

The Impact of Built Environment Design on Users' Psychology to Foster Pro-Environmental Behavior in University Open Spaces

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Abstract : Environmental psychology studies the interaction between the user and the environment. This field is crucial in understanding how the built environment affects human behaviour, moods and feelings. Studying and understanding the aspects and influences of environmental psychology is a crucial key to investigating how the design can influence human behaviour to be environmentally friendly. This is known as pro-environmental behaviour where human actions are sustainable and impacts the environment positively. Accordingly, this paper aims to explore the impact of built environment design on environmental psychology to foster pro-environmental behaviour in university campus open spaces. In order to achieve this, an exploratory research method was conducted where a detailed study of the influences of environmental psychology was done and clarified its elements. Moreover, investigating the impact of design elements on human psychology took place. Besides, an empirical study of the outdoor spaces of the British University in Egypt occurred and a survey for students and staff was distributed. The research concluded that the four main psychological aspects are mostly influenced by the following design elements colours, lighting and thermal comfort respectively. Additionally, focusing on these design elements in the design process will create a sustainable environment. As a consequence, the pro-environmental behaviour of the user will be fostered.

Keywords : environmental psychology, pro-environmental behavior, sustainable environment, psychological influences

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