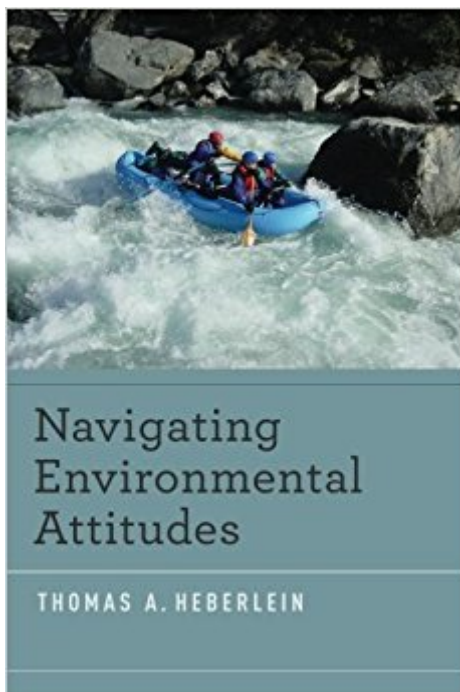


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# Navigating Environmental Attitudes



## Synopsis

The environment, and how humans affect it, is more of a concern now than ever. We are constantly told that halting climate change requires raising awareness, changing attitudes, and finally altering behaviors among the general public-and fast. New information, attitudes, and actions, it is conventionally assumed, will necessarily follow one from the other. But this approach ignores much of what is known about attitudes in general and environmental attitudes specifically-there is a huge gap between what we say and what we do. Solving environmental problems requires a scientific understanding of public attitudes. Like rocks in a swollen river, attitudes often lie beneath the surface-hard to see, and even harder to move or change. In *Navigating Environmental Attitudes*, Thomas Heberlein helps us read the water and negotiate its hidden obstacles, explaining what attitudes are, how they change and influence behavior. Rather than necessarily trying to change public attitudes, we need to design solutions and policies with them in mind. He illustrates these points by tracing the attitudes of the well-known environmentalist Aldo Leopold, while tying social psychology to real-world behaviors throughout the book. Bringing together theory and practice, *Navigating Environmental Attitudes* provides a realistic understanding of why and how attitudes matter when it comes to environmental problems; and how, by balancing natural with social science, we can step back from false assumptions and unproductive, frustrating programs to work toward fostering successful, effective environmental action."With lively prose, inviting stories, and solid science, Heberlein pilots us deftly through the previously uncharted waters of environmental attitudes. It's a voyage anyone interested in environmental issues needs to take."-- Robert B. Cialdini, author of *Influence: Science and Practice*"*Navigating Environmental Attitudes* is a terrific book. Heberlein's authentic voice and the book's organization around stories keeps readers hooked. Wildlife biologists, natural resource managers, conservation biologists - and anyone else trying to solve environmental problems - will learn a lot about attitudes, behaviors, and norms; and the fallacy of the Cognitive Fix."-- Stephen Russell Carpenter, Stephen Alfred Forbes Professor of Zoology, University of Wisconsin-Madison"People who have spent their lives dealing with environmental issues from a broad range of perspectives consistently abide by erroneous assumption that all we need to do to solve environmental problems is to educate the public. I consider it to be the most dangerous of all assumptions in environmental management. In *Navigating Environmental Attitudes*, Tom Heberlein brings together expertise in social and biophysical sciences to do an important kind of 'science education'-educating eminent scientists about the realities of their interactions with the broader public." --the late Bill Freudenburg, Dehlsen Professor of Environment and Society, University of California, Santa Barbara

## Book Information

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## Customer Reviews

"Though human dimensions specialists will appreciate such insights, the ideal audience for Heberlein's book would be wildlife professionals who have little exposure to sociology and/or social psychology, but who wish to gain a deeper understanding of these phenomena--and use that understanding for the benefit of natural resources." --Wildlife Professional

"Heberlein's presentation of norms as the key to changing environmental behavior will be used to help guide the analysis of the data collected. Results of this study will be considered within Heberlein's (2012) behavior change guidelines which note the following factors as essential to broad based behavior change: identification of clear and specific behaviors, engagement of high status public leadership, identification of norms consistent with institutional values and adequate time to allow for ideas to evolve and expand." --Journal of Sustainability

"Attitudes and their link to behavior have been of interest to environmental educators and researchers. For this reason, Thomas Heberlein's *Navigating Environmental Attitudes* should prove quite useful for those interested in understanding what social psychology has to say about environmental attitudes and behaviors... In this book, Heberlein renders a detailed account of attitudes, their structure and relationship to experience; provides insights and principles concerning the relationship and difference between attitudes and behavior; discusses Leopold's land ethic; examines societal norms and their influence on behavior; and explains how societal structures can support existing or introduce new pro-environment attitudes and behaviors... Heberlein's helpful and accessible explanations of social psychological

research should prove quite valuable for anyone interested in understanding more about environmental attitudes and behaviors." --The Journal of Environmental Education "I fervently recommend this book to anyone working on (or interested in) the environmental sciences, natural resource management, and sustainability solutions. I view Heberlein's book as a masterpiece for anyone interested in understanding why attitudes are--and perhaps more significantly, are not--important for addressing environmental problems. This text should be required reading for any scholar in the environmental social sciences, and perhaps even those in the interdisciplinary environmental sciences." --Society and Natural Resources

Thomas A. Heberlein is Professor Emeritus, Department of Community and Environmental Sociology, University of Wisconsin, Madison and Visiting Professor, Department of Wildlife, Fish and Environmental Studies, Swedish University of Agricultural Sciences

This book describes, with embarrassing clarity, several of the misconceptions and naivety on information, attitudes and behaviour that many of us natural scientists may have. One is the assumption of a strong relation between attitude and behaviour, and another is the power of information, which is treated in chapter (5) Educating the Public ... and Other Disasters. Throughout the book, Prof. Heberlein successfully uses the analogy of going down a river in a canoe, with the rocks in the river representing attitudes. We have to know where they are, but cannot really change them as we go down the river. The book contains eleven chapters that are all nicely tied together, but each with its own story; a beginning and an end. The stories build on the author's own research and experience, but are not written as any ordinary scientific text. There is no disciplinary jargon, no complicated statistical models, but rather concrete examples with real people who build a scientific framework for us where values, attitudes, norms and behaviours are included. This is accomplished, almost without the reader noticing it. It has several passages where extracts of Aldo Leopold's life and thinking are used; one such example is when Aldo Leopold had changed his attitude to wolves late in life but still voted to restore bounties on the last wolves in Wisconsin.

I purchase this book for a conservation psychology class and has proved to be incredibly useful. It talks a great deal about how human behavior functions and how leaders and educators can work towards positive changes using psychological techniques in order to achieve long-term goals. It is a good read for anyone who may be interested in pursuing a leadership position or someone who is interested in making positive changes in their life or the lives of others.

Interesting and easy to follow format. Heberlein uses the analogy of river rafting and the sport's associated elements to explain the psychological components of the recreation literature. Highly recommended for academics and/or managers looking to better understand the minds of outdoor recreation users. A great source for our field!

Great insight for the environmentalist that wants to make a difference! Education for everyone is not the answer, like we always think it is. It's more complicated, and this book wakes you up to how complicated it really is....

An excellent text for anyone working at understanding behavior change, community development, and sustainability.

This is an entertainingly written informative book. Gives information we all should be aware of. For a nonfiction book, it keeps and catches one's interest really well!

Provides very practical advice on the application of the cognitive hierarchy to real life settings. Hint -- it's more than attitudes!

This book is a must read for those who wonder why we don't do more to protect the environment, for those who are trying to encourage environmental protection and for social scientists who work on the environment. Tom Heberlein is a pioneer in environmental social psychology--much current work in the field follows from his pioneering studies. In this book, he summarizes what he has learned over decades of research on topics as diverse as energy conservation, assigning economic value to the environment and preventing actions that harm the environment. The book is an engaging read. Each chapter describes Tom's involvement in an important project, and the successes and foibles of efforts to encourage people to "do the right thing." Reading across these examples, one comes away with a sound understanding of what we know about the social psychology of environmental concern, and how we could do a much better job using that knowledge for practical purposes. I hope it will be routinely assigned in courses in environmental social sciences, conservation biology and environmental policy.-Tom Dietz-- Sociology, Environmental Science and Policy and Animal Studies, Michigan State University.

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