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On justifying eco-unfriendly behaviors

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Publication date

2014

Document Version

Final published version

[Link to publication](#)

Citation for published version (APA):

Meijers, M. H. C. (2014). *On justifying eco-unfriendly behaviors*. [Thesis, fully internal, Universiteit van Amsterdam].

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The climate is changing, species are about to go extinct, and mountains of garbage are ever increasing. In order to preserve the earth and provide a good living standard for all its inhabitants, it is important for people to continue making environmentally friendly choices. This dissertation, however, shows that people do not always behave in a consistent manner when it comes to their environmentally friendly behaviors. It is investigated how individuals justify abstaining from environmental actions. Specifically, in Part I, it is shown that individuals' environmental behaviors are affected by their own previous behaviors. For example, engaging in environmentally friendly behavior may, ironically, lead individuals to subsequently justify being environmentally unfriendly. Second, in Part II, it is demonstrated that actions of other individuals' and external institutions may provide individuals with justifications for being environmentally unfriendly themselves. These findings have important implications when aiming to persuade people to behave in an environmentally friendly manner.



On justifying eco-unfriendly behaviors

Marijn  Meijers



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To John and Hennie Meijers

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Marijn Meijers

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Amsterdam, 2014

Printed by Proefschrift all in one
Printing sponsored by STIBAT and Vereniging NVMP

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ON JUSTIFYING ECO-UNFRIENDLY BEHAVIORS

ACADEMISCH PROEFSCHRIFT

ter verkrijging van de graad van doctor
aan de Universiteit van Amsterdam
op gezag van de Rector Magnificus
prof. dr. D.C. van den Boom
ten overstaan van een door het college voor promoties
ingestelde commissie,
in het openbaar te verdedigen in de Agnietenkapel
op vrijdag 21 november 2014, te 14:00 uur

door

Marijn Hendrika Catharina Meijers
geboren te Onderbanken

Promotiecommissie

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