

Title: Drinking Sustainably: Investigating Gender Bias in the Use of Renewable Water Bottles
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In this study patrons of the Mesa Learning Resource Center (LRC) were observed as to whether they were using reusable or single-use plastic bottles. The LRC was studied due to its consistent use by a sizable amount of patrons allowing for a great amount of data to be gathered. In the study it was investigated as to if observed gender had an effect upon a person's likelihood to make the greener choice. This study originally derives the research behind its hypothesis from previously done studies such as one published by the Journal of Consumer Research, Conducted by Aaron Burgh et. al.(2016) which proved that sustainable practices tended to be considered a more feminine convention. An additional study performed in the United Kingdom that was published by Frontiers in Psychology, conducted by Gregory Owen Thomas et. al. (2019) showed that women were more likely to use reusable bags than men, a similar premise studying gender bias towards the practice of single-use plastics. The hypothesis of this study is that women are more likely to have made the choice to use a reusable bottle than men are. When the data was collected both the subjects' gender type of bottle choice were noted. The results of the study did show a statistical significance between gender and the likelihood of the sustainable choice being made with the chi-square being $X^2(1, n=676)=10.59, p<.05$ allowing for the null to be rejected proving a significant relationship between gender and sustainability.

References

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