



## Department of Economics

### Seminar Series

## A behavioural decision research approach towards improving effective communications about climate change.

### Time and Place

**Wednesday, March 27, 13.00-14:00**

Room W, Ulls hus campus SLU

### Abstract

As the climate is changing, effective communications are needed to help policy makers and members of the general public make informed decisions about climate change mitigation and adaptation. Many existing communications are too difficult to understand for audiences without a background in climate science. In this presentation, I will discuss the social science behind developing communications that better take into account audiences' needs. Examples will focus on climate change mitigation and adaptation, but the recommendations about how to develop effective communications are relevant for a wider variety of communication domains.

### Featured speaker

## Wändi Bruine de Bruin

**Leeds University  
Business School**



Wändi Bruine de Bruin holds a University Leadership Chair in Behavioural Decision Making at the Leeds

University Business School, where she serves as the Director of the Centre for Decision Research and Deputy Director of the Priestley International Centre for Climate. She holds additional affiliations with Carnegie Mellon University, the University of Southern California, and the RAND Corporation. She has a PhD in Behavioural Decision Research and Psychology from Carnegie Mellon University. Her research interests include judgment and decision making, risk perception and communication, behavior change interventions, and individual differences in decision-making competence across the life span. She has published more than 100 peer-reviewed journal articles on those topics. She serves on the editorial boards of *Medical Decision Making*, *Psychology and Aging*, *Decision*, the *Journal of Behavioral Decision Making*, the *Journal of Risk Research*, and the *Journal of Experimental Psychology: Applied*. She is a Fellow of the UK Academy of Social Sciences, the Psychonomic Society, and the Netherlands' Network for Studies on Pensions, Aging, and Retirement. She has served on expert panels on risk communication for, among others, the US National Academy of Sciences and the Canadian Council of the Academies.