

SEBE Department Seminar

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Time: 14.00-15.00

Room: 1A+1B

Investigating the impact of goal based communication on energy efficient traveling

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From marketing we know that people are different and react differently to different types of messages. Yet, these insights have rarely been used in communication wishing to influence people to reduce their climate impact. The purpose of this ongoing study is to experimentally evaluate whether messages designed based on goal framing theory (GFT) can

have a positive impact on willingness for energy efficient traveling using for example public transportation.

Johan Jansson works as an associate professor at the Lund University.