Navigating out of Plastic Dependency

Jennifer Sauer, Laia Casas, Ingrid Mørdre and Mari Tanem

. Introduction

Energy bars are sold with one-time-use plastic wrappings which contribute significantly to environmental pollution (1). Although several companies have started implementing more sustainable alternatives (2,3), avoiding the usage of plastic in the first place, would be the best approach to reduce the environmental impact of these products. However, this requires rising awareness of individual choices and behavioral changes.

The goal of our project is to test the effect of different emotional messages on individual choices regarding plastic-wrapped and unwrapped energy bars. According to research, fear-based messages have been shown to have a significant effect on attitudes, intentions and behaviors (4,5).

Hypothesis: A fear-based message has a larger impact on individual choices regarding unwrapped and plastic-wrapped bars compared to a hope-based message.

I would'nt choose the paper wrappings so unwrapped bars. It's that we don't use as impractical. would choose the unwrapped bar. I like to see what I am buying. without the plastic It would be cool if I could choose my own mix and volume of bars. would be afraid of increased food waste.

Fear-based message

Amount of bars that were taken during the

Hope-based message

different time periods of the intervention.

3. Results

Wrapped

Fear-based message

Amount of bars that were taken

Hope-based message

during the whole intervention.

Weaknesses

- Location of the stands: differences
- in the flow of people.
- Message: images were not equally effective for evoking desired emotion.
- Sample number: Small sample number, not enough to perform
- statistical analysis. Time and budget limitation.

4. Discussion

. No major differences were found on the amount of wrapped and unwrapped bars that were taken during the whole intervention period between the fear-based and the hope-based conditioning.

The fear-based message did not show a greater impact on individual choices compared to the hope-based message. The message itself did not have a differential impact on individual choice.

Other uncontrolled variables that could have influenced individual choice:

- Lack of time. Both for making a decision and taking a bar.
- Time at which the bar was planned to be eaten.
- Appearance and formality in front of the person standing
- Behind the stand.
- Hand availability.
- Group influence.
- Type of bars available.

2. During the intervention wrapped bars were more popular than the unwrapped bars.

5. Conclusion

Strengths

- Participants didn't

- The conditions were

an observer.

Voting validated

conditions

realize that there was

similar in both stands

. A fear-based image did not have a greater impact on

individual choices regarding plastic-wrapped and unwrapped energy bars compared to a hope-based image.

2. During the intervention plastic-wrapped energy bars were more popular than unwrapped bars.

Laia

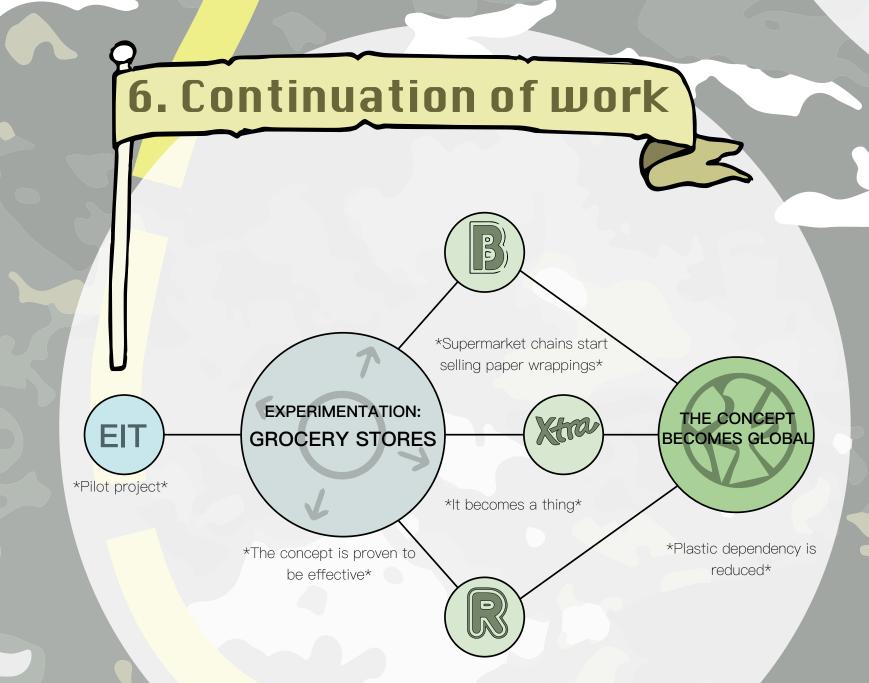
jennifsa@stud.ntnu.no Psychology/Sociology +47 40318186

Jennifer

laiaca@stud.ntnu.no Exercise physiology +47 41195458

Interdiciplinarity

Mari martane@stud.ntnu.no Architecture +47 48195076 +47 41588014



Ingrid ingridmordre@gmail.com Medicine

Value for society

- Approaching sustainability - Paving the way towards
- plastic-free mass production Circular economy
- Decreasing plastic dependecy
- A change in behavior
- less need for plastic production

Qualitative

Coding:

Would you choose an

unwrapped bar in a store?

Wrapped

CHOICE

Unwrapped

- Choice: wrapped = 2a,
- Other situations: choice without voting=3a, voting without choice

- Conditioning + voting = 1
- unwrapped= 2b
- =3b, choice before voting=3c

5 minute timeframes during a period of about an hour.



Question

Asking bypassers after

the intervention: Would

you use the concept of

the unwrapped bars if it

store? Why or why not?

How does the photo

make you feel?

2. Methods

Intervention

We set up two different stands for each message, fear- and

hope-based, located at Dragvoll and Gløshaugen respectively.

was available in the