**Introduction**

Masses of people today are living lifestyles abundant in consumption (Matsuyama, 2002; Trentmann, 2004), and this consumption is driving the planet towards becoming a more inhospitable place to live (IPCC, 2014). Many of the goods and services that people consume on a daily basis (e.g., heating and cooling of homes, traveling in personal cars, and purchasing of food and clothing, among other consumer goods) generate massive amounts of greenhouse gas (GHG) emissions (Ivanova et al., 2015). These GHGs accumulate in the Earth’s atmosphere, leading to warmer average temperatures globally, rising sea levels, more extreme weather events, and ultimately a planet that is more threatening to human safety and sustainability (IPCC, 2014).

There are many supply-sided strategies for mitigating the current climate crisis that are important to develop and scale, such as carbon-recapture technology and the decarbonization of corporations’ supply chains (IPCC, 2018). However, relying solely on supply-sided solutions has substantial weaknesses and will not be sufficient to reach current international climate goals (Druckman & Jackson, 2010). There are increasing recommendations from researchers to investigate demand-sided mitigation strategies, such as achieving widespread reductions in consumption levels (Creutzig et al., 2018; Dubois et al., 2019; Girod, van Vuuren, & Hertwich, 2014). This strategy can not only expedite humanity’s attempts at mitigating the climate change crisis but can also make it easier for supply-sided solutions to effectively achieve reductions in GHG emissions (IPCC, 2014). …and psychological research can make a contribution

The purpose of the current project is to investigate how psychological interventions can best be applied to reduce people’s consumption behaviors. The field of social psychology already has an established history of developing interventions aimed at encouraging people to adopt more environmentally-friendly behaviors. One of the most commonly used approaches is the norm intervention ( ). Norms are the behavioral rules that people believe other members of their society endorse regarding which behaviors are appropriate, or inappropriate, to engage in (Bicchieri, 2006). Norm interventions work by changing people’s perception of existing norms and/or introducing new ones.

People’s lifestyles of consumption are not sustainable long-term by the planet because the systems of production that they rely on are not sustainable (Druckman & Jackson, 2010). However, there are major limitations to relying completely on the choices and actions of corporations to mitigate the ongoing climate crisis. First, corporations have demonstrated a willingness to invest in changes to their supply chain when there was a cost benefit to doing so, but less progress towards change occurs when there is not perceived self-benefit (O’Rourke, 2014). If massive number of people’s consumption behaviors support corporations’ current infrastructures, there will likely be too little incentive for companies to make extensive, expensive changes to their manufacturing processes. Second, reducing demand for carbon-intensive products can apply demand-sided pressure to companies to improve the sustainability of their production cycle for economic reasons.

* Limitations to technological solutions: 1) technologies may not develop fast enough, and even when they are developed, 2) may not be able to scale up large enough fast enough
* Developing interventions to reduce demand for GHG producing products
  + Demand-side mitigation
    - IPCC (2014): Substantial reductions in GHG emissions over the next few decades can give us and the planet a better chance at effectively adapting to the changes
      * Effective mitigation will not be achieved if individual agents advance their own interests independently
    - IPCC (2022): “Rapid and deep changes in demand make it easier for every sector to reduce GHG emissions in the short and medium term”
      * And “socio-cultural and lifestyle changes can accelerate climate change mitigation”
  + Limitations to relying on supply-sided changes and/or technological developments to halt climate change processes
    - We would be relying on companies investing resources, very quickly, in decarbonizing how their products are manufactured
      * Meanwhile our lifestyles support their current systems of production
    - Technologies like carbon-capture need to scale massively if they are going to be the sole answer to the climate change problem
      * Von Stechow (2016): “lowering energy demand growth is key to managing these trade-offs and creating synergies across multiple energy-related [sustainable development] dimensions”
* Consumption lifestyles compatible with goals of environmental sustainability can help achieve not only long-term a planet that supports the existence of human life, but also better equality in living standards across people
  + And less consumption does not have to mean *worse* lifestyles
* How can we achieve widespread, rapid change in people’s collective environmental behaviors?
  + One approach currently used in social psychology: norm interventions
  + Why norm interventions instead of others?
    - Insert model of predictors of pro-environmental behaviors
      * Norms likely easier to change in this model than others, like values (see Ghazali, 2019)
    - Cheaper than using monetary incentives
    - Quicker than waiting on government regulations
    - Overall, norm interventions are cheap, easy to disseminate to a large audience, and have an established empirical literature
      * But other methods requiring greater resources should still be pursued! I am just one lowly graduate student, though
* History of norm interventions used to promote pro-environmental behaviors
  + History
  + Strengths & weaknesses
* Proposed ways of improving upon previous interventions
  + Expand range of norm types
  + Align with people’s self-interest / address underlying motivation to consume / appeal to the values of a broader audience (not just people who endorse pro-environmental values)
* Purpose of the current study: test the effectiveness of novel norm intervention conditions & in conjunction with framing conditions – the two haven’t been combined in previous studies (to my knowledge)
  + Framing conditions: De Dominicis et al. (2017)