



Cardiff University
School of Psychology

<i>Studentship Title:</i>	Social norms, identity, and habits for better local environmental quality in Wales
<i>Research Area/ Project Title:</i>	Environmental Psychology
<i>Location:</i>	Cardiff University, School of Psychology
<i>Expected Start Date:</i>	October 2018
<i>Duration:</i>	3 Years
<i>Deadline for Application:</i>	1 February 2018

Description of Research Opportunity:

Reducing litter to create clean attractive neighbourhoods has become a policy priority for central and devolved governments alike. Litter places a substantial burden on local authorities' finances, and also affects how people feel about their community, with deprived neighbourhoods being disproportionately affected. While litter strategies are generally based on education, enforcement and infrastructure, these approaches may not be sufficient for behaviour change. Research has pointed to the importance of social norms, identity, and habits for behaviour and behaviour change.

In the proposed project, the student will work with Keep Wales Tidy to see how social norms, identity, and habits can be used to create clean attractive neighbourhoods through behaviour change. The research will draw from insights from environmental psychology and urban studies to examine perceptions of litter and environmental quality and to design interventions to improve local environmental quality (LEQ). The focus will be on deprived neighbourhoods to explore positive social outcomes of such improvements.

The research consists of a multi-method programme of work. In particular

1. Quantitative neighbourhood surveys to examine the role of litter in perceived environmental quality and place attachment.
2. In-depth qualitative interviews with residents of deprived neighbourhoods to explore how social norms, identity, and habits shape waste-related behaviours relevant to LEQ; and
3. Theoretically-based field experiments to develop effective interventions to improve LEQ.

This 'collaborative studentship' involves co-supervision from the School of Psychology and

Keep Wales Tidy. The student will spend part of the time within the Keep Wales Tidy organisation.

Keep Wales Tidy is an independent environmental charity that works across Wales, aiming to protect the environment now and for the future. The organisation works with other stakeholders to achieve these goals, through research, community action, and education.

Award:

The studentships will commence in October 2018 and will cover your tuition fees (at UK/EU level) as well as a maintenance grant. In 2017-18 the maintenance grant for full-time students was £14,553 per annum. As well as tuition fees and a maintenance grant, all School of Psychology students receive conference and participant money (approx. £2250 for the duration of the studentship). They also receive a computer and office space, additional funding for their research, and access to courses offered by the University's Doctoral Academy and become members of the University Doctoral Academy.

Eligibility:

Full awards (fees plus maintenance stipend) are open to UK Nationals, and EU students who can satisfy UK residency requirements. To be eligible for the full award, EU Nationals must have been in the UK for at least 3 years prior to the start of the course for which they are seeking funding, including for the purposes of full-time education.

As only one studentship is available and a very high standard of applications is typically received, the successful applicant is likely to have a very good first degree (a First or Upper Second class BSc Honours or equivalent) and/or be distinguished by having relevant research experience.

How to apply:

You can apply online - consideration is automatic on applying for a PhD in Psychology, with an October 2018 start date (programme code RFPDPSYA).

Please use our online application service at www.cf.ac.uk/regis/general/applyonline/index.html

and specify in the funding section that you wish to be considered for School funding.

Please specify that you are applying for this particular project.

Application deadline: February 1st with interviews (either in person or by Skype) being held on or around March and decisions being made by April.

General Information:

The School of Psychology is one of the largest and most successful in the UK (<http://www.cf.ac.uk/psych/>). The School's excellent standard of research and teaching has

been recognised in every Research Assessment Exercise. It has its own brain-imaging centre (<http://www.cf.ac.uk/psych/cubric/>), enhancing the international-leading research in behavioural neuroscience, cognitive ergonomics, forensic, social and developmental psychology.

Cardiff is the youngest capital city in Europe and the fastest growing in the UK. It plays host to many national and international sporting events at the Millennium Stadium (<http://www.millenniumstadium.com/>). Culturally, the city is thriving, with the Wales Millennium Centre (<http://www.wmc.org.uk/>) in Cardiff Bay. Cardiff is in very close proximity to the beautiful Welsh countryside (<http://www.breconbeacons.org/>), has a two hour rail link to London and a (cheap) one hour air link to Paris and Amsterdam (<http://www.cardiffairportonline.com/>)

Please address any informal enquiries to:

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