

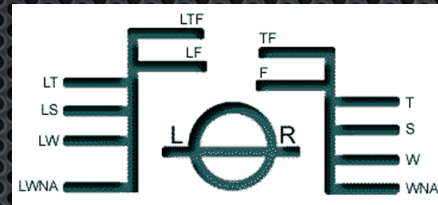


Sustainers and Sustainability: **Attitudes, Attributes, and Actions for Survival**

Louis G Tassinary, PhD, JD

*Department of Visualization
College of Architecture, TAMU*

Plimsoll marks



Ph.D (Perception & Cognition)

Dartmouth College (1985)

Research Scientist (Psychophysiology)

University of Iowa (1985-90)

Faculty (Architecture)

Texas A&M University (1990-?)

NSF PFF Award

Texas A&M University (1993-98)

J.D. (Environmental Law)

Boston College (2000-03)

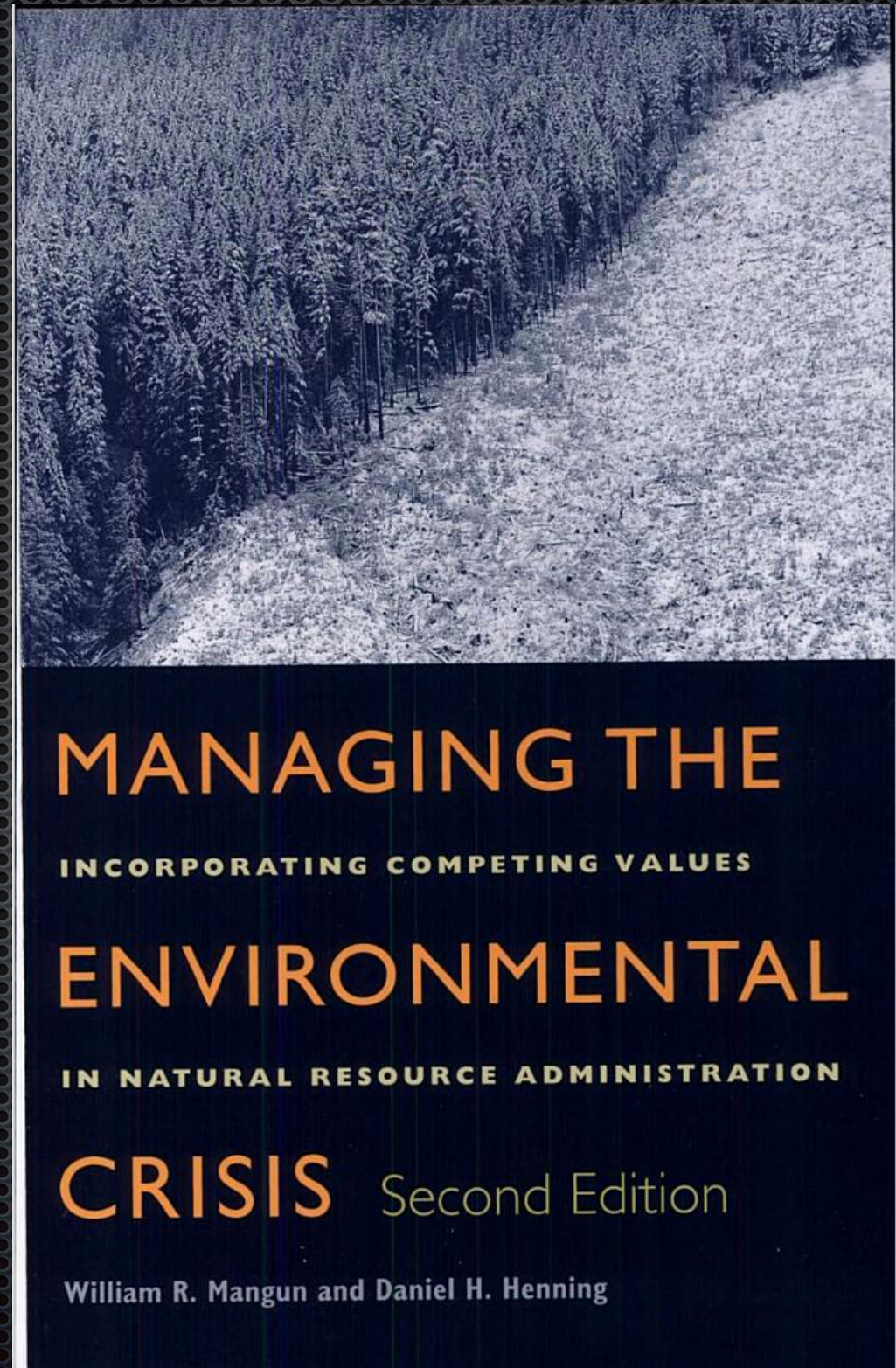
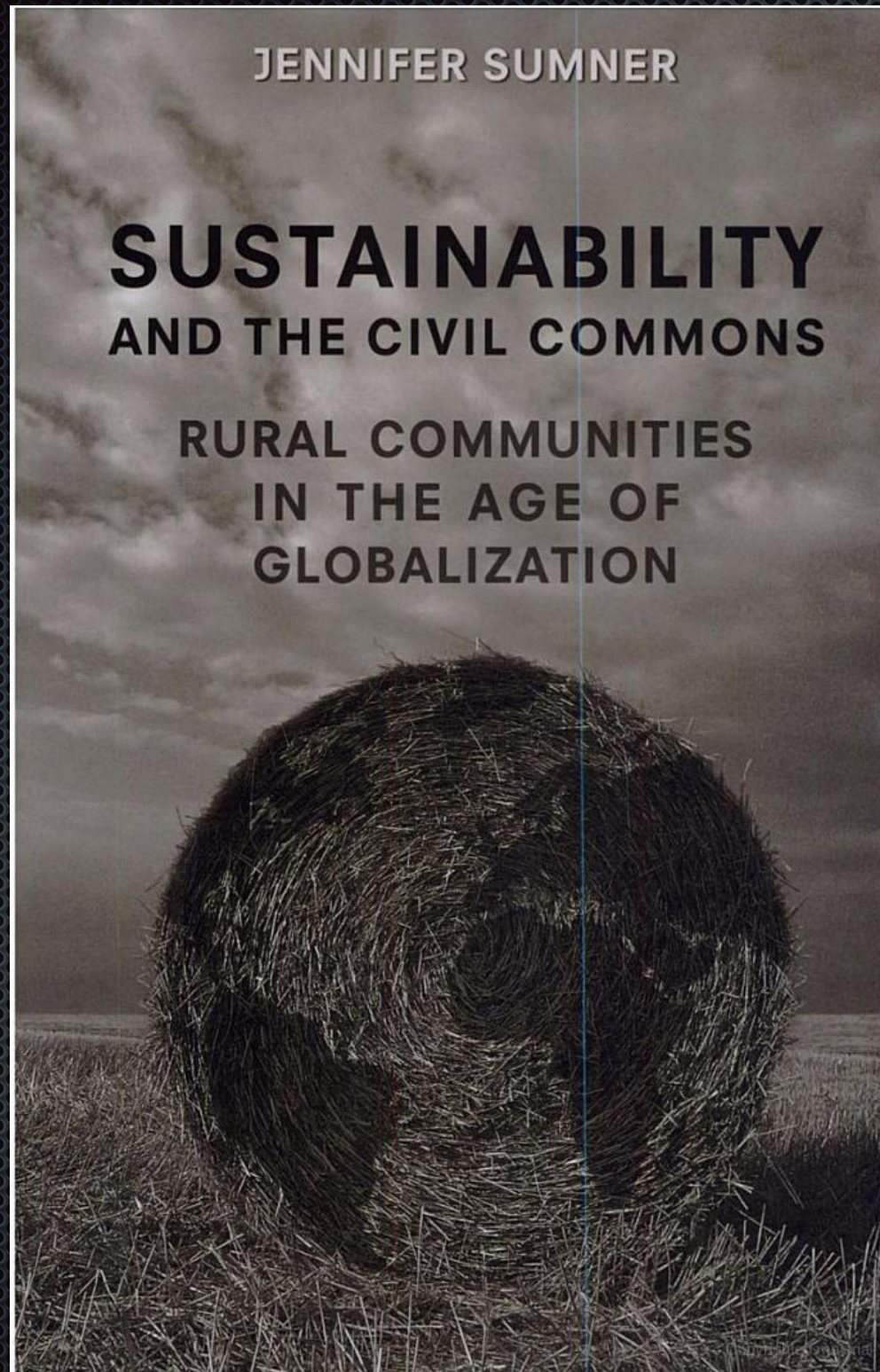
Associate Dean for Research

Texas A&M University (2003-?)

Executive Associate Dean

Texas A&M University (2010-?)

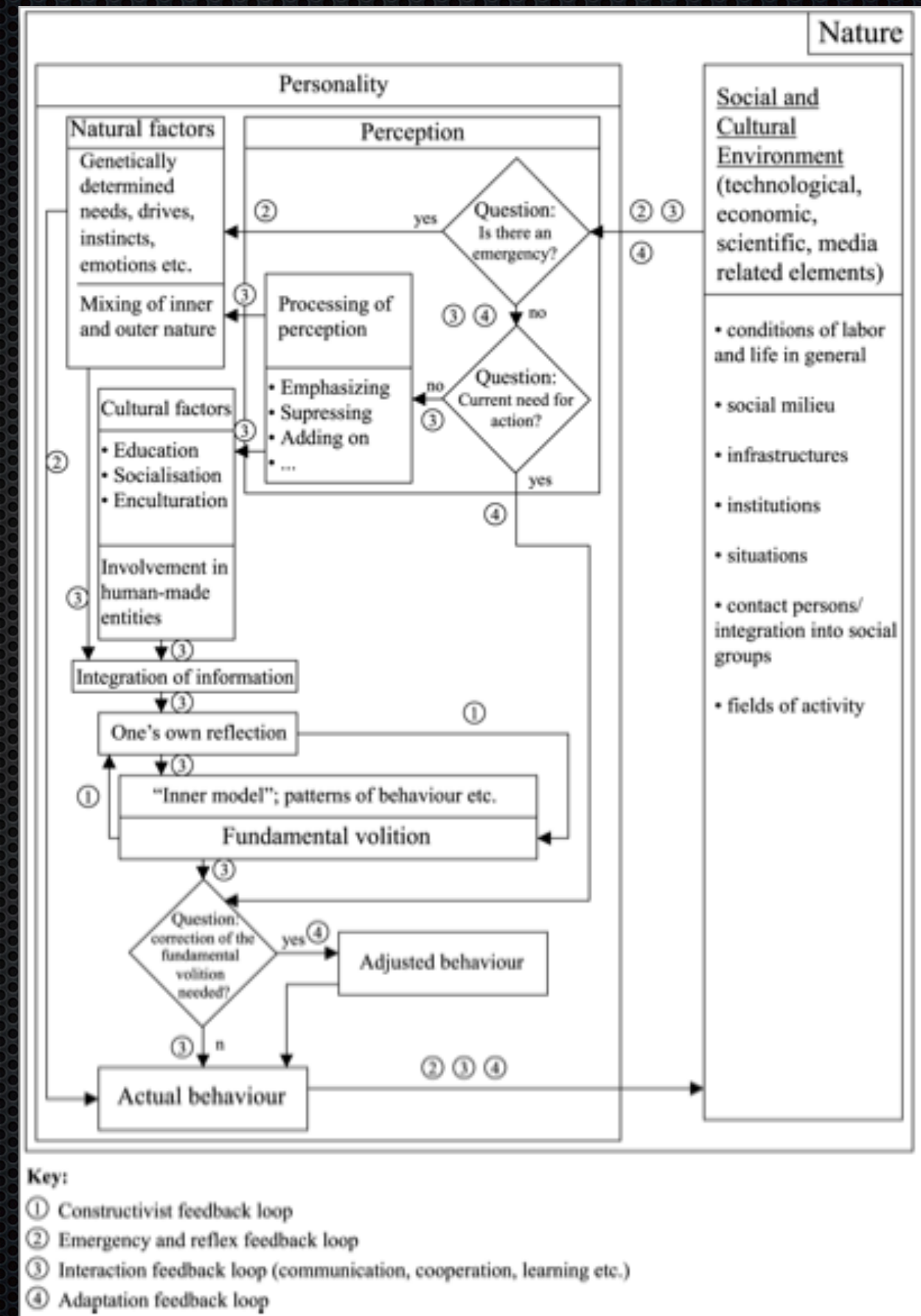
Important Issues



- Zabel, Hans-Ulrich (2005). *A model of human behavior for sustainability. International Journal of Social Sciences*, 32(8), 717-735.

▪ Problem

- Pure *homo economics* produces a coherent world model, but it leads to the destruction of the real world of human beings.
- How to get from *homo economics* to *homo sustinens*



*A good tough
question....*



Capitalism and the Environment

w/ David Barsamian of *Alternative Radio*

Friday, February 28, 2014

12:00 p.m. - 2:00 p.m.

Rudder 701

Despite some public efforts to protect the environment and raise public awareness, our environment remains under severe threat. Many of the solutions which are offered are on the individual level – recycling, driving hybrid cars, changing the kind of light bulbs we use. What is needed is a larger scale reaction and a deep transformation of our relationship to the world. Can this kind of change happen under capitalism? David Barsamian will speak on his analysis of this issue and offer solutions to this dilemma.

Refreshments will be provided

CommUnity Conversations Series provides a place for students, staff and faculty to discuss diversity issues which affect the Texas A&M community.

Please RSVP to: Dr. Dianne Kraft at dkraft@tamu.edu or call 979.862.2000

If you require an accommodation under the Americans with Disabilities Act (ADA), please let Dr. Kraft know. Early notification is encouraged, and a request one week before the event you plan to attend will facilitate the provision of a reasonable accommodation.

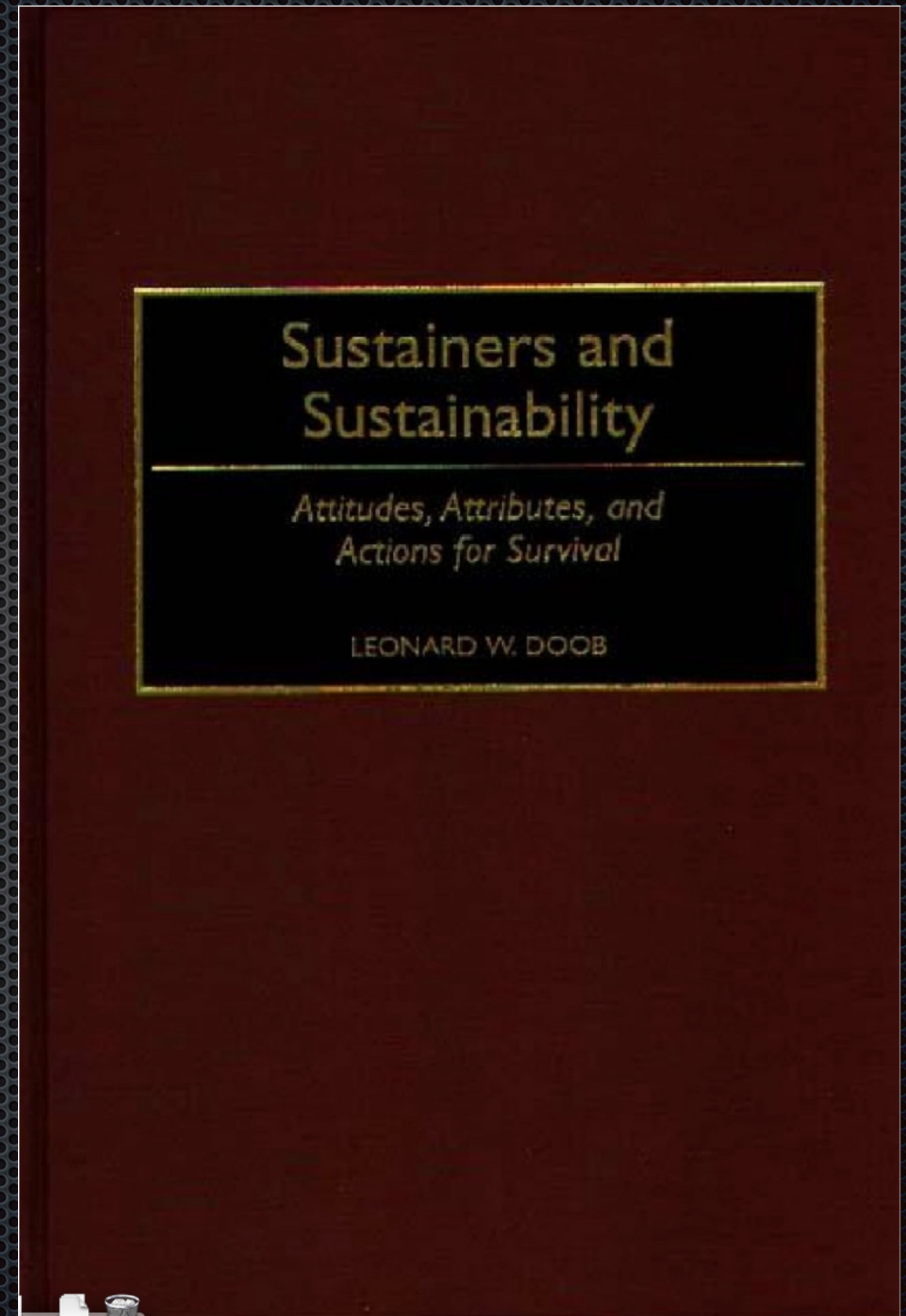


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- “Why really are we not living in Paradise?...For this we are too stupid, too unfit, too wicked, or all of these?” *It is almost impossible to comprehend sustainability without raising similar questions and hence referring to individuals who are or are not sustaining or being sustained now or in the future.*





Leonard W. Doob
3/3/09 - 3/29/00

- Pioneering figure in the fields of cognitive and social psychology, propaganda and communication studies, as well as the Director of Overseas Intelligence for the Office War Information WWII and also wrote several works intersecting cognition, psychology and philosophy

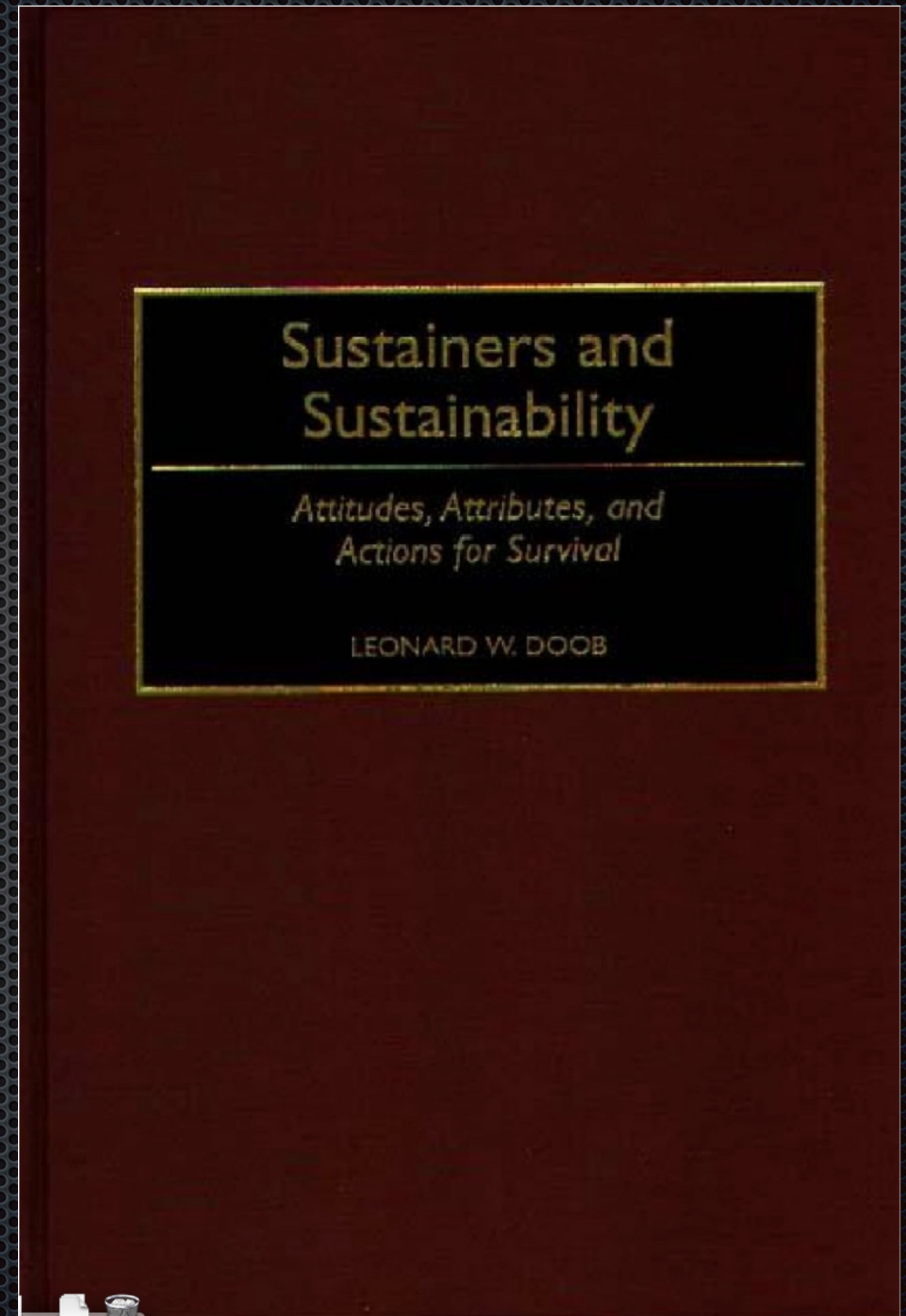
Career changing moment

- *Late in the year 1930 I was attempting to perform a psychological experiment. It was important to keep the laboratory quiet. The experiment seemed to be progressing splendidly: the subjects were behaving just as my German professor predicted they would. Suddenly there were noises outside the university which penetrated the laboratory and distracted the students. The experiment was ruined, at least for the day. As I tried to leave the building, the porter told me to go out a side entrance: the police, in trying to control a riot which had broken out among Nazi sympathizers and socialist-communist students, were closing the main doors of the building.*

Career changing moment....

- ✦ *I never completed the experiment. The noises from the growing reactionary forces in Germany at that time increased. For months there might be physical quiet; but somehow it did not seem important to add a detail to a theory which had no relevance to what was happening on the street. I had begun to think systematically about theory and practice.*

- ✦ *“There is clearly wisdom within these pages, but its usefulness remains a promissory note.”*



Stalking the Wild Sustainer

Euell Theophilus Gibbons



9/8/11 - 12/29/75

“A delightful book on the recognition, gathering, preparation and use of the natural health foods that grow wild all about us. The lore here can turn every field, forest, swamp, vacant lot and roadside into a health-food market with free merchandise”

Stalking the Wild Sustainer

Guides

- **Caution**

- *Seemingly relevant insights from the past must be cautiously phrased and utilized*

- **Triage**

- *Sustaining actions often require a choice between two or more values or actions appearing to be related to sustainability in different ways*

- **Occasion**

- *Sustainers have diverse goals and hence pursue sustainability with varying degrees of frequency or infrequency on occasion*

- **Experience**

- *Sustaining attributes are likely to be rearoused after experiencing repeated feedback*

- **Uniqueness**

- *Every situation is affected by a novel confluence of factors*

- **Tentativeness**

- *Relevant knowledge regarding sustainability is necessary and useful but imperfect; that is, it constrains but does not prescribe.*

- **Interrelation**

- *The relative weight of and interaction between guides changes throughout the life of an individual*

Stalking the Wild Sustainer

Attributes

▪ RENUNCIATION

- *How to make local and short-term goals consistent global and long-term goals*

▪ ADEQUATE KNOWLEDGE

- *Clear understanding of what they don't know and how to find it as well as of what they can't know and how to act without it. Organize their knowledge into three broad categories: i.e., Causes, Interdependencies and Remedies*
- *Comfortable raising legitimate questions even when the answers are inevitably unclear*

▪ SENSITIVE ATTITUDES

- *Intrinsic importance of nature*
- *"Natural" or "Ecological" morality*
- *Importance of "scale"*
- *Primacy of community and underrepresented groups*
- *Alert to hidden externalities with respect to one-size fits all technological "solutions"*

▪ CONTROLLABILITY

- *A belief that one can affect positive change, either through direct control or through knowledge-based prediction*

▪ INTEGRATION

- *Subjective well-being depends in no small part upon their affective state concerning their contribution to sustainability and not the effort or sacrifice required to achieve a given goal or some other worthy criterion.*

Stalking the Wild Sustainer

Action

- **OBSTACLES**

- *Unaware of available actions*
- *Too many options*
- *Actions too costly*
- *Already done enough*

- **Enablers**

- *Clear relation to sustainability*
- *Ease of execution*
- *Immediate need for action*

Conclusions

- SEEK, AND YE SHALL FIND

