

The Effects of Current and Future Priming on Pro-Environmental Attitudes

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Abstract : This study assessed strategies to stimulate engagement with future environmental needs. 32 participants were randomly assigned to one of three conditions which involved imagining and drawing: 1) a generic person in current life, 2) one's self in current life or 3) one's self in the future. Participants before and after the intervention indicated connectedness to their selves 50 years in the future on an adapted Future Self-Continuity Scale. A significant interaction ($p = .03$) showed no difference in connectedness into one's future self in the control group, a decrease in connectedness in those who imagined themselves in the present and an increase in connectedness in those who imagined themselves in the future. Results suggest attention to one's present life circumstances may interfere with one's connection with future environmental issues but imagining one's future life may stimulate actions that result in future environmental protection.

Keywords : environmental psychology, future priming, climate change, global warming

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