

In Promoting Green Behaviors, Pride Beats Guilt

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When it comes to our relationship to the environment, we have a lot to feel guilty about. That has led many environmental organizations to leverage that uncomfortable feeling. *Don't recycle that bottle, and it'll probably end up in the ocean, where fish will eat the degraded plastic and die. How does that make you feel?*

It turns out that this is not an optimal approach to promoting [environmentally friendly behavior](#). [Recent research](#) concludes that, when it comes to saving the Earth, pride is a far stronger motivator than guilt.

“Our findings suggest a rethinking of environmental and climate-change messaging,” said [Elke Weber](#), a psychologist affiliated with both Princeton University and Columbia University.