



University  
of Victoria



# Dr. Linda Steg

Professor of  
Environmental  
Psychology at the  
University of Groningen

Dr. Steg studies factors influencing sustainable behaviour, the effects and acceptability of strategies aimed at promoting sustainable behaviour, and public perceptions of technology and system changes. She is a member of the Royal Netherlands Academy of Sciences (KNAW) and the European Academy of Sciences and Arts. She is laureate of the Dutch Royal Decoration with appointment as the Knight of the Order of the Netherlands Lion, and laureate of the Stevin prize of the Dutch Research Council. She is lead author of the IPCC special report on 1.5°C and AR6, and participates in various interdisciplinary and international research programmes in which she collaborates with practitioners working in industry, governments and NGOs.

## What's Psychology Got to Do With It? Psychology and Climate Change

**Thursday, 18 November | 7:00 – 8:30 p.m.**  
**David Strong Building, Room C116**

Presented by the Department of Psychology and  
the School of Environmental Studies

"Climate change is caused by human behavior, and can thus be reduced when more people more consistently engage in climate action. Many approaches to encourage climate action target extrinsic motivation, by offering incentives that change personal costs and benefits of behaviour. I will explain why such approaches are not always as effective as assumed. Next, I will discuss factors and strategies that can strengthen individuals' intrinsic motivation to engage in sustainable behaviour. Intrinsically motivated people engage in climate action without being coerced or incentivised, even when these actions are somewhat costly, as doing so is meaningful and makes them feel good."

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Lansdowne Lecture