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Poster Presentation 2

THE EFFECTS OF CONTAINER PROXIMITY AND INFORMATION ON PAPER RECYCLING

Todd Carlisle and Linda Kunce*, Department of Psychology, IWU

Contrary to popular belief, paper products are the one material that has actually increased in our landfills in the past 25 years. While paper recycling programs have become more commonplace today, their effectiveness has plateaued. To better understand how to increase a person's recycling behavior, this experiment, using a multiple baseline design, measured the effects of (1) recycling container proximity and (2) information on the paper recycling levels of 150 undergraduate students. The results of the experiment suggest that increasing a recycling container's proximity and educating a person about recycling can influence a person's level of paper recycling.