



AMERICAN  
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ASSOCIATION

# PsycINFO NEWS

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## Green Roof and Labyrinth Project Promotes Well-Being



At the American Psychological Association (APA) in Washington D.C., a “green” ethic has been taking shape in which environmental stewardship and sustainable business practices are playing an ever-increasing role in organizational decision making. Issues surrounding climate change, pollution, resource use, and energy have received mounting attention from the media, governments, the general public, and organizations alike. In response to these environmental challenges, APA has established itself as a leading advocate of environmentally sound business practices. It has purchased renewable energy certificates to offset carbon emissions resulting from its electricity use, donated ceramic mugs to all staff to

reduce the use of Styrofoam, and has shifted to greener office supplies ranging from paper with more recycled content to biodegradable pantry supplies. In some departments, such as PsycINFO, extensive teleworking (up to 4 days a week) helps reduce congestion in the crowded Washington, D.C. area.

No example, however, better demonstrates APA’s commitment to the environment than the completion of a “green roof” atop APA’s 10 G Street facility. The green roof project represented a multi-organizational collaboration that sought to combine environmental stewardship with APA’s values of promoting mental health and well-being. The result was the country’s first design that combined all of the environmentally friendly features of a green roof with a uniquely constructed walking labyrinth. In effect, the project establishes an oasis of calm and green right in the heart of downtown Washington, D.C.

The project first took shape when the Chesapeake Bay Foundation, an environmental organization that strives to protect the ecological health of the Chesapeake Bay, approached APA with the idea of placing a green roof on its 10 G St. building. The APA was receptive to the proposition and invited the World Resources Institute, an environmental think tank whose offices are housed within APA’s 10 G St. building, to collaborate on the project. APA also advocated for a walking labyrinth to be integrated into the green roof. They enlisted the help of the TKF Foundation, which partners with organizations to create open spaces

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## Green Roof and Labyrinth Project Promotes Well-Being *continued from page 1*

that foster solace, reflection, and sanctuary. All four organizations made donations to help finance the project, but the TKF Foundation became the lead funder. Because of the cooperation, enthusiasm, and coordinated efforts of these four organizations, construction was completed in late summer 2008. The roof was then opened to the general public with widespread media attention.

According to Nancy Kiefer, World Resources Institute's director of facilities and office services, the green roof brings with it a number of important environmental benefits. For instance, green roofs improve insulation and can help reduce a building's energy costs. Urban rooftops often reach up to 175 degrees Fahrenheit in summer, and green roofs may serve to lower ambient air temperatures. They also diminish the heat island effect, a phenomenon in which urban areas are hotter than nearby rural areas. Another environmental benefit is that the sedum plants that comprise the roof's main vegetation produce oxygen and absorb air pollutants. Most importantly, green roofs help reduce storm water runoff that picks up pollutants and flows into major waterways. The Anacostia River is heavily polluted because of such storm water runoff, and it in turn empties into the Chesapeake, affecting the ecological health and quality of the Bay. APA's green roof will absorb substantial amounts of water that would otherwise flow unfiltered into the Anacostia River, protecting not only that river's ecology but ultimately that of the Chesapeake.

Aside from providing these important environmental benefits, the green roof project also emphasizes two goals of central importance to APA's mission: promoting mental health and well-being. The walking labyrinth is an instrument that serves to promote both of these values. Labyrinths have historically been used as a method of meditation. Walking the labyrinth to reach a center can serve as a metaphor for reaching one's own center, and it is a process that fosters mindfulness, reflection, and relaxation. APA encour-

ages its employees to use the green roof and labyrinth as a way to promote a healthy workplace for its entire staff. By opening the roof to the general public, it is also providing a calm and quiet public space that is in stark contrast to the busyness of its surrounding urban environment. It is a place where individuals can, if only temporarily, leave the stresses of everyday life behind.

The addition of the green roof atop APA's 10 G St. building is part of a growing national and city-wide trend. D.C. is placed 7th in rankings for cities with the most green-roof square footage in the United States. The project reflects APA's recognition of the adverse environmental impacts office buildings may have and demonstrates its ongoing commitment to mitigating these impacts. In promoting both environmental stewardship and individuals' well-being, this unique green roof and labyrinth will contribute numerous ecological, aesthetic, and mental health benefits for many years to come. ■



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### PsycINFO

American Psychological Association  
750 First Street, NE • Washington, DC 20002-4242

**Telephone:** 800.374.2722 • 202.336.5650

• **Fax:** 202.336.5633

**E-mail:** [psycinfo@apa.org](mailto:psycinfo@apa.org)

**Web:** [www.apa.org/psycinfo](http://www.apa.org/psycinfo)

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# Greening Your Library

By Anca Novacovici, founder and CEO of Eco-Coach

Eco-Coach was founded by Anca Novacovici in order to promote environmental awareness and provide businesses and individuals with services and tools that would make the transition to a more sustainable way of living and working easier.

We asked Ms. Novacovici for advice on “greening your library.”

*What can library facilities and staff do in the short term, at fairly low cost, to promote green library operations?*

While there are many things they can do, these are some of the low-hanging fruit. (all bullets in this section need to be parallel – include action verb)

## Operations

- Switch to all recycled paper.
- Recycle everything that can be recycled.
- Minimize use of paper.
- Discard and obtain books, CDs, and other library items in an eco-friendly manner (see resources, below, for more information).
- Enable power-saving settings on all public workstations.
- Post signs in bathrooms to be mindful of water, and in rooms where lights need to be turned off.
- Turn off computers at the end of the day.
- Default to double-sided printing.
- Implement a resource recovery station for scrap paper or supplies that can be reused.
- Use web tools, create virtual handouts, and create reusable displays.
- Conduct an energy audit to determine how to improve energy efficiency.
- Provide resources on public transportation and encourage staff (and patrons) to use these.
- Purchase Energy Star and energy-efficient equipment once the current machines become obsolete.

## Education and communication

- Launch an environmental education program (including books available, films, and lectures, as pertinent to the focus of the particular library).



- Develop a green resource section of the library web site and physically in the library.
- Add a green blog or section in your newsletter with green tips.
- Provide bookmarks and other simple giveaways with green tips and links to eco information.

## Participation

- Start a green library group that includes patrons as well as staff.
- Develop a recycling program for patrons, such as Compact Fluorescent Light bulb (CFL) recycling, batteries, and cell phones.
- Implement a green challenge either for patrons or staff or both!
- Provide a green suggestion form for staff and patrons for new ideas.

*What online resources are available to university libraries that can help them learn about becoming environmentally friendly?*

- <http://www.greenlibraries.org>: Provides examples of libraries that are green and additional resources.
- Betterworld Books, <http://www.betterworldbooks.com/>: Takes and resells discards.
- B-logistics, <http://www.blogistics.com/>: Takes and resells discards. A portion of the net proceeds goes back to the donor library.
- BookMooch, <http://bookmooch.com/>: Book trading site.
- The Green Library Blog: <http://thegreenlibrary-blog.blogspot.com/>
- GreenBiz.com: Provides a variety of tips and information for implementing sustainable and green business practices.
- United States Environmental Protection Agency Energy Star Program, <http://www.energystar.gov/>: Provides information on Energy Star electronics and machines.

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## Greening Your Library

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- University of Wisconsin, Madison blog on sustainability: <http://www.uw-slis-sustainability.blogspot.com/>
- United States Green Building Council (USGBC) <http://www.usgbc.org> Provides information on Leadership in Energy and Environmental Design (LEED) building certification.

*What projects do you recommend libraries focus on first?*

The items listed above, that are part of the low-hanging fruit, are the ones libraries should focus on. There is a balance between taking action and encouraging patrons to take action as well. The projects will depend on the library. Some may already be implementing some of these steps, in which case they should look to others that they can realistically undertake in the short term.

*Do you have a success story or two that you care to share?*

Green challenges and games are always a great way to get staff and patrons involved. One of our clients conducted a "lower your carbon footprint" challenge. Participants were asked what they were doing to lower their footprint, and all of these actions were put on a board where everyone could see them. The saved carbon emissions were then tracked visually on a board, and the participants were provided with a pin and a prize (in this case a Compact Fluorescent Light (CFL) bulb) for participating at a certain threshold (i.e. for decreasing their carbon footprint by X pounds).

### *Additional comments*

There are other opportunities that libraries can leverage if they own the building that they occupy. I have listed some opportunities below. Some are higher cost than others, and, depending on location and infrastructure and if the building is new, these may be more or less feasible. However, these also help move the library along towards Leadership in Energy and Environmental Design (LEED) certification, should they choose to become certified at a later date.

Long-term, if you own the building and can make changes, here are some changes that can be incorporated:

- Insulate the building and reduce the amount of rain water that would flow into storm drains by building a green roof.
- Install a white membrane roof (if a green roof is not an option).
- Reduce the amount of energy used by the building by using solar panels.
- Reduce the amount of light used with occupancy light sensors.
- Take advantage of natural daylight and decrease the use of artificial light by using skylights, SolaTubes, and natural lighting features.
- Decrease water use in restrooms by installing waterless urinals and low-flow toilets and low-flow aerators for the faucets.
- Decrease water use on the property by using a cistern to catch rainwater for irrigation.
- Use recycled content bookshelves, furnishings, carpet, glass, and ceiling tiles.
- Install "night sky" compliant exterior light fixtures.
- Decrease the amount of energy used by light fixtures with compact and energy efficient (light tubes, as well as reading lamps).

Visit the Eco-Coach web site for more information, <http://www.eco-coach.com/aboutNews.html> or contact Anca Novacovici at [info@eco-coach.com](mailto:info@eco-coach.com)

## Reader Survey

What steps have you taken or projects have you implemented in your library or organization to become more environmentally friendly? We'd like to hear from you and share your responses! Please write us at [psycinfo@apa.org](mailto:psycinfo@apa.org) or call 1-800-374-2722 and ask to speak with someone in PsycINFO Customer Relations.



**PsycCRITIQUES**  
**Blog has gone live!**  
<http://psyc critiquesblog.apa.org/>

# In Search of: Recycling and Conservation Behavior in Consumer Psychology and Marketing

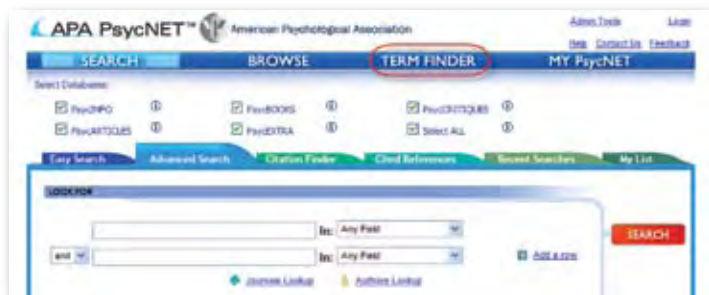


## Situation

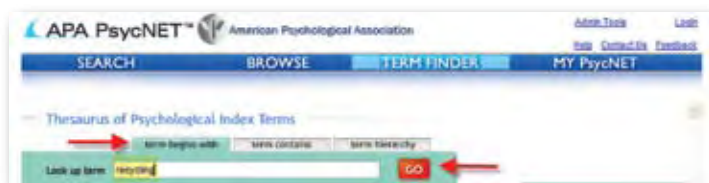
As the realities of climate change become increasingly important, individual responsibility in promoting a sustainable environment takes on greater significance. You can search the APA databases on APA PsycNET for research on what motivates individuals to practice conservation behaviors, such as recycling and purchasing “green” products. What literature is available about consumer behavior and attitudes and business marketing strategies to promote these behaviors?

## Build your search

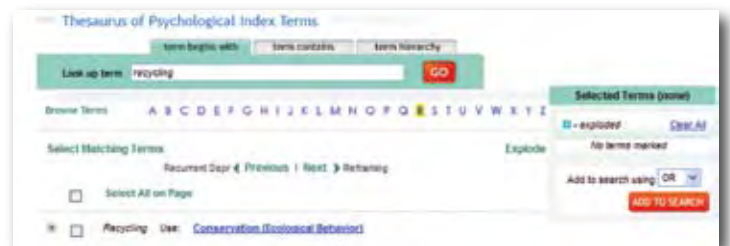
First, consult the Term Finder, the online *Thesaurus of Psychological Index Terms*, which provides the controlled vocabulary that APA indexers use to index the records in the APA databases. Using the Term Finder targets your research strategy so that you get focused results.



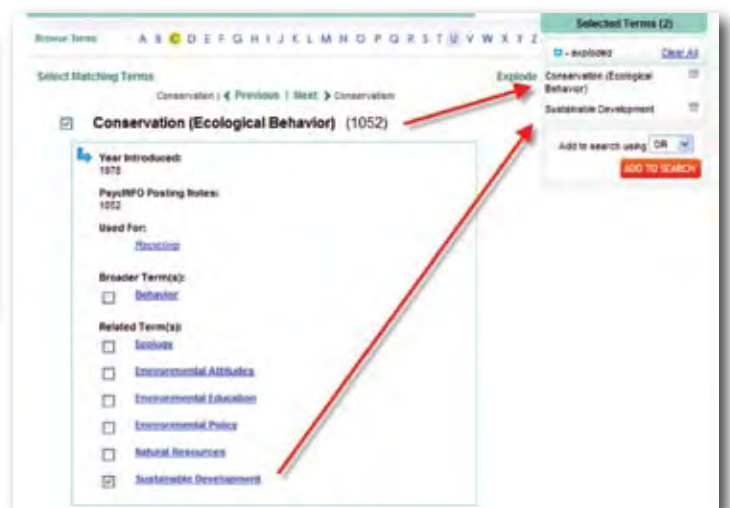
Look for a familiar concept that will direct you to controlled vocabulary used to index that concept. For instance, the more commonly used word to describe many conservation behaviors is “recycling.” Using the “term begins with tab,” which will search the alphabetical listing of both preferred and non-preferred terms, type in the word “recycling” and click on the GO button.



You will see that Recycling is the non-preferred index term and that the term used to index this concept is Conservation (Ecological Behavior).



By clicking on the link for Conservation (Ecological Behavior), you will open the term record to view its scope note and the hierarchical broader, narrower, and related terms, if present. By checking the boxes next to your term Conservation (Ecological Behavior) and Sustainable Development, these are added to your Selected Terms area.



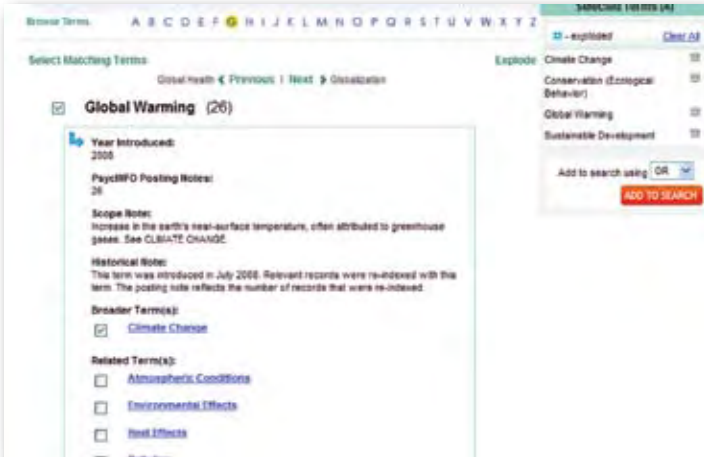
You can explore the other vocabulary by clicking on the term links in the hierarchy. For instance, by opening up the term record for Sustainable Development, you would ultimately find that there are terms for

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## In Search of: Recycling and Conservation in Consumer Psychology and Marketing

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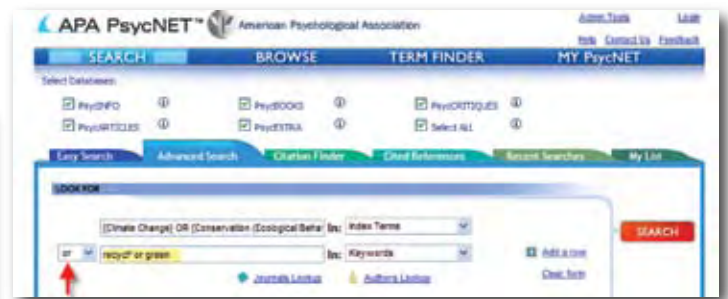
Global Warming and Climate Change. By checking the boxes next to these terms, they are also added to your Selected Terms area.



Now, Add To Search using the OR Boolean operator for any occurrence of these terms in PsycINFO records. The terms will automatically be populated to your Advanced Search in the first search box.

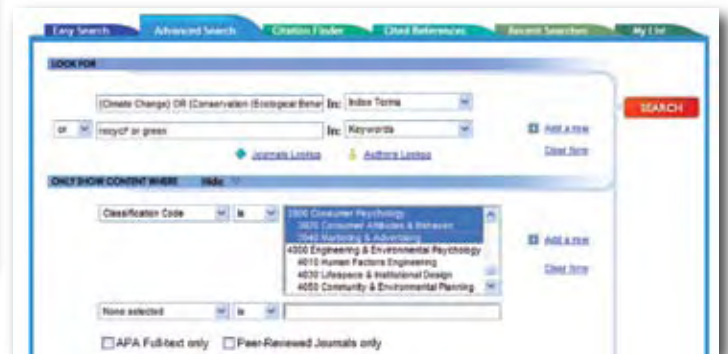


You can also use natural language searching to enhance your retrieval by using the 'or' operator and entering the more familiar language that authors might use in the second search box.



But you need to focus your search further. Your search topic is addressing consumer-related and marketing issues. One way to quickly do this is to turn to the Content Classification code limits. Each record in PsycINFO receives at least one of these classification codes, and research in the field of Consumer Psychology receives a code of 3900, 3920, or 3940. To apply this limit, scroll down to the area on the Advanced Search screen that allows you to select Only Show Content where.

Here, you will highlight the three relevant Classification Codes:



Here are some sample titles from the 66 records retrieved using this search strategy:

Chan, R. Y. K., Wong, Y. H., & Leung, T. K. P. (2008). Applying ethical concepts to the study of "green" consumer behavior: An analysis of Chinese consumers' intentions to bring their own shopping bags. *Journal of Business Ethics, 79*, 469-481. doi: 10.1007/s10551-007-9410-8

Frame, B., & Newton, B. (2007). Promoting sustainability through social marketing: Examples from New Zealand. *International Journal of Consumer Studies, 31*, 571-581. doi: 10.1111/j.1470-6431.2007.00600.x

Bekin, C., Carrigan, M., & Szrnigin, I. (2007). Beyond recycling: 'Commons-friendly' waste reduction at new consumption communities. *Journal of Consumer Behaviour, 6*, 271-286. doi: 10.1002/cb.221

Budeanu, A. (2007). Sustainable tourist behaviour--a discussion of opportunities for change. *International Journal of Consumer Studies, 31*, 499-508. doi: 10.1111/j.1470-6431.2007.00606.x

Haanpää, L. (2007). Consumers' green commitment: Indication of a postmodern lifestyle? *International Journal of Consumer Studies, 31*, 478-486. doi: 10.1111/j.1470-6431.2007.00598.x

Reynolds, T. W., DeSisto, T. P., Murray, B., & Kolodinsky, J. (2007). Promoting energy efficiency in small island states: Overcoming barriers to the adoption of compact fluorescent lighting in Saint Lucia. *International Journal of Consumer Studies, 31*, 460-467. doi: 10.1111/j.1470-6431.2007.00594.x

## Nominate a Librarian or Allied Professional for the Third American Psychological Association's Excellence in Librarianship Award

The American Psychological Association is pleased to announce the third year of its Excellence in Librarianship Award. This award was created to recognize significant contributions or research within psychology and behavioral sciences librarianship.

The award, which consists of a certificate and \$2,500, will be presented at the American Library Association Annual Conference in Chicago, IL in July 2009.

This award is open to both librarians and allied professionals with at least 5 years of professional experience who have demonstrated significant achievement in librarianship in psychology or the behavioral sciences. APA employees are not eligible.

This award recognizes an outstanding contribution to psychology and behavioral sciences librarianship including instructions, project development, publications, research, or service.

The deadline for submission of materials is **April 6, 2009**. The recipient will be selected by a committee of peers, and will receive the award at a reception at the July 2009 meeting of the American Library Association.

### Send application materials by mail to

Customer Relations  
 APA Library Award  
 American Psychological Association/PsycINFO  
 Third Floor  
 750 First Street, NE  
 Washington, DC 20002-4242

### Or send via email:

Anne Breitenbach at [abreitenbach@apa.org](mailto:abreitenbach@apa.org) or  
 Lisa Sick at [lsick@apa.org](mailto:lsick@apa.org) with a subject line of  
 APA Librarianship Award

For more information, please [contact PsycINFO](#). ■

## Training and Support Materials for APA Databases

### Training at Conferences

PsycINFO provides training sessions at these major conferences:

#### American Library Association Midwinter

Denver, CO, January 23-28, 2009

APA's Lunch & Learn, Saturday, January 24, 2009

APA's Librarians Roundtable Breakfast, Sunday, January 25, 2009

#### Medical Library Association

Honolulu, HI, May 15-20, 2009

#### Association of Independent Information Professionals

Albuquerque, NM, March 26-29, 2009

#### Special Libraries Association

Washington, DC, June 14-17, 2009

#### American Library Association Annual

Chicago, IL, July 9-15

#### American Psychological Association Convention

Toronto, ON, Canada, August 6-9, 2009

Training generally consists of updates on all 5 databases plus new fields, new features, and search examples on major vendor platforms. These training sessions are tailored to the audience, and we always make time for questions. At conferences, these sessions are accompanied by a catered meal. We also offer individual training and consultations at our booth.

### Training and Information on Database Features in PsycINFO Newsletters

<http://www.apa.org/databases/pin/>

#### Volume 27(1), 2008

In Search of: Methodology, pp. 5-6

#### Volume 27(2), 2008

In Search of: Global Public Health, p. 3

#### Volume 27(4), 2008

In Search of: The Role of Online Social Networks in Political Behavior, pp. 3-5

#### Volume 27(5), 2008

In Search of: Facebook and MySpace Use by Children and Adolescents, p. 3

## Training and Support Materials for APA Databases *continued from page 7*

### Ongoing Webinar Series

These webinars on the various vendor platforms are an ideal way to learn more about PsycINFO. We demonstrate how to effectively use the limits, how to build a precise search with the index terms, as well as discuss the database field structure. All sessions require Internet access and a separate phone line.

To view our webinar training schedules, visit <http://www.apa.org/databases/training/webinars.html>

To sign up for existing Webinars or to request training, please contact us at [psycinfowebinar@apa.org](mailto:psycinfowebinar@apa.org) or 1-800-374-2722

You will receive an email confirmation with instructions for joining the conference, the URL for logging in, a password, and a phone number to call to join the audio portion of the webinar

### Tutorials

Current tutorials are available on the Librarian's Resource Center <http://www.apa.org/librarians/tutorials.html> and include sample searches on APA PsycNET and a tour of APA PsycNET.

### Presentation Archive

You can view or link to presentations we have given in the past showing APA PsycNET®, APA's search platform, for your own use at this address: <http://www.apa.org/librarians/presentations.html>

We also provide training examples on vendor platforms.

### Quick Reference Guides

Quick reference guides for searching PsycINFO are available for these vendor platforms: APA PsycNET, EBSCOhost, OCLC FirstSearch, OvidSP, and ProQuest's CSA Illumina. All are available in 8" x 11" PDF format downloadable from the Librarian's Resource Center under the "Search Guides" link (<http://www.apa.org/databases/training/searchguides.html>).

APA PsycNET, EBSCOhost, OvidSP, and ProQuest's CSA Illumina quick reference guides are also available in a pocket-sized guide that can be distributed to

students and faculty. You can order quantities of the pocket-sized guide by contacting [psycinfo@apa.org](mailto:psycinfo@apa.org).

As vendors upgrade their systems, we will work to update the quick reference guides. Check back at the Librarians Resource Center (<http://www.apa.org/librarians/>) for these updated guides.

### Interdisciplinary Application Guides

Because of the interdisciplinary coverage in PsycINFO, we created a series of application guides that provide insight on using PsycINFO for each discipline. Each guide features selected index terms from the *Thesaurus of Psychological Index Terms* as well as sample citations.

We currently have guides on PsycINFO for the following disciplines:

- Consumer Psychology
- Education
- Law
- Military Psychology
- Neuroscience
- Nursing
- Organizational Behavior
- Psychopharmacology
- Sports Psychology

Translated versions of these guides are now available in French, German, Italian, Japanese, and Spanish.

We have recently upgraded the format of our guides and now have expanded application guides for:

- Nutrition & Dietetics (New!)
- Education
- Gerontology (New!)

In early 2009, we will have a Religion & Spirituality application guide available.

This format will be used as we update current guides and create new guides.

We also have guides for these topics in PsycEXTRA:

- Consumer Health
- Education
- Public Health

The guides can be accessed at <http://www.apa.org/librarians/toolkit/guides.html>. Print copies of many of the English language guides are available free of charge by emailing [psycinfo@apa.org](mailto:psycinfo@apa.org).

We'd like input from you. Is there any other type of training or support material we can provide for you? Please send ideas and suggestions to [psycinfo@apa.org](mailto:psycinfo@apa.org).

