

Module code: MOD009899	Version: 2 Date Amended: 11/Apr/2025
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1. Module Title
Behaviour Change

2a. Module Leader
Null

2b. School
Writtle School of Agriculture, Animal and Environmental Sciences

2c. Faculty
Faculty of Science and Engineering

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisite:	MOD009826	Science Communication	Compulsory
Pre-requisite:	MOD009870	Community Engagement	Compulsory
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
Human behaviour change is a major area of development within modern conservation efforts. Research shows that simply raising awareness about environmental issues is not enough to encourage meaningful behavioural change. In this module, you'll examine the methodology used to design and implement behaviour change interventions. Cross-disciplinary examples from fields such as human health and marketing will be evaluated to help develop new strategies that promote positive environmental behaviour. You'll gain experience in applying an interdisciplinary approach to real-world conservation issues, including evaluating approaches from other disciplines and applying them to the conservation environment. Professional responsibility and ethics form an important part of the module, giving you the opportunity to reflect on the ethical dimensions of influencing human behaviour and the broader role of conservation professionals in society.
6b. Outline Content
This module will evaluate the theories of behaviour change, using the COM-B model and the behaviour change wheel framework. Case studies are used to analyse the application of behaviour change theory to specific conservation issues, such as climate change, the wild animal trade or deforestation. An interdisciplinary approach is taken, with students evaluating behaviour change across field such as marketing and health. Specific attention is given to the ethics of behaviour change approaches, and how these approaches can give agency to under-represented groups. Issues of personal values and beliefs are considered, as is the effect of disinformation and manipulation.
6c. Key Texts/Literature
The reading list to support this module is available at: https://readinglists.aru.ac.uk/
6d. Specialist Learning Resources
None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Intellectual, practical, affective and transferrable skills	Critically evaluate models of behaviour change and their utility in conservation
2	Intellectual, practical, affective and transferrable skills	Analyse approaches to behaviour change from other disciplines, and their application to conservation
3	Intellectual, practical, affective and transferrable skills	Apply behaviour change models to case studies of conservation issues

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	30	1-3	Lectures
Other teacher managed learning	9	1-3	Workshops (6 hrs) Presentations (3 hrs)
Student managed learning	111	1-3	Self-Directed Learning
TOTAL:	150		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-2	50 (%)	Fine Grade	30 (%)

Report (1500 Words) - 1500 word report evaluating a behaviour change theory in relation to conservation issues

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	2-3	50 (%)	Fine Grade	30 (%)

Group Role Play (30 Minutes) - 30 min group role play taking the part of different stakeholders and attempting to resolve a given issue

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]