Based on the readings about attitudes (chapter 7) and self-concepts (chapter 6), prepare a 2-page written paper in which you apply each of these 2 concepts to your behavior change project (Described below). For each concept you apply, provide a brief description or definition, then provide a description of how it could be applied to your project, including as much detail as possible.

My behavior change project: Set up a shuttle system through the college once COVID subsides to get college students to increase their purchasing from farmers markets and local companies rather than the national grocery stores.