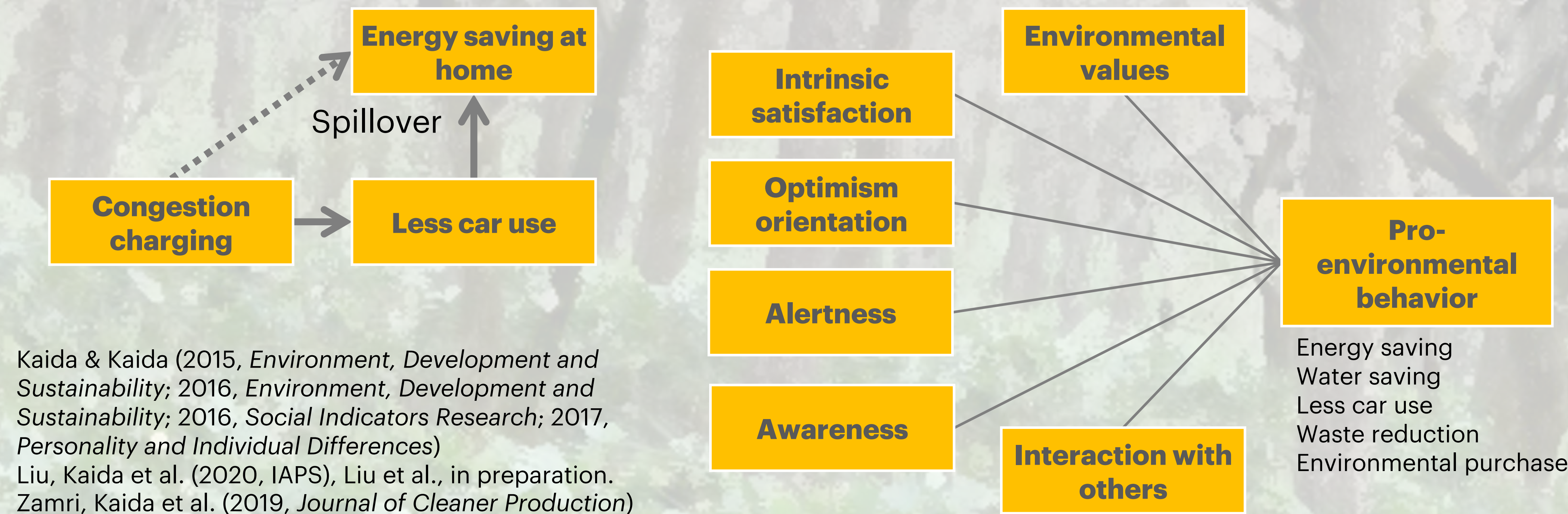


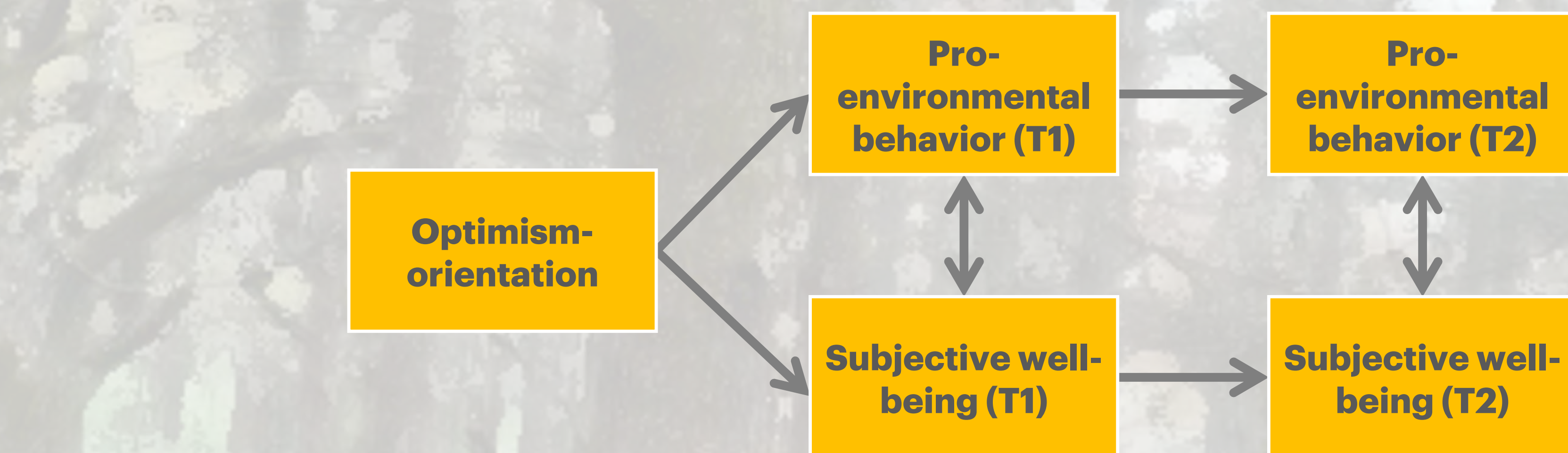
## What Facilitates Pro-Environmental Behavior?

Pro-environmental behavior can be facilitated or hindered by various factors such as economic incentives, costs, social norms, values and opportunities. Our studies have found different factors as effective in facilitating the behavior including economic disincentive (congestion charging on car entry to city), universalism, biospheric values, intrinsic satisfaction and optimism-oriented attitudes.



## Does Pro-Environmental Behavior Make Us Happy?

Yes, we have found people would feel happier when they practice pro-environmental behavior more regularly. Interestingly, this positive association continues over time. This suggests that the more we become pro-environmental in daily practice, the happier we will be, implying long-term positive spiral associations between being good for the environment and psychological well-being.



# Environmental Psychology and Decision Making

環境心理学・環境意思決定



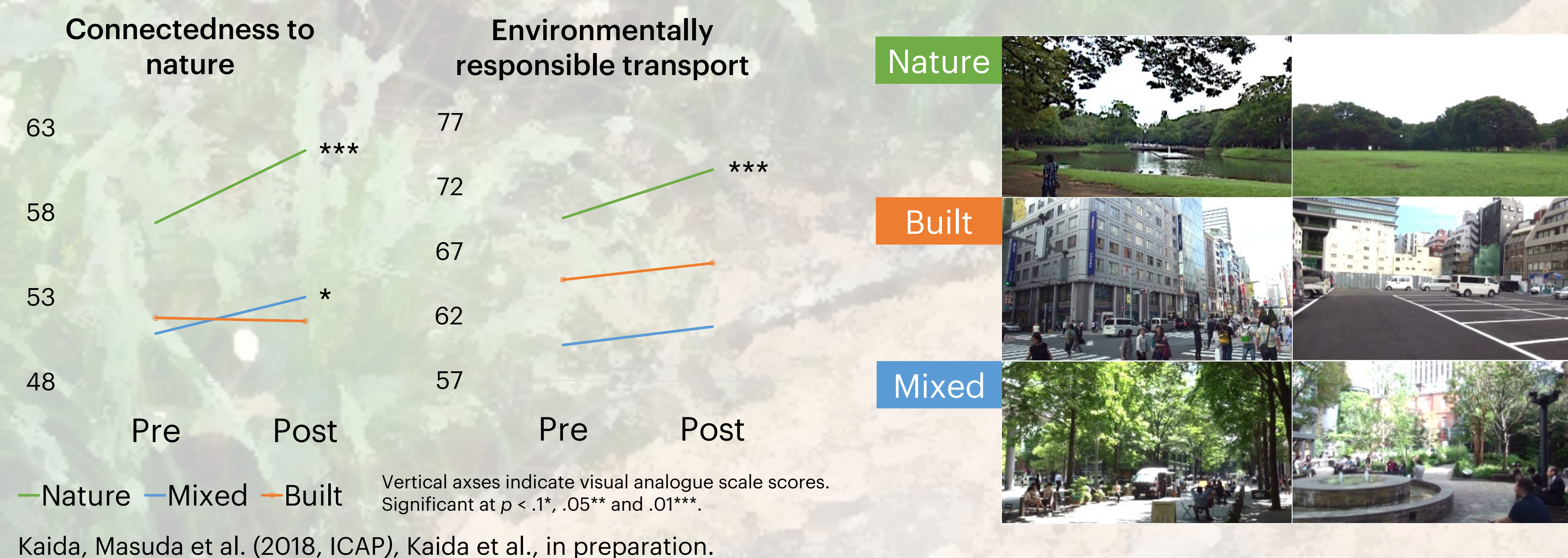
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## How Do Urban Greens Affect Us?

Natural environment reduces mental fatigue, helps us feel calm, and enhances our environmental attitudes. We examined the effects of urban landscape on feelings and behaviors to find that connectedness to nature ("I feel myself as a part of nature") and intentions of several pro-environmental behaviors increased after watching urban nature landscape.



## How Much Would We Pay to Improve the Environment?

Environment is of great value and protecting and improving the environment will bring us benefits in many senses. We have done contingent valuation studies to estimate willingness to pay (WTP) and examine demographic and psychological factors influential on WTP for marine protected area management in Vietnam, mangrove restoration in climate change context in Vietnam, forest reserve management in Malawi, and so on.

Our major findings include that people are likely willing to pay more as they are more educated and concerned about the environmental damage as well as proposed programs care not only environmental conservation but also local livelihoods that are potentially affected.

Kabango & Kaida (2017, *ESP9*)  
 Kaida & Dang (2014, *Journal of Environmental Information Science*)  
 Pham, Kaida et al. (2018, *Ocean and Coastal Management*)

## Interested in Environmental Psychology and Decision Making?

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