

Decision Processes Colloquia

Monday, November 11, 2013

Where: JMHH 255

When: 12:00 noon to 1:20 PM

Elke Weber

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The Psychology of Preference Construction: Implications for Environmental Policy

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 the origin 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.