

RUTGERS ENERGY INSTITUTE PRESENTS **THE PSYCHOLOGY OF ENERGY CHOICES**

by **Elke U. Weber, PhD**

**Gerhard R. Andlinger Professor in Energy and the Environment
Professor of Psychology and Public Affairs, Princeton University**

BIO

Dr. Elke Weber is the Gerhard R. Andlinger Professor in Energy and the Environment, Professor of Psychology and Public Affairs, at Princeton University. Previous to that she was the Jerome A. Chazen Professor of International Business at Columbia Business School and Professor of Psychology and Earth Institute Professor at Columbia University. Weber is the past president of the Society for Mathematical Psychology, the Society for Judgment and Decision Making, and the Society for Neuroeconomics. She has edited two major decision journals, serves on the editorial boards of multiple journals across several disciplines and on advisory committees of the U.S. National Academy of Sciences related to human dimensions in global change, and is a lead author in Working Group III for the 5th Assessment Report of the U.N. Intergovernmental Panel on Climate Change (IPCC). She earned her M.A. and Ph.D. at Harvard University in Psychology and Behavior and Decision Analysis

Dr. Weber researches responses to energy and environmental technology and policy; she explores the full range of human goals and human processes that shape responses to environmental change and energy technology transitions with the objective of designing choice environments that facilitate wiser or more rational responses. What are citizens' preferences towards policies for rapid decarbonization? What are the environmental motivations for energy efficiency investments? How do we understand global concern and action on climate change?

ABSTRACT

Every day individuals, households, and organizations make a large number of decisions that impact the environment in intentional or unintentional ways. Such decisions involve risk, uncertainty, long time-horizons, and distributed responsibility. I will examine the cognitive and motivational barriers that often prevent us from making such decisions wisely. Fortunately, there are some solutions. Those involve taking advantage of the ways in which people make decisions and acquire, represent, and process information that go beyond rational deliberation and choice. A better understanding of the abundance of goals that motivate people's choices and of the ways in which they arrive at their decisions provides entry points to the design of decision environments that help people, households, and organizations make decisions with which they will be more satisfied in the long run.



WHEN
Friday,
October 12
10:45am – 11:45am

WHERE
Room 101
**NJ Institute for Food,
Nutrition, and Health**

rei.rutgers.edu

***PARKING: for outside
visitors to Rutgers, please
contact Preethy Thangaraj at
p.thangaraj@rutgers.edu
for a parking permit 72 hours
prior to event.**