

Solving Borneo's Environmental Issues with Socio-Psychological Solutions

1. Motivation behind Research Paper

Knowing about the environmental problems occurring in Borneo could be a subject for you to appreciate in your daily life. I wanted to do something about the environmental problems in Borneo that I learned about in my first year of high school. The reason why I wanted to do this was because I knew that there was a close relationship between Borneo and us. I thought that I could contribute to helping Borneo by using my experience of learning about the island to change the environmental awareness of the students at my school. Are we aware of the environmental problems in Borneo that we have learned about in the past, and are we taking action to solve them? Also, by using the Law of Consistency in social psychology, can we raise the students' awareness of the problem and lead them to take action to solve it?

2. Introduction

This research paper has three aims. Firstly, we aim to raise awareness for the issues in Borneo and Roundtable for Sustainable Palm Oil (RSPO) certification among first and second grade students at Nara Kokusai High School. Secondly, help the students to take action to buy and use sustainable palm oil products in the future. Thirdly, it is possible to use the social psychology law of consistency to raise awareness of the environmental problems that exist there and lead to action toward

a solution. Therefore, we conducted an experiment for the first and second year students of Kokusai High School. The purpose of the experiment was to change the students' awareness of environmental issues.

3. Results and Analysis

Usage of RSPO certification hand-soap

We conducted an experiment for the first and second year students in Kokusai High School. First of all, two hand soaps, one with RSPO certification and the other without, were placed next to each other and the amount used was examined. The graph below shows the results of the experiment.

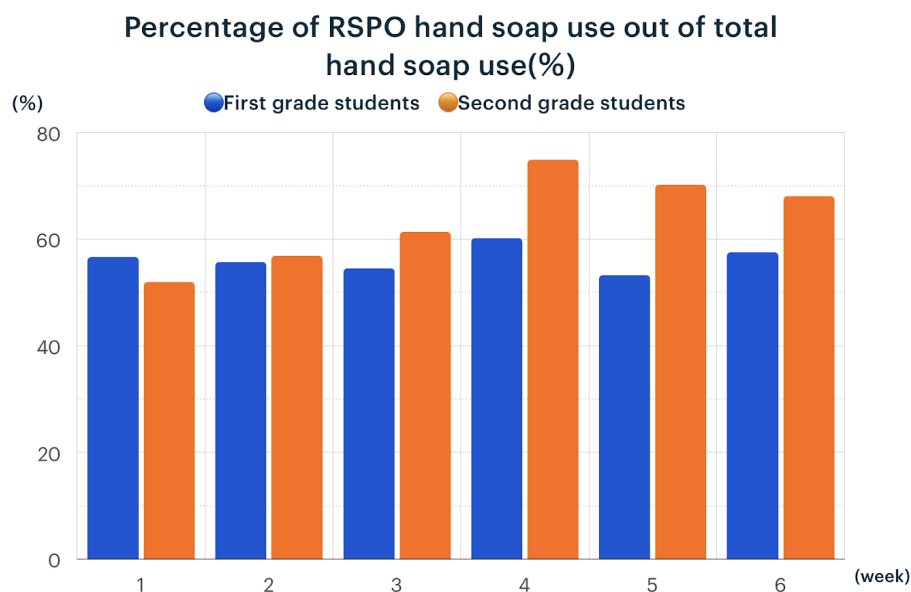


Figure 1. RSPO hand-soap usage for first and second grade students at Nara Kokusai High School.

The results show that in the first week, 55% of first grade students used RSPO hand-soap. Also, RSPO hand-soap was used more than non-RSPO

hand-soap. The blue graph represents the first grade students, and the orange graph represents the second grade students. Both first and second grade students used non-RSPO hand soap more than regular soap. My group and I considered that the people who saw the two hand soaps may have used the RSPO hand-soap because they wanted to make use of what they had learned in the past about protecting the environment. In addition, since this can be said to be consistent with my own actions in the past, I thought that the Law of Consistency was working.

Applying of Consistency Principle

My group and I thought that people who learned about Borneo had a higher sense of awareness about environmental problems and so they tried to take action. Consequently, they used hand soap with RSPO certification. In other words, their actions were based on what they had done before, so we could say this was the consequence of consistency principles. In the 3rd and 4th week, we displayed posters about the environmental problems in Borneo and explanations about RSPO certification (figure 1). As a result, the amount of hand soap usage with RSPO certification increased by 75% by the 4th week. From this data, it can be seen that the second year students were able to reflect upon the things they learned about Borneo by looking at the posters about their study in the first grade which proves the work principles of consistency. Interestingly, I can easily see that the amount of hand soap in 2nd, 3rd, and 3rd week for the 2nd graders kept increasing. On the other hand, there were not many increases for first grade students.

Questionnaire Results

We surveyed a total of 148 first and second year Kokusai high school students. The results are summarised as follows.

- Question 1: Do you know that one of the hand soaps is RSPO certified?
 - Yes 101 (68.2%), No 47 (31.8%)
- Question 2: Which hand soap did you use?
 - Yes 85 (57.4%), No 39 (26.4%), Neither 24 (16.2%)
- Question 3 - Which hand soap would you prefer to use at Nara Kokusai High School?
 - RSPO 89 (60.1%), Not RSPO 11 (7.4%), Neither 48 (32.4%)

In regards to the first question, 68.2% of the students said yes and 31.8% of the students said no. When asked which hand soap they used, 57.4% of the students used RSPO certified hand soap, 26.4% of the students used hand soap non-RSPO certification, and 16.2% of the students said neither. When asked which hand soap they would prefer to use at Kokusai High School, 60.1% of the students would prefer to use RSPO certified hand soap, 7.4% of the students would prefer to use non-RSPO certified hand soap, and 32.4% of the students had no preference. Based on these results, we can confirm that 68.2% of the respondents knew that the hand soap was RSPO certified, and from the results of question 2, 57.4% knew that the hand soap was RSPO certified and used RSPO certified hand soap. These results indicate that more than half of those who responded to the survey knew of the RSPO certification and used the hand soap.

We found out that students who had learned about Borneo in the past, studied various environmental issues for a longer time and thus, were able to apply it to their daily lives. Furthermore, this led to more action. Once again, we have learned that the law of consistency holds true, and that significant change was made. From the results of question 3 , 60.1% of the students would use RSPO hand-soap at Kokusai High school.

4. Results and Analysis

At Kokusai High School, we have a class called Global Exploration which aims to grant students the skills of exploration and ability to take action by gaining knowledge about the problems around the world. Figure 2 shows a rough outline of the class' curriculum. In the first grade, students learn about environmental problems on Borneo island. After that, they explore the environmental and social problems that they are interested in independently.

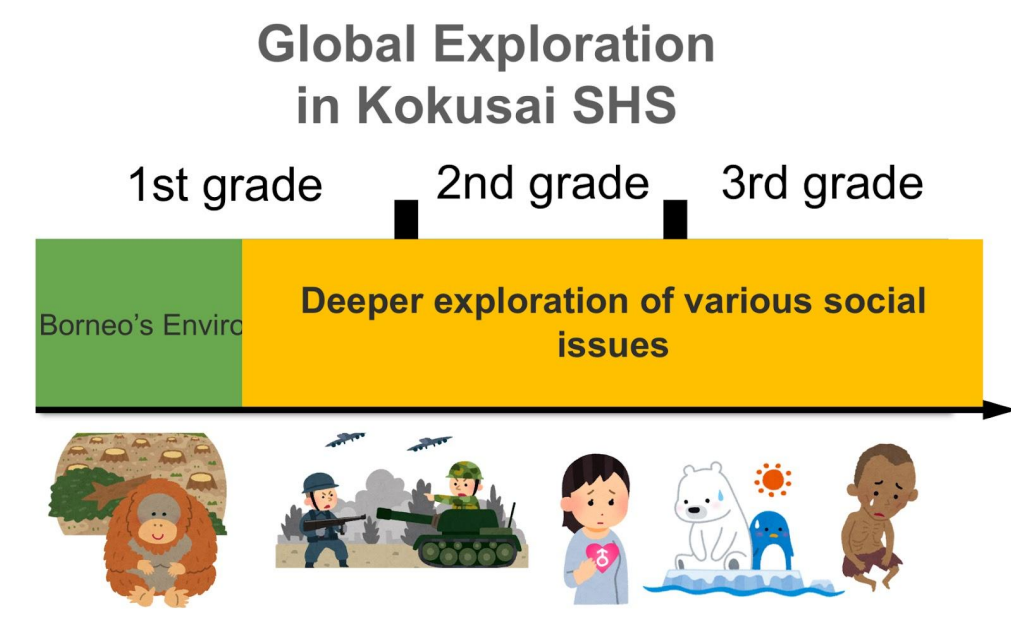


Figure 2. Content of Global Exploration class

Both first grade and second grade students used RSPO a lot, with second graders using it even more. The reason for this is that the first-year students learned more about Borneo over a shorter period of time, but their learning did not fully stay in their minds. In contrast, the second-year students remembered what they had learned about Borneo in the past, and they had more experience working on various environmental issues which they later applied to their daily lives. Therefore, it can be said that by learning about environmental issues, students became aware of them as their own personal matters and took action. We conducted this study using a social psychological approach to the law of consistency that may be one means of solving environmental problems.

4. Conclusion and Future Problem

The fact that Kokusai High School students were actively using RSPO-hand soap in our research showed that they are taking action to solve the problem of Borneo Island. Therefore, we could use our learning about the environmental issues of Borneo. Also, the Law of Consistency is one way to solve environmental issues. In the future however, it is difficult to solve these problems because it is unrealistic for countries with plantations to stop their operations.

5. Reflection

Through our research, I got a lot of information about the issues of Borneo. I joined an online Zoom study meeting which was held by Borneo Trust Japan, a certified NPO. I learned more details about Borneo. However, I think it is more important to travel to Borneo and witness all of the problems firsthand. By doing this,

I think I can grasp the gravity of the situation. I would like to go with my group mates and we can cooperate to solve many problems together.

6. Work Cited

Cialdini, Robert B. Weapons of Influence: Why People Are Moved [3rd ed.] (Original title: INFLUENCE Translation of the original 5th ed.)