Solving environmental problems often comes down to solving people problems. How can we inspire individuals and groups to willingly accept—and, better, seek out—a more sustainable society? This is one of the enduring challenges of creating meaningful environmental change, and the overarching question guiding SNRE’s Behavior, Education, and Communication field of study.

As a Behavior, Education, and Communication specialist, you will assess how people think, what drives them, how they communicate, and the conditions in which they behave most reasonably and creatively. You will develop conceptual psychological frameworks to address local and global environmental problems by motivating citizens, industry, governments, and other groups to adopt impactful behavior patterns. And, through community activity, leadership, and negotiation, you will work to shape social norms and influence human behavior with one ultimate goal: environmental sustainability.

“The Behavior, Education, and Communication track at SNRE combines my interests in psychology and environmental conservation. It provides a background in the environmental sciences along with the tools to change our collective behaviors. When I graduate, I plan to work as an organizer to help communities share resources and foster environmental stewardship.”

— Spencer Harbo, Behavior, Education, and Communication student track leader
SNRE’s Behavior, Education, and Communication coursework builds broad comprehension of the causes, dynamics, and consequences of decisions and actions that impact natural resource and environmental values and concerns. You will study human behavior in the context of the environment, both present and evolutionary, and learn to design motivational techniques to promote sustainability.

Course sampling:
- Social Vulnerability and Adaptation to Environmental Change
- Network Analysis for Natural Resource and Environmental Planning
- Natural Resources Conflict Management
- Psychology of Environmental Stewardship
- Negotiation Skills in Environmental Dispute Resolution
- Public Opinion and the Environment

You will graduate equipped with the background and skills to serve as an effective, innovative environmental educator, policymaker, planning analyst, or sustainability advocate on local and global scales.

TOP 10 EMPLOYERS
- Accenture
- Boeing
- Ford
- The Keystone Center
- National Wildlife Federation
- The Nature Conservancy
- Shedd Aquarium
- TerraCycle
- U.S. Forest Service
- Worldwatch Institute

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