



BEHAVIOR, EDUCATION, AND COMMUNICATION (BEC) MASTER OF SCIENCE

BECAUSE TO SOLVE SUSTAINABILITY CHALLENGES, WE MUST UNDERSTAND THE CAUSES, DYNAMICS, AND CONSEQUENCES OF DECISIONS AND BEHAVIORS THAT IMPACT NATURAL RESOURCES AND THE ENVIRONMENT

Solving environmental problems often comes down to working with people within their everyday lived experiences. How can we motivate individuals and groups to accept willingly and urgently—and, better, to seek out—ever more sustainable life patterns?

This is one of the main challenges of promoting behavior change, and the overarching focus of the Behavior, Education, and Communication field of study. Through small experiments, community programming, and social engagement strategies, you will learn to influence human behavior and empower diverse communities to achieve the ultimate goal of long-term environmental sustainability.

WHY BEC?

- Understand human behavior—both current and evolutionary—in the context of the environment.
- Learn to share information effectively, use instructional and motivational techniques to encourage desired behaviors, and negotiate conflicts.
- Learn how people think, what motivates them, and the conditions under which they behave most reasonably and creatively.
- Develop conceptual frameworks and employ strategies to address environmental problems by motivating individuals, groups, and communities to adopt impactful and durable behavior patterns.
- Focus your studies and deepen your knowledge in one or more SEAS sustainability themes.

FACULTY

- Raymond De Young
- Paige Fischer
- Michaela Zint

GAME CHANGERS

VITOR LIRA '16

PROJECT ASSOCIATE, CIRCLEPOINT

“Not only did my master’s degree make the difference in the hiring process and my performance at work, the connections I made at Michigan helped me blaze a trail very few people are able to, especially since I am an international student.”



JANA STEWART '16

WELLNESS COORDINATOR, PROJECT HEALTHY SCHOOLS - DETROIT

“The work and classroom experiences I had during my time at U-M are a large reason why my employer was interested in working with me. They liked that I completed several internships and had practice applying for funding and IRB proposals. My master’s project, independent study, internships, and coursework all provided me with a wide range of skills for which I also had real-life practice. They wanted someone who could be a self-guided, independent employee with a lot of different skills, from education and public speaking to project management and grant writing.”



MASTER'S PROJECTS

Part of the culminating experience of your program is a master's project or master's thesis, where you will work with an external client to solve real-world problems. Recent projects include:

Workplace Engagement Around Stewardship and Recycling in a Healthcare Setting

(Michigan, USA)

Client: Beaumont Hospital

Advisor: Dr. Michaela Zint

Managing Forests across Social and Ecological Boundaries: Collaboration among Multiple Landowners in the Context of Wildfire Risk

(Oregon, USA)

Client: U.S. Department of Agriculture Forest Service

Advisor: Dr. Paige Fischer



Enhancing Knowledge-Sharing and Collaboration Among Farms in Healthcare (Ypsilanti, Michigan, USA)

Client: The Farm at St. Joe's

Advisor: Dr. Raymond De Young

COURSE SAMPLING

- Advanced Education for Environment and Sustainability
- Behavior and Environment
- Negotiation Skills in Environmental Dispute Resolution
- Psychology of Environmental Stewardship

APPLY NOW!
SEAS.UMICH.EDU/APPLY

CONTACT

SEAS ADMISSIONS COACHES:

seas-admissions@umich.edu

(734) 764-6453

Learn more: seas.umich.edu

CAREERS

In-house career coaches will provide personal guidance while you are a student and continued support after you graduate.

The Nature Conservancy 



SEAS

SUSTAINABILITY THEMES

Students specializing in Behavior, Education, and Communication have the option to focus their studies and deepen their knowledge in one or more sustainability theme.



CITIES+MOBILITY
+BUILT ENVIRONMENT



CLIMATE
+ ENERGY



CONSERVATION
+ RESTORATION



FOOD
SYSTEMS



WATER



CROSS-CUTTING
EXPERTISE

