Sustainability in the University Student’s Mind: Are University Endorsements, Financial Support, and Programs Making a Difference?

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Sustainability attitudes and behavioral motivations of college students: Testing the extended parallel process model

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Understanding undergraduate students’ perceptions about sustainability and how best to communicate sustainability messaging to them is critically important if society is to truly meet current needs without leaving future generations unable to meet their needs. This pair of studies assessed students’ sustainability knowledge and applied the extended parallel process model (EPPM) to determine effective ways of encouraging sustainability-oriented behaviors. Analysis revealed the need for interdisciplinary collaboration, multidimensional approaches, improvements in messaging, and increasing learning opportunities inside and outside the classroom. The EPPM results highlighted the importance of balancing fear-inducing messaging with messages that increase self-efficacy and response efficacy.