

Brain Power

The role of psychology in energy transitions

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Brainpower

The role of psychology in energy transitions

SIET Webinar June 4, 2021

Gerdien de Vries

Climate Psychologist TU Delft

16:00 – 16:30 Presentation Climate Psychology
16:30 – 16:40 Hassle Audit
16:40 – 16:55 Q&A



Understanding human decision-making and behaviour can provide insights on how to design more effective policies on sustainable consumption and production

UN Environment, 2017

... but climate change has no deadlines, no geographic location, no single cause, solution, or enemy.

Our brains, constantly scanning for the cues that we need to process and categorize information, find none, and we are left grasping at air.

But we still need these cues – we cannot deal with it otherwise – and so we create and impose our own.

Don't even think about it. George Marshall (2014, p.94)



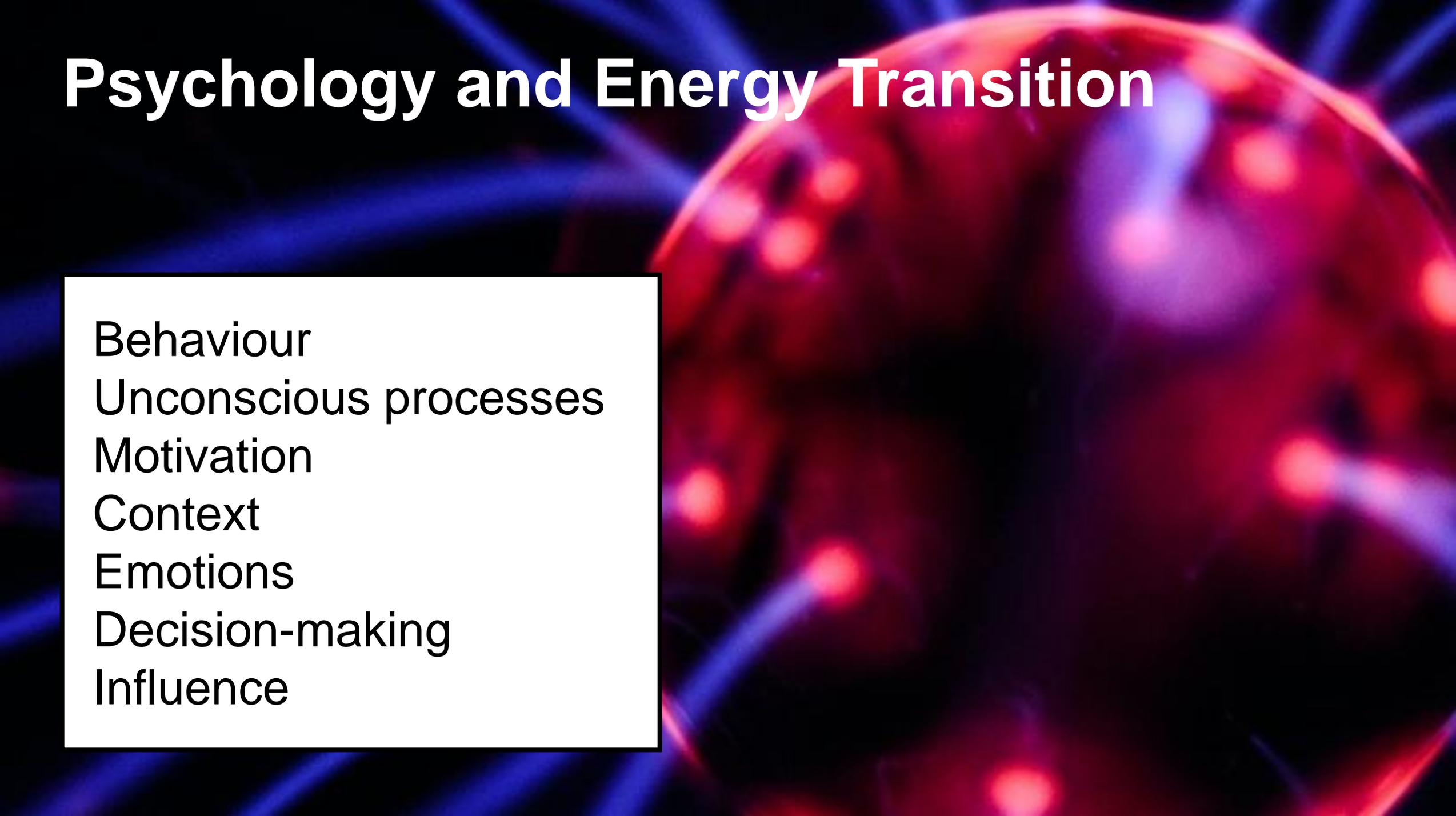
Climate Psychology

Approaches **climate and energy-related issues** with psychological perspectives, theories, and methods.

It goes beyond the study of behavior: it acknowledges the human subject and its rich intrapersonal life as nested within their social and ecological context.



Psychology and Energy Transition



Behaviour

Unconscious processes

Motivation

Context

Emotions

Decision-making

Influence



Ivan Pavlov

(1849 – 1936)

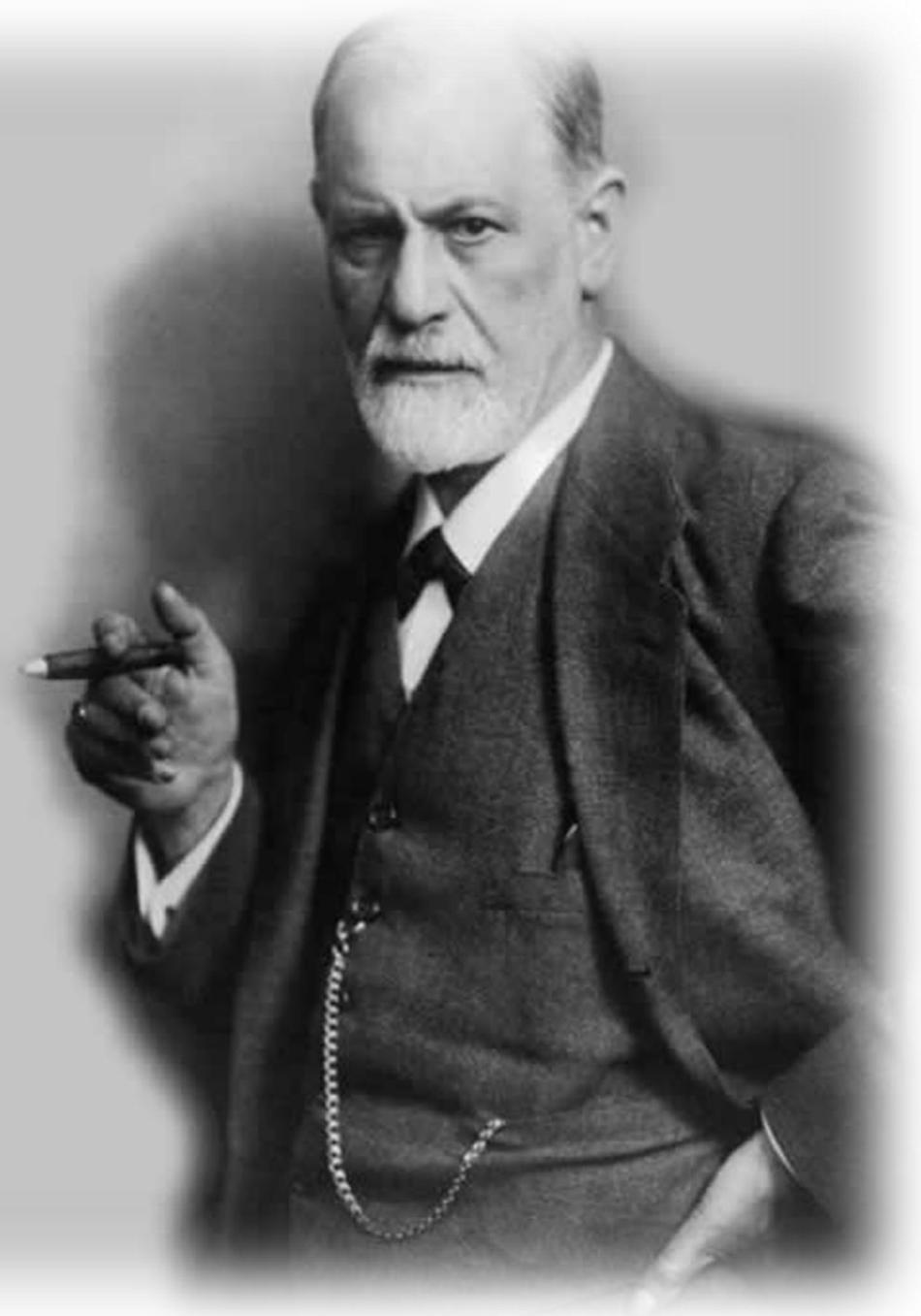
Behaviorism
Conditioning

Sigmund Freud

(1856 -1939)

Unconscious processes

Denial

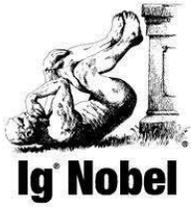




Abraham Maslov

(1908-1970)

Motivation theory
Needs



Philip Zimbardo

(1933 -)

Context

Social influence





Paul Ekman

(1934 -)

Emotions



Daniel Kahneman

(1934 -)

Decision making
Heuristics and biases
Information Processing



Robert Cialdini

(1945 -)

Influence

Persuasion



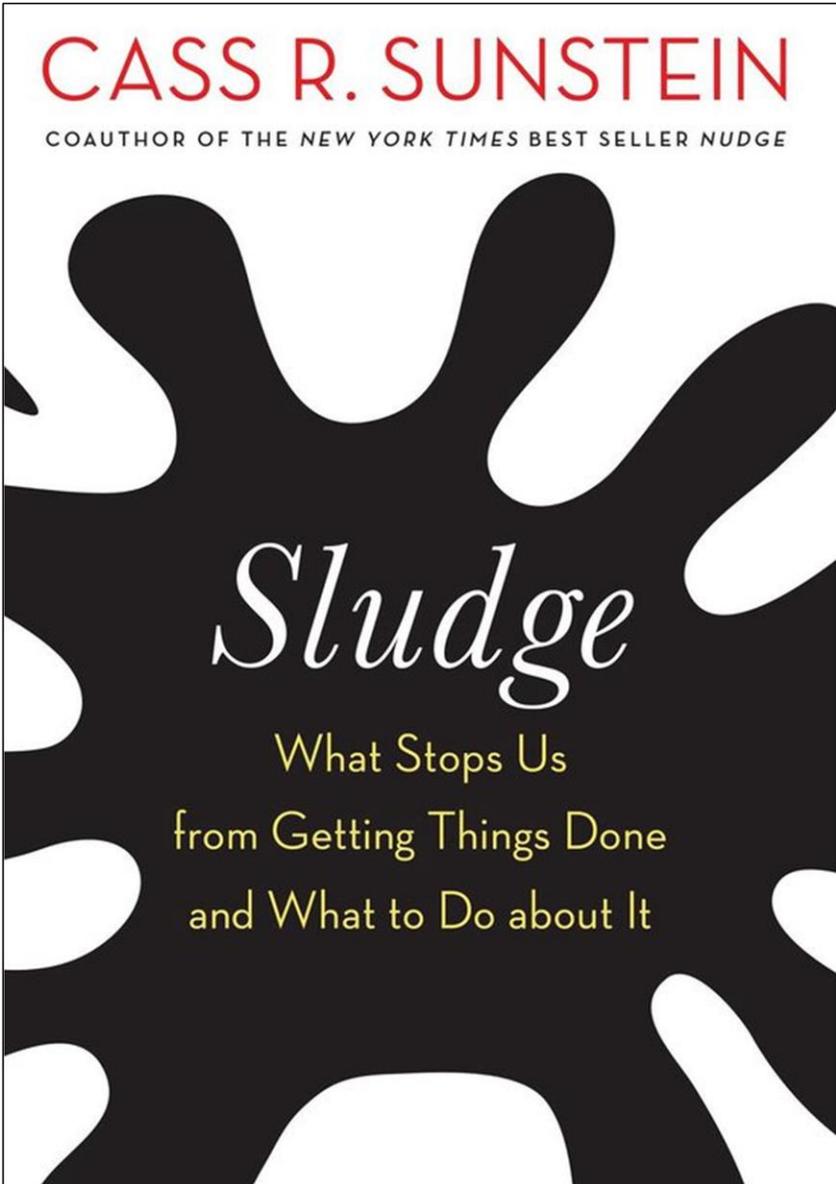


Richard Thaler

(1945 -)

Behavioural economics

Nudging



Nudges facilitate behavior

Sludge hinders behavior

Hassle Audit

Heat pump adoption

- What stages are there?
- What type of hassle?

Break out sessions (10 min)
Share your hassles in the chat





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Gerdien de Vries, PhD



Gerdien de Vries



<https://www.tudelft.nl/tpm/energy-transition-lab>
<https://www.tudelft.nl/siet>