

My research question is “To what extent does priming with climate change images affect college students’ consideration towards the environment?” Priming is a psychological technique where exposure to one stimulus such as an image or word can affect an individual’s response to a subsequent stimulus. I hypothesize that on average, participants who are exposed to images of climate impacts among people and in nature will place more priority on environmental conservation by distributing more money to a hypothetical environmental charity compared to participants who view images of climate impacts only in nature and participants who are exposed to images that do not relate to climate change. Studying the effect of image priming on behavior will offer beneficial insight for educators, climate activists, and policymakers on how to frame the climate crisis in a way that elicits a behavioral response among a non-expert audience.