

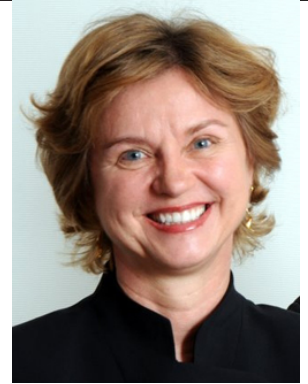


EPP and Center for Climate and Energy Decision Making

Sponsored Seminar

Elke Weber

Jerome A. Chazen Professor of International Business,
Prof. of Management and Psychology,
Earth Institute Professor
Co-Director, Center for Research On Environmental Decisions



Presenting on:

“The Psychology of Preference Construction: Implications for Environmental Policy”

October 14, 2013

12 noon

(Lunch served at 11:50am)

129 Baker Conference Room

Department of Engineering and Public Policy

Seminar Abstract: Understanding the full range of goals, constraints, and psychological processes that give rise to people's decisions, including those that impact the environment, has important policy implications. Going beyond the rational-economic view of beliefs, preference, and choice provides policy makers with a broader range of tools to motivate environmentally-responsible behavior and with more effective ways of delivering information and economic incentives.

Speaker Bio: Elke Weber has made it her life's work to understand why and how people make the decisions they make. Not a simple task. Take, for example, smoking cigarettes. Doctors' warnings of the deadly consequences of becoming addicted to cigarettes have been publicized for nearly 50 years now, but this hasn't stopped millions of people from taking up the habit since. Irrational? Many would argue so. And what about other, less direct forms of unhealthy behavior that seem irrational? A perfect example today would be the continuation of practices known to cause catastrophic damage to our planet's environment, and by extension, to ourselves. Working at the intersection of psychology and economics, Weber is an expert on behavioral models of judgment and decision making under risk and uncertainty. Recently, she has been investigating psychologically appropriate ways to measure and model individual and cultural differences in risk taking, specifically in risky financial situations and environmental issues.

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