

$C_{2v} \times C_{2v} : P_{2v} \times S_{2v}$

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Psychological Solutions and Strategies

Psychological (i.e., behavioral, cognitive, emotional, social) processes (G... , 2011; H... , 2010; K... & W... , 2010; M... & F... , 2008). F... (61%) (L... , 2010). S... (A...) F...

reduced (E... & W... , 2011, p. 36). I... (L... , 2010), (M... , 2009). S... (A... , 2009; L... , 2010). F... (H... , 2010). C... (S... , 2011; V... & K... , 2009), (A... , 2009). I... (M... , 2010; N... & G... , 2008).

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EMOTIONAL BEHAVIORAL SOLUTION	PSYCHOLOGICAL BEHAVIORAL SOLUTION
Reframe climate change and environmental challenges from "environmental" to "psychological/behavioral"	Highlight the positive, and inspire hope
Emphasize the immediacy and local nature of the issues	Encourage individuals to partake in behaviors that will be most impactful
Emphasize problem-focused coping and enhance perceived behavioral control	
Provide incentives (both financial and social) for desired behaviors and ask for a commitment to conservation and efficiency	
Encourage experiences in nature, and emphasize health benefits of preserving/experiencing nature	
Increase personal connectedness with nature ("ecological identity")	Appeal to morals, ethics, faith, and altruism

& S., 2008; S., 2000; D., 2009; T. / (D., 2007). Y. (L. & H., 1993). I. (K. & R., 1995). U. (K. & R., 1995). U. (M. K., -M. & S., 1999, "R., 1991; I. (C. & K., 2010; K. & R., 1996; P. & M., 2010). I. R. (" (G., 2008). E. I. C. & B., 2005; G., 2008; K. & W., 2010). A. , social reinforcers (, S., 1992). C. (N., 2010). (N. & O., 2010) A. Y. (B., 2001; M. & F., 2004). I. P.

& S., 2008; S., 2000; D., 2009; T. / (D., 2007). Y. (L. & H., 1993). I. (K. & R., 1995). U. (K. & R., 1995). U. (M. K., -M. & S., 1999, "R., 1991; I. (C. & K., 2010; K. & R., 1996; P. & M., 2010). I. R. (" (G., 2008). E. I. C. & B., 2005; G., 2008; K. & W., 2010). A. , social reinforcers (, S., 1992). C. (N., 2010). (N. & O., 2010) A. Y. (B., 2001; M. & F., 2004). I. P.

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(Hines, Hungerford, & Tomera, 2006). Climate change is a complex issue that requires a multi-faceted approach. The theory of planned behavior (Ajzen, 1991) suggests that individuals' intentions to engage in pro-environmental behavior are determined by their attitudes toward the behavior, their beliefs about the consequences of the behavior, and their perceived norms. This theory has been used to explain a variety of pro-environmental behaviors, including recycling, energy conservation, and participation in environmental organizations (Bamberg, 2007). The theory of planned behavior has also been used to explain the adoption of sustainable consumption practices (Bamberg & Möser, 2007). The theory of planned behavior has been used to explain the adoption of sustainable consumption practices (Bamberg & Möser, 2007). The theory of planned behavior has been used to explain the adoption of sustainable consumption practices (Bamberg & Möser, 2007).

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