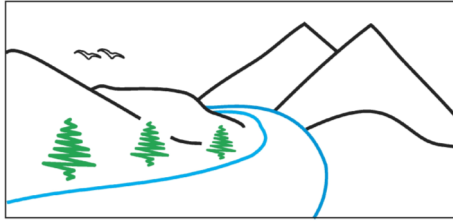


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## RESEARCH COLLOQUIUM SERIES

Co-sponsored by Psychology and PICS

### Dr. Robert Gifford

Professor, Dept. of Psychology & Environmental Studies  
University of Victoria



**Thursday**

**Mar. 25, 2010**

**4:00 - 6:00**

**LECTURE THEATRE**

**6 - 205**

## Changing Climate Change Behaviour: Individual-level Barriers and Solutions

Most people accept that the global climate is changing and understand that their direct and indirect use of fossil fuels will have widespread effects on the environment, which in turn will lead to important impacts on humans. Nevertheless, polls also report that most people are not prepared to do very much to change their lifestyle. Why is this? Why don't our actions match our attitudes? The choices of some people are hampered by structural barriers beyond their control, but many others are challenged by psychological barriers that can be overcome. This presentation describes many of these psychological barriers, some evidence about which barriers are most common, and offers potential policy-oriented ideas and solutions for overcoming them.