

## **A Social Psychological Approach to Environmental Problems in Borneo**

### 1. Motivation behind Research Paper

I want to create an interpersonal society where we can care for each other better than we do now. When I wanted to change interpersonal society using the laws of psychology, I met my classmate, who was trying to change people's consciousness, and we started an experiment to see if we could change people's consciousness together. That's when hand soap caught my attention. In this age of the Corona disaster, many people are washing their hands more often than ever before. We thought that we could conduct an experiment that would not attract too much attention from other people, and that would also obtain a large amount of data. We used psychology in the experiment and hoped that the social approach would be effective, as well as the theme of the experiment.

Are students aware of the environmental problems in Borneo that they have learned about in the past and are they able to take action to solve them? Also, by using the Law of Consistency in social psychology, can we raise the awareness of the subject toward the issue and lead them to take action toward solving the problem?

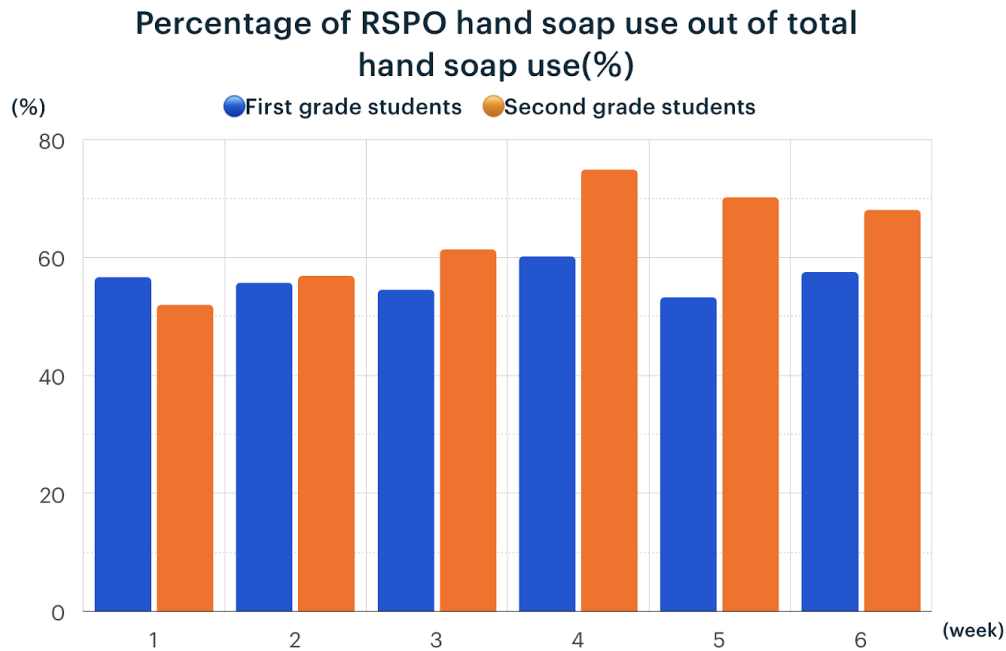
## 2. Introduction

Are they aware of the environmental problems in Borneo that they have learned about in the past and are they able to take action to solve them? Also, by using the Law of Consistency in social psychology, can we raise the awareness of the subject toward the issue and lead them to take action toward solving the problem? An electronic balance was used to weigh the amount of hand soap used after school except on weekends and during the long vacation (winter break) from November 1, 2021 until xxx. RSPO-certified and non-RSPO-certified hand soaps were installed in the hand washing stations and restrooms on each floor for first and second grade students at Nara Kokusai High School. There is a law called the Law of Consistency, which states that we unconsciously try to keep our past behaviour consistent. We used this principle in our experiment to see if we can unconsciously apply what we have learned about environmental issues in the past. Sources and data collection: The data collected for this study comes from experiments conducted by the research group and online sources.

## 3. Results and Analysis

### 1. RSPO Hand Soap Usage

An experiment was conducted with Kokusai High School students who had studied environmental issues in Borneo. First of all, we placed RSPO-certified hand soap and non-RSPO-certified hand soap side by side, without indicating anything during the first and second weeks.



*Figure 1. Percentage of hand soap used*

The graphs show the percentage of RSPO hand soap usage out of the total hand soap usage in all locations around the school. The results show that first graders accounted for 55 percent of the RSPO hand soap usage. In addition, both first and second graders used more RSPO-certified hand soap.

## 2. Adaptation of the law of consistency

Our thought here was that the people who saw the two hand soaps may have used the RSPO-certified hand soap in an attempt to capitalise on the learning that they had studied in the past. We also considered that the law of consistency was at work because this could be said to be consistent with their past action. Next, in the third and fourth weeks, we displayed pop-ups and posters explaining the environmental issues in Borneo and the RSPO certification. As a result, the percentage of RSPO-certified hand soap use on the third floor, in other words among

second-year students, rose to 75%. The idea was that the posters and pop-ups allowed the students to reflect on their past learning, and the law of consistency came into play. From these, we found something interesting: the percentage of second-year students using the RSPO in their second, third, and fourth weeks continued to grow. In contrast, there does not appear to be much change in the growth of the second floor, or first-year students' percentage of use (see Figure 1). In our high school, we have a class called Global Exploration. The purpose of this class is to deepen students' knowledge of various environmental and social problems in the world, and to cultivate the ability to explore and take action to solve these problems. Figure 2 schematically illustrates the curriculum of this class. In the first year, students learn about environmental problems on Borneo Island. From then on, students will deepen their exploration of environmental and social issues that interest them individually.

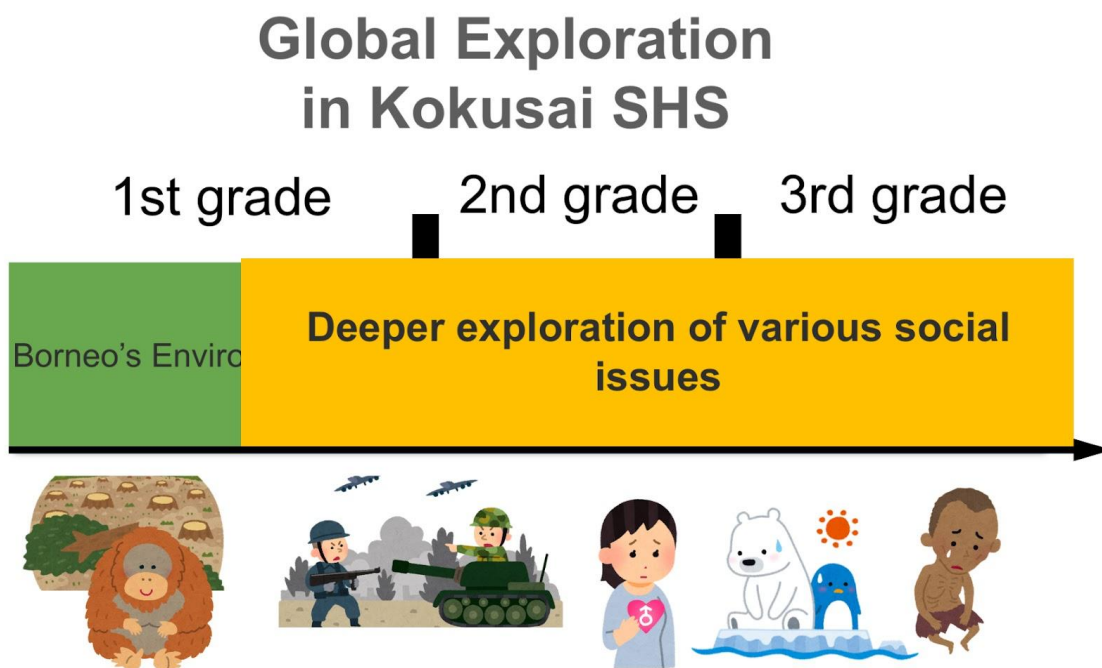


Figure 2. Global Exploration class breakdown

At the time of the research conducted this time, first-year students had been studying Borneo's environmental issues and RSPO certification until one a month before. On the other hand, it has been more than a year since the second-year students began studying environmental issues in Borneo. Normally, it should not be surprising that the percentage of second-year students using RSPO hand soap should be low, but for some reason it is high. We interpreted this phenomenon as follows: we believe that many second-year students have forgotten about Borneo's environmental problems and RSPO certification. However, we thought that the second-year students used environmentally friendly RSPO hand soap because their exploration of various social issues had increased their awareness of social issues as a whole. On the other hand, the first-year students did not take action because of their inexperience in exploring social issues. We had two main findings from this study: First, the Kokusai High School students' active use of RSPO-certified hand soap suggests that they are using what they have learned in the past to take action to solve environmental problems in Borneo. Second, by using the law of consistency, the Kokusai High School students have taken actions to proactively solve environmental problems in Borneo.

### 3. Survey Results

A total of 148 first and second year Kokusai High School students were surveyed. Table 1 shows the results;

Question 1 - Do you know that one hand soap 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 an international high school?

RSPO certified 89 (60.1%) Clean Clean 11 (7.4%) No Neither 48 (32.4%)

When asked if they knew that one hand soap was RSPO certified, 68.2% said yes and 31.8% said no.

When asked which hand soap they used, 57.4% said they used RSPO certified hand soap, 26.4% said they used hand soap without RSPO certification, and 16.2% did not know. When asked which hand soap they would prefer to use at the International High School, 60.1% would prefer to use RSPO certified hand soap, 7.4% would prefer to use non-RSPO certified hand soap, and 32.4% would prefer either. These results indicate that more than half of those who responded to the survey used RSPO-certified hand soap. This was a reaffirmation of the law of consistency as they had taken action due to past learning. The results of question 1 show that 68.2% of the respondents knew that they were RSPO certified, and the results of question 2 show that 57.4% of the respondents used RSPO certified hand soap because they knew it was RSPO certified. From these two results, we can see that the percentage of respondents who knew that the product was RSPO certified was higher than those who did not know. Our next focus was on the remaining 40% or so who did not know about the RSPO certification and did not use it. I hope that if we can change the awareness of these people, we can increase the number of people who are aware of environmental issues in their daily lives.

#### 4. Consideration

We believe that when people learn about and think about various social issues, their behaviour will become more consistent, and they will take action to solve social problems that they have not been exposed to before (or have learned about but do not remember). We believe that our social psychological approach to the Law of Consistency may be one way to solve environmental problems.

#### 5. Conclusion and Future Problems

The fact that the Kokusai High School students were actively using RSPO-certified hand soap in their experiments showed that they were taking action to solve Borneo's environmental problems. In other words, we were able to apply what we learned. Furthermore, by using the Law of Consistency, we found that the international high school students were taking positive action to solve the environmental problems in Borneo.

#### 6. Reflection

Through this experiment, there are several realisations. First of all, we have learned that we can change people's consciousness by ourselves. I also learned that people unconsciously try to make their behaviour consistent with The Law of Consistency. I had only looked up the law of consistency on The Internet when I started my research, so it was very interesting to learn that it is a phenomenon that really occurs in our daily lives. I was also reminded once again that this experiment was made possible by the cooperation of many people both before and during the experiment. My own feelings about things have also changed dramatically. Before,

when I would tackle something, somewhere in the back of my mind I would wonder if I could really do it, but now I am able to think, "First, let's try it." I think this is a pretty big change, and I want to cherish it. As for my own way of life in the future, rather than regretting what I should have done then, I would rather take a step forward and live my life in such a way that I can say that I have done it. This may apply to any theme, but one cannot do anything alone. I have come to understand how grateful I am to have people around me who are always willing to work with me and help me. There are many difficulties and hardships, but I would like to focus on the "growth" that awaits me in the future.

#### 7. Work Cited

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