

Module code: MOD011379	Version: 1 Date Amended: 11/Apr/2025
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1. Module Title
Human Behaviour Change

2a. Module Leader
Nieky van Veggel

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

2c. Faculty
Faculty of Science and Engineering

3a. Level
7

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Human behaviour change represents one of the greatest challenges and opportunities for achieving lasting conservation outcomes. Research demonstrates that simply raising awareness of environmental issues is rarely sufficient to drive meaningful and sustained behaviour change.

In this module, you'll explore the theory and practice of designing and implementing behaviour change interventions in real-world context. Drawing on cross-disciplinary insight from fields such as public health and marketing, you'll critically evaluate different approaches and apply these principals to the development of strategies that promote positive environmental behaviours. You'll also consider how these methodologies can be responsibly and effectively applied to conservation and animal welfare initiatives.

6b. Outline Content

The aim of this model is to evaluate and understand behaviour change methodologies. These will then be applied to initiatives that focus on conservation or animal welfare. The aim is to develop a deeper understanding of the factors that influence human behaviour change and to consider the efficacy of strategies to promote positive change.

In particular this module will evaluate the theories of behaviour change, such as using the COM-B model and the behaviour change wheel framework. Case studies will be used to analyse the application of behaviour change theory to specific conservation or welfare issues. An interdisciplinary approach is taken, with students evaluating behaviour change across field such as marketing and health. There is a specific focus on critical analysis and synthesis of the ethical application of human behaviour change methodologies to collaborative activities across a range of cultures and environments.

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	Knowledge and Understanding	Critically evaluate models of behaviour change and their utility in conservation, and animal health
2	Intellectual, practical, affective and transferrable skills	Synthesise behaviour change approaches to apply to case studies of engagement with conservation or animal welfare

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	18	1,2	Lectures
Other teacher managed learning	12	1,2	Tutorials
Student managed learning	120	1,2	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	Practical	1	40 (%)	Fine Grade	40 (%)
Produce a poster to illustrate and evaluate one model of behaviour change					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	2	60 (%)	Fine Grade	40 (%)
Present a report that identifies and evaluates in light of behaviour change theories a real life intervention focused on conservation or animal welfare.					

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]