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Motives to engage in the energy system

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Psychology and ESI

- > Behaviour changes needed in ESI
 - renewable energy sources
 - energy efficient technology
 - monitoring/control technology
 - storage facilities
 - user behaviour
 - use less or adapt demand to supply
- > Acceptability of ESI and policies



Autonomy vs control

- > Autonomy preferred above automated control technology
 - . But high autonomy is frustrating



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Value conflict

- > Sustainable energy behaviour can be costly, effortful or inconvenient
- > Reduce value conflict
 - Make sustainable energy behaviour beneficial
 - Strengthen or activate biospheric values



Environment

Do You Care About the
Environment?

Take a coupon for a FREE
professional tire check!



Source: www.fueleconomy.gov

- Like balloons, your tires lose pressure over time.
- Improper tire pressure increases fuel consumption which *harms our environment*.
- Properly inflating tires cuts back vehicle emissions.

Participating stations:

Snappy Lube #23
1402 N. Main Street
Blacksburg, VA 24060

Snappy Lube #24
2405 Market Street
Christiansburg, VA 24073



Money

Do You Care About your
Finances?

Take a coupon for a FREE
professional tire check!



Source: www.fueleconomy.gov

- Like balloons, your tires lose pressure over time.
- Improper tire pressure increases fuel consumption, which is expensive.
- Properly inflating cuts back fuel costs.

Participating stations:

Snappy Lube #23
1402 N. Main Street
Blacksburg, VA 24060

Snappy Lube #24
2405 Market Street
Christiansburg, VA 24073



Control

Take a coupon for a FREE
professional tire check!



Source: www.fueleconomy.gov

- Like balloons, your tires lose pressure over time.
- The average U.S. driver travels 12,000 miles yearly.
- Not everyone checks their tires regularly.

Participating stations:

Snappy Lube #23
1402 N. Main Street
Blacksburg, VA 24060

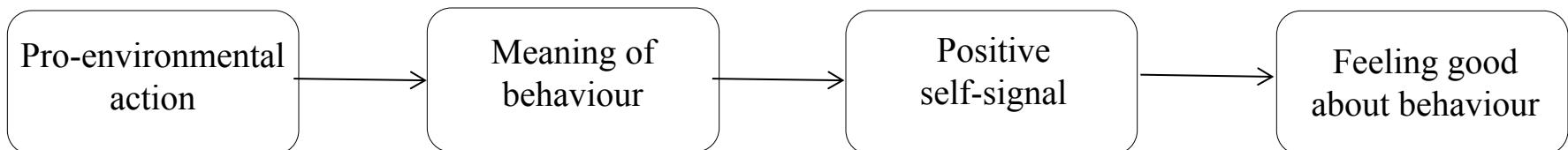
Snappy Lube #24
2405 Market Street





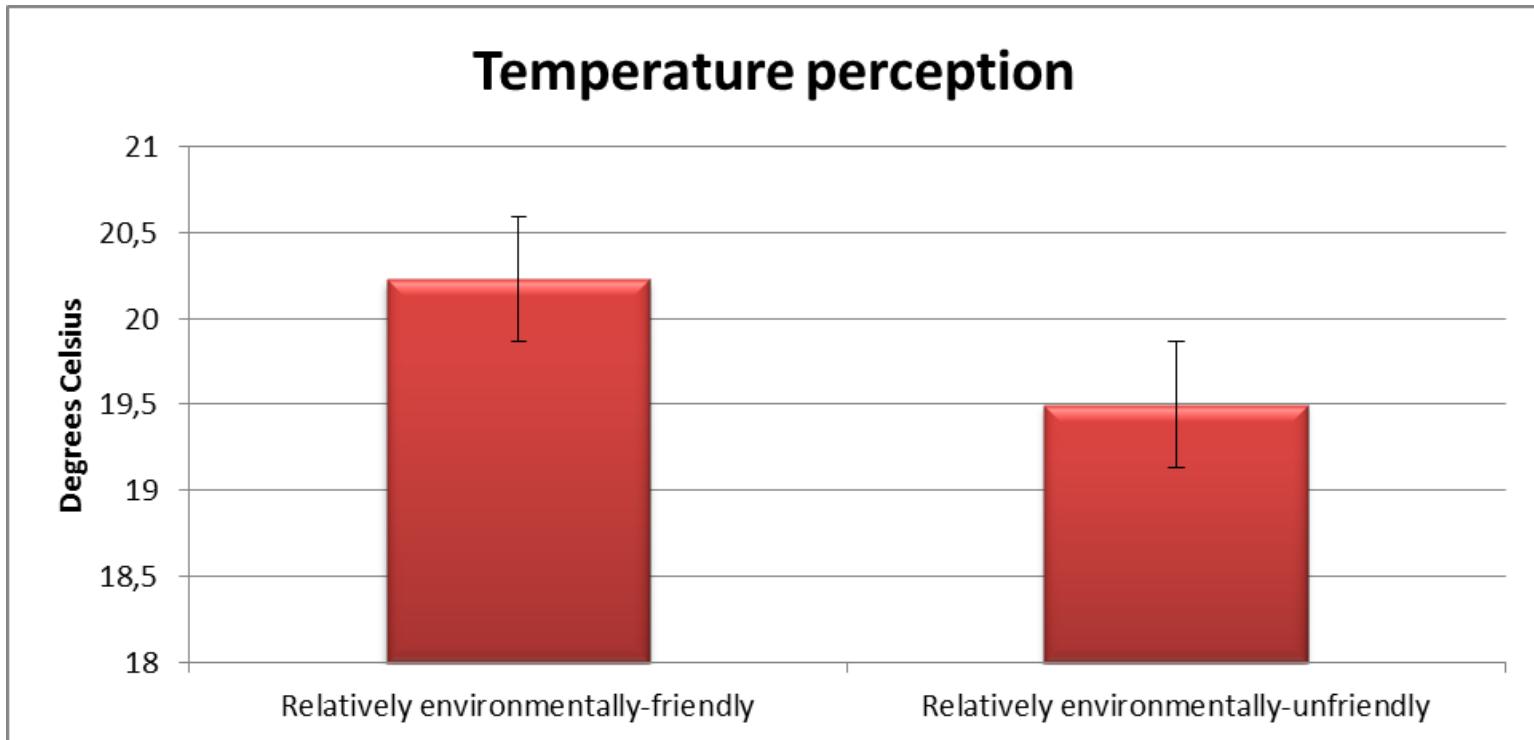
Eudaimonia

- > Acting sustainably feels good because it is meaningful
- > Positive self signal
- > Encourages sustainable energy behaviour





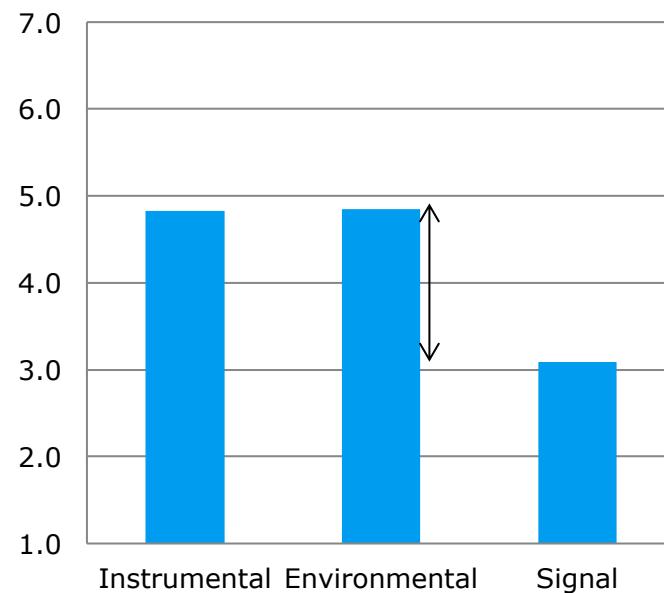
Pro-environmental behaviour and warm glow





Symbolic value

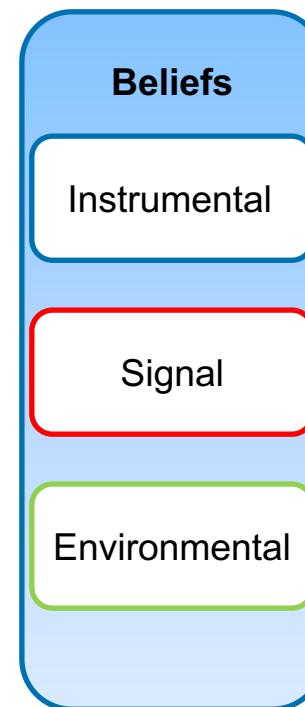
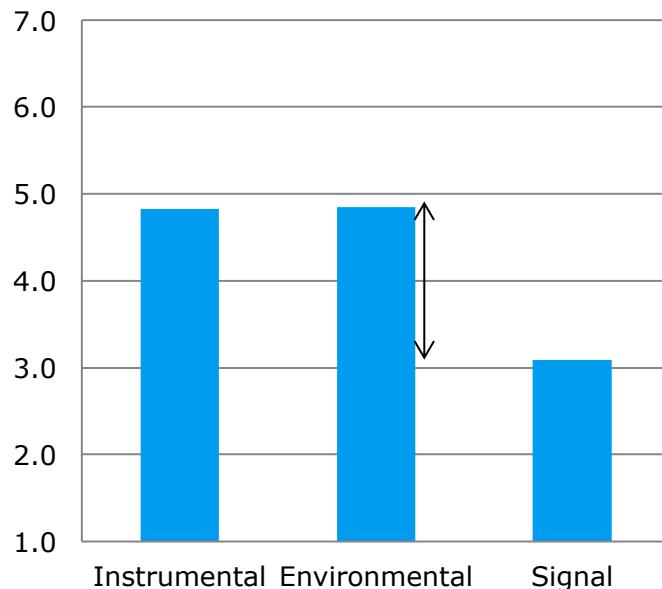
Importance ratings





Symbolic value

Importance ratings



n.s.

$\beta = .38$

$\beta = .25$



Interest
in LE
 $R^2 = .35$



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Values and preferences

- > Values define what is important
- > Shape overall positive or negative views
- > Motivated cognition – I support (or oppose) it, so it has many (dis)advantages



Values and beliefs nuclear power

- > Strong egoistic values
 - Nuclear power more acceptable
 - More positive egoistic *and* environmental consequences
- > Strong biospheric values
 - Nuclear power less acceptable
 - Risks more, environmental benefits less likely



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Study 1



Graffiti versus no graffiti
Flyer at handlebar of bicycles
How many people litter the flyer?



Study 1



No graffiti (N= 77) **33%**
Graffiti (N=77): **69%**



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Clean environment
Picking up soda can
Sweeping

40%
64%
82%



Conclusions

- > Reduce conflict between biospheric values and other values
- > Target situational cues that activate and support biospheric values
- > Normative route: solid base and cost efficient

Thank you!

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