

# Accepted Manuscript

Making Cool Choices for sustainability: Testing the effectiveness of a game-based approach to promoting pro-environmental behaviors

Michael Ro, Markus Brauer, Kathy Kuntz, Raj Shukla, Ingo Bensch



PII: S0272-4944(17)30080-4

DOI: [10.1016/j.jenvp.2017.06.007](https://doi.org/10.1016/j.jenvp.2017.06.007)

Reference: YJ EVP 1138

To appear in: *Journal of Environmental Psychology*

Received Date: 24 August 2016

Revised Date: 13 June 2017

Accepted Date: 18 June 2017

Please cite this article as: Ro, M., Brauer, M., Kuntz, K., Shukla, R., Bensch, I., Making Cool Choices for sustainability: Testing the effectiveness of a game-based approach to promoting pro-environmental behaviors, *Journal of Environmental Psychology* (2017), doi: 10.1016/j.jenvp.2017.06.007.

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Making Cool Choices for Sustainability: Testing the Effectiveness of a Game-Based Approach to

Promoting Pro-Environmental Behaviors

Michael Ro and Markus Brauer

University of Wisconsin-Madison

Kathy Kuntz and Raj Shukla

Cool Choices, Madison WI

Ingo Bensch

Evergreen Economics, Portland OR

#### Author Note

Michael Ro and Markus Brauer, Department of Psychology, University of Wisconsin-Madison; Kathy Kuntz and Raj Shukla, Cool Choices, Madison WI; Ingo Bensch, Evergreen Economics Portland OR.

This research was partially supported by grant 150 PRJ73DX by the Provost of the University of Wisconsin. We are grateful to Jessica Nolan and Cameron Brick who provided feedback on earlier versions of this article.

Correspondence concerning this article should be addressed to Markus Brauer, Department of Psychology, University of Wisconsin-Madison, 1202 West Johnson St., Madison WI 53706. Email: [markus.brauer@wisc.edu](mailto:markus.brauer@wisc.edu)

Word Count: 8916 words

Download English Version:

<https://daneshyari.com/en/article/5034873>

Download Persian Version:

<https://daneshyari.com/article/5034873>

[Daneshyari.com](https://daneshyari.com)