Intrinsic motivation and sustainable transport behaviour
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Environmental psychology
Financial incentives
Auto's teveel
1600 spitsmijdingen

Intensiteit

Capaciteit

Tijdstip van de dag
Public transport card

<table>
<thead>
<tr>
<th>Voormeting</th>
<th>3-weken probeer periode</th>
<th>Nameting</th>
<th>3 maanden later follow-up meting</th>
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![Image of a public transport card]
Public transport use

Referenties: Zeiske, Van der Werff, & Steg, under review
Sustainable mobility

➢ Implications for the self
  ▪ Effort
  ▪ Costs

➢ Implications for the collective
  ▪ The right thing for the environment → intrinsic motivation
Intrinsic motivation and costs

- Intrinsic motivation particularly related sustainable mobility when the behavior is not too costly

Diekmann & Preisendörfer, 2003; Guagnano, Stern, & Dietz, 1995; Keizer, Sargisson, Van Zomeren, & Steg, 2019; Ruepert, Keizer, & Steg, 2017; Steg, Perlaviciute, & Van der Werff, 2015
Method

- Car sharing
- Questionnaire & experimental study
- Costs (effort)
- Intrinsic motivation
Car sharing
Air travel

> Intrinsic motivation
Method

› Online panel N = 327

› Measures:
  ▪ Intercontinental flights, European flights, willingness to replace flights, willingness to compensate, policy acceptability
Results

Intrinsic motivation

Flight shame

Air travel
Thank you for your attention

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