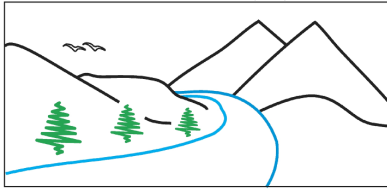


NRESi



"Our environment is our future"

For **Illuminate** information and link to the webcast: http://www.unbc.ca/nres/nresi_webcast.html

SPECIAL RESEARCH COLLOQUIUM



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**March 18,
2011**

3:30-4:30 pm

**Lecture
Theatre
7 - 150**

Dr. Sabine Pahl

Lecturer in Psychology
University of Plymouth, UK



Psychology of Climate Change

The human dimension is crucial in understanding climate change processes and in developing adaptation and mitigation measures. This talk will explore the contribution of psychological approaches to climate solutions, focusing on perceptions and behavior change. First I will discuss why the human mind has difficulty understanding big challenges such as climate change, with a focus on the role of psychological distance. Then selected examples will illustrate how we can overcome the distance. Specifically data from two projects will be presented. The first project investigated the psychological implications of presenting a range of very simple future scenarios to student samples, in terms of emotional reactions and behavior effects. The second project used thermographic images to visualize heat loss from homes in the community, in order to motivate energy saving behaviour. Homeowners found the images compelling and engaged in more energy saving actions than an audit-only comparison group. Limitations and avenues for future research relating to these early findings will be discussed.