**LINKING THE ENVIRONMENTAL AND MORAL SELF:**

The interplay between environmental and moral values in environmental decision-making.

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**BACKGROUND**

Previous research has suggested that both environmental and moral values predict sustainable behavior[1][2]; however, the link between these two self-aspects, together with their dynamic impact over decision-making, have not yet been investigated. To address this limitation, we developed a task based on a choice dilemma framework. We examined how the interplay between one’s self-representation of environmental and moral values (measured via self-report questionnaires) drove prosocial and sustainable decision making.

**RESEARCH QUESTIONS**

**HOW ARE ENVIRONMENTAL AND MORAL VALUES STRUCTURED AMONG THE REPRESENTATION OF THE SELF?**

**HOW DOES THE INTERPLAY BETWEEN ENVIRONMENTAL AND MORAL VALUES DRIVE ENVIRONMENTAL DECISION-MAKING?**

**METHODS**

- Phase 2: purchase decision-making task
- \(N_{\text{phase1}} = 376; N_{\text{phase2}} = 308\) (18.9% dropout rate)

**WELCOME TO THE 1-STORE CUSTOMIZATION PROJECT!**

Here you have the opportunity to personalize the production of your purchases.

For the personalization of your TV the budget is **280€**.

- Eco-friendly materials and reduced CO2 emissions: 24.3€
- Eco-cozy available production methods: 58.4€
- Worker’s health protection measures: 17.5€
- Equal opportunity in policies: 22.0€
- Enhanced viewing experience: 68.7€
- Entertainment and storage capacity: 18.2€
- Privileged warranty coverage: 15.1€
- WF呂सte program: 25.6€
- Total: **280€**

**RESULTS I**

**HOW ARE ENVIRONMENTAL AND MORAL VALUES STRUCTURED AMONG THE REPRESENTATION OF THE SELF?** We applied a model-based cluster analysis[4] to identify distinguishable profiles based on environmental and moral values.

Next, we looked at the relative differences in environmental and moral values centrality within each cluster.

**RESULTS II**

**HOW DOES THE INTERPLAY BETWEEN ENVIRONMENTAL AND MORAL VALUES DRIVE ENVIRONMENTAL DECISION-MAKING?**

![Cluster classification based on environmental and moral values.](image)

**DISCUSSION**

- Environmental and moral values are distinguishable dimensions in the representation of the self;
- The link between these two dimensions goes beyond a simple correlative relationship;
- Different profiles based on environmental and moral values led to different environmental and prosocial choice patterns.

In conclusion, this research shed new light on the specific impact of environmental and moral values on decision-making as a function of their representation in the self. Future research will investigate through the same choice dilemma task how self-representation interacts with changes in the decision context (e.g. information framing, presence of a default) as well as cognitive processes (e.g. mental accounting).

**REFERENCES**


[4] Steg, M., & Zina, S. (2016). A series of Friedman’s rank-sum tests showed that in the High values cluster (\(p=0.001\)) and in the Moderate values cluster (\(p=0.003\)) participants endorsed environmental values more than moral ones, while in the Low values cluster participants reported higher moral values compared to environmental ones (\(p<0.001\)). Error bars represent 95% CI.

Questions and feedback welcome!

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