

Fostering Conviviality and Sustainable Practices on University Campuses: A Signalling Intervention Based on Rule-Governed Behaviours

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Abstract

This study examines the effectiveness of employing signaling interventions to promote conviviality and encourage sustainable behaviours among professors, students, and staff on a university campus. The intervention focuses on promoting respect for women, saving energy, recycling, and protecting green areas. Drawing on principles of social and environmental psychology, the study uses a mixed-methods approach, incorporating surveys, observational data collection, and qualitative interviews. The signaling intervention includes strategically positioned signage, informative campaigns, and community engagement activities. Although we are still in the process of data collection, by the date of the ICRHS, we expect the results to reveal a potentially positive impact on awareness, attitudes, and behaviours associated with specific domains. We anticipate increased awareness of gender respect issues, heightened mindfulness regarding energy consumption, improved recycling practices, and a deeper appreciation for green spaces. Qualitative insights will also be used to elucidate the underlying mechanisms driving behavioural change, such as reinforcement of social norms, cognitive priming, and strengthened social cohesion. This study will underscore the potential of rule-governed behaviorbased signaling interventions as effective tools for fostering conviviality within university communities, offering valuable guidance for campus policymakers, educators, and environmental advocates.

Keywords: signalling; sustainable behaviours, university campus; rulegoverned behaviours