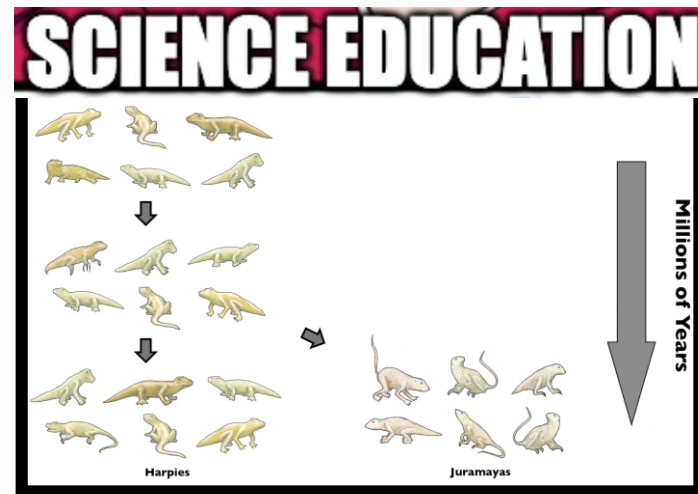


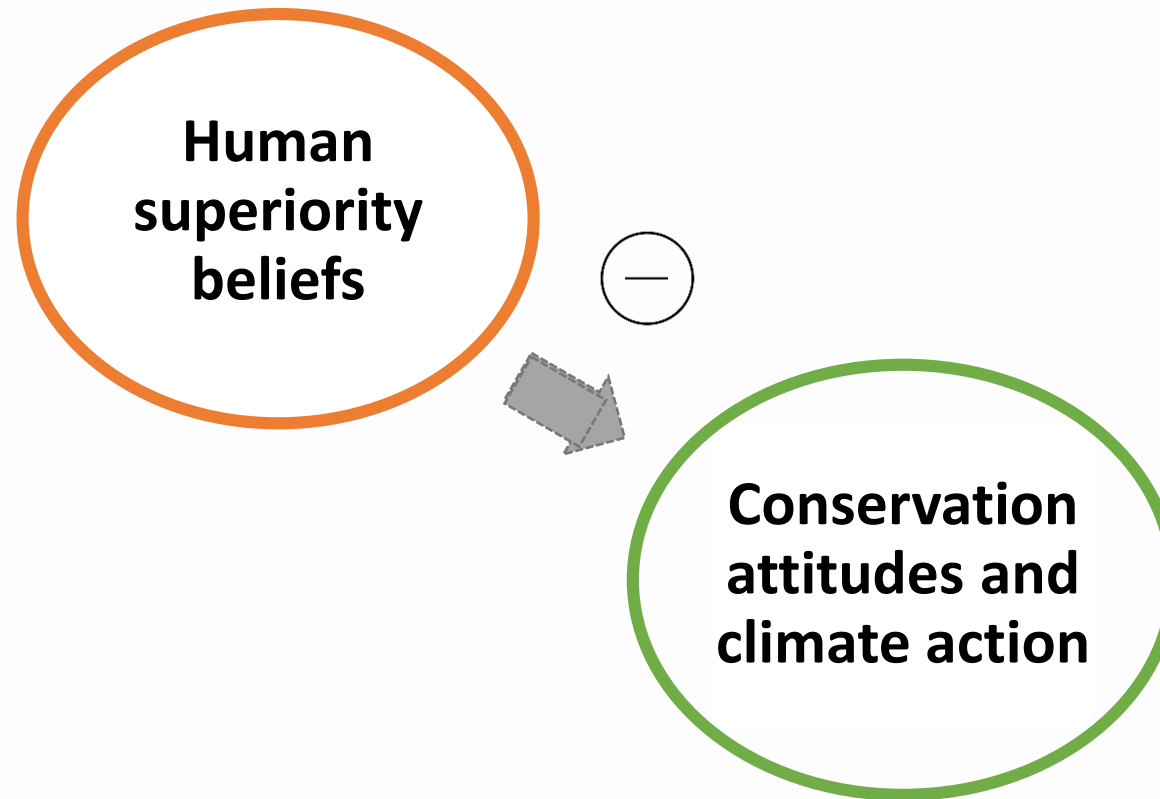
# Promoting environmental conservation attitudes within and beyond the BU community through understanding of biological evolution.



Lizette Pizza, Sophie Zimbler and Deborah Kelemen

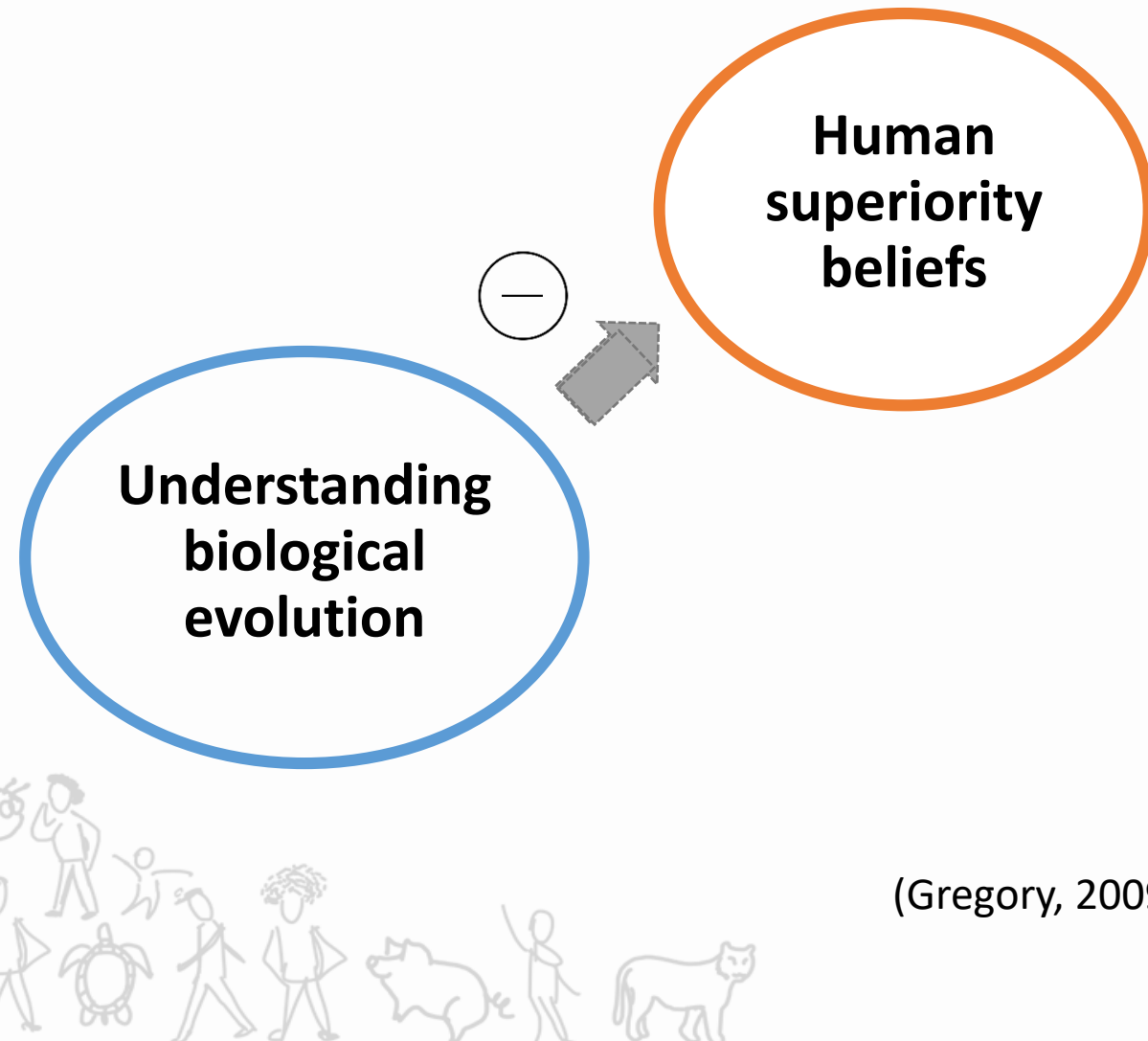


# Background



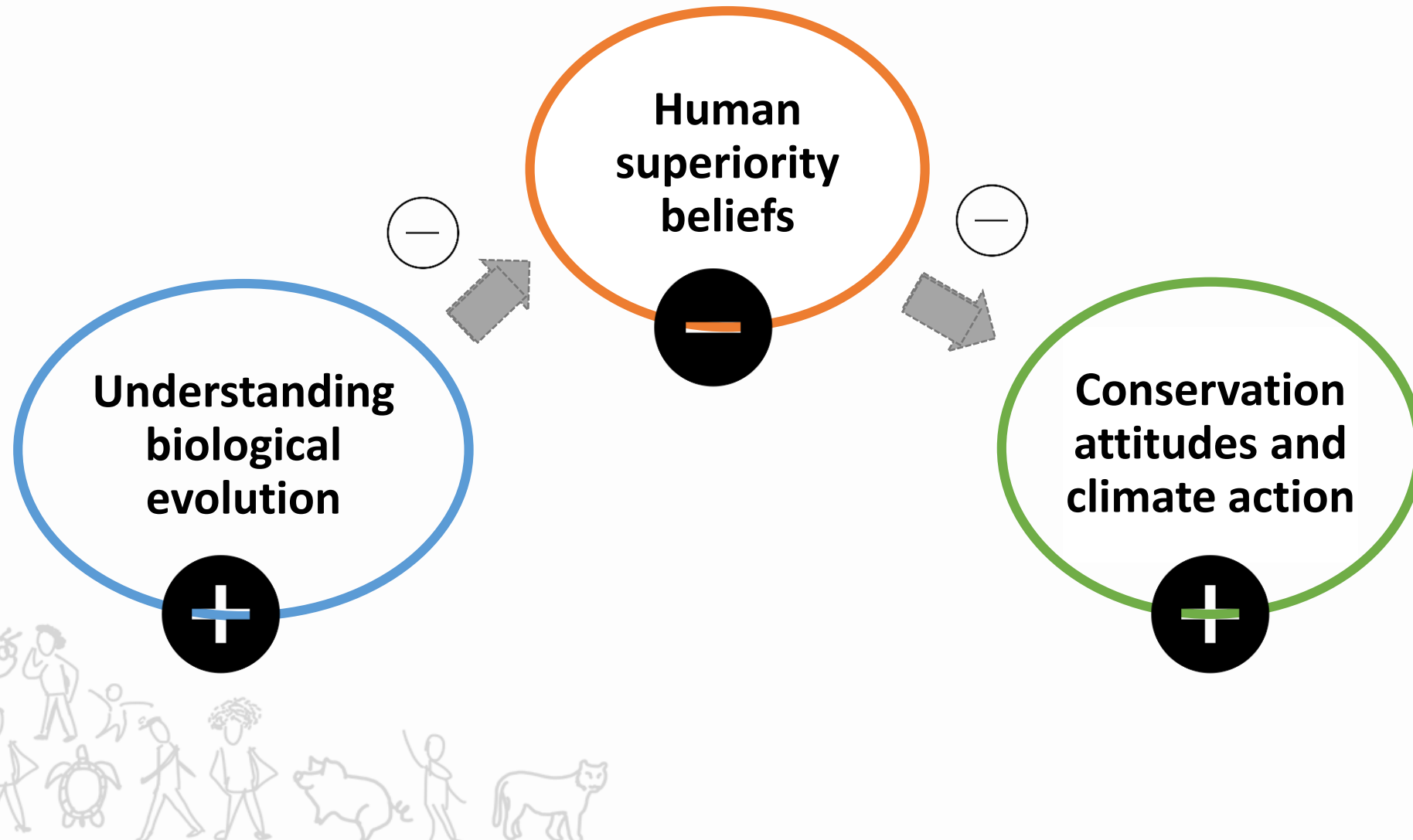
(Betz & Coley, 2022; Jylhä et al., 2021; Pizza & Kelemen, 2023)

# Background



(Gregory, 2009; Richard et al., 2017; Pizza & Kelemen, 2023)

# Project proposal



# Project plan

- 460 BU students and students outside of BU
- Participants will be assigned to one of two video conditions:

Intervention condition	Control condition
<ul style="list-style-type: none"><li>- Video that explains how geographical isolation and natural selection on multiple traits leads to the emergence of a new species (“juramayas”), and how all animals (including humans) evolved from the same species that was alive long ago</li></ul>	<ul style="list-style-type: none"><li>- Irrelevant video that explains color basics with examples</li></ul>

- Pre- and post-test surveys will measure the effectiveness of the intervention on environmental attitudes and behaviors

# How does this project contribute to the BU Climate action plan?

- Research benefits
  - We will identify whether BU students have human superiority beliefs and their impact on conservation attitudes and climate action
- Educational benefits
  - We will provide BU with an intervention that can be integrated into Environment and Society courses within Hub Pathways
    - This intervention can also inform environmental education programs beyond BU
  - Our intervention will increase students' engagement in reducing the threats of climate change (specifically scope 3 emissions) and promote sustainability and environmental justice.
  - The intervention will also contribute to life science literacy more broadly by targeting insight into the profoundly misunderstood process of natural selection.



Special thanks to the Campus Climate Lab  
for making this project possible



**BU** Institute for Global Sustainability