~~The study by~~ **~~(Follows and jobber)~~** ~~shows that even though consumers consider the environmental consequences of products before making their purchases, they might discard the idea of buying an environmentally positive product if the consequences to the individual are considered to be significant enough. These findings were upheld by~~ **~~(Gupta and Odgen)~~** ~~and~~ **~~(Young et al)~~** ~~in their respective studies as well.~~

~~A study undertaken by~~ **~~(Michael, Younghan, Dan)~~** ~~show this is true for college students as well.~~

**~~(Van Liere and Dunlop)~~** ~~concluded that positive attitude and behavior regarding recycling are most prevalent among young people. These findings is also supported by~~ **~~(Samdahl and Robertson)~~** ~~and by that of~~ **~~(Howenstein)~~**~~, although Howenstein concluded that there is significant recycling potential among all demographic people, if given sufficient motivation.~~

**(Michael, Younghan, Dan)** Most of these students believe that sustainability education can potentially influence their behaviour, but they are divided regarding the inclusion of a course in the undergraduate curriculum. This suggests a seminar or a short-term certification program may be a viable option.

**(Larry Giggliotti)** views education as the salvation of the pending environmental problems, and implies that drastic measures are necessary if the problem is to be solved. He also recommends rather than worrying about infusing environmental education equally across curriculum materials, we need to make environmental education the focal point of the entire educational process. And such changes are necessary at the college level, where we are educating individuals who will be guiding our future policies and thus, would make a larger impact.

~~The study by~~ **~~(Tikka et al)~~**  ~~showed that students in majors such as engineering and economics have the most negative attitudes towards recycling.~~

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