Professor Aaron Brough
Featured in EcoWatch

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Is Environmental Awareness a More "Feminine" Trait?

Excerpt From EcoWatch – "The bigger question is what's behind these differences. Last year, Aaron R. Brough of the Jon M. Huntsman School of Business at Utah State University and James E.B. Wilkie of Mendoza College of Business at the University of Notre Dame carried out seven experiments with 2,000 participants from the US and China, showing a psychological link between eco-friendliness and perceptions of "femininity." Writing in Scientific American, they explained:"