One-Day-Conference

New directions in Psychology of Behaviour Change

Date: Wednesday 3 October 10:30 – 19:00
Location: Radboud University

Theme

Solving large societal problems requires interventions that establish long-lasting human behaviour change. Examples include: promoting environmentally friendly behaviour, promoting healthy lifestyles and well-being, increasing diversity and reducing prejudice, and increasing active citizenship. The goal of this conference is to inspire both scholars and practitioners to think about new directions in the field of behaviour change research. One important challenge is to move from creating incidental changes in behaviour toward sustainable behaviour change. The conference is organized to celebrate the 10th anniversary of the psychology master specialisation Behaviour Change at Radboud University, and is open to scientists, practitioners and students.

Programme

In the morning session, scientists and practitioners are invited to present their applied or fundamental research on behaviour change in a poster session, especially with regard to the themes just described. Presenters are encouraged to discuss new directions as well as the degree to which any observed changes in behaviour might be lasting.

In the afternoon, prominent international scholars in the field including Robert Cialdini (author of Influence), Susan Michie (author of The Behaviour Change Wheel), and Ralph Hertwig (author of Boosting versus Nudging: Empowering good decisions), will give keynote addresses. Moreover, Radboud behaviour change experts Rick van Baaren and Matthijs van Leeuwen (authors of Hidden Persuasion) will emphasize the importance of authentic motivation. Harm Veling, researcher at the BSI and chair of the master specialisation Behaviour Change, will try to identify new directions and shared views on how to establish lasting behaviour change.

Register

To sign up and get more information on the programme, poster requirements and costs please click this link. Note that we have a maximum of 200 places available. Admittance will take place on a first come, first served basis with the constraint that we aim for a balanced mixture of scientists, practitioners, students and poster presenters.

This event is sponsored by the Behavioural Science Institute and Radboud University and the teaching programme Behaviour Change. For more information about the content of the conference you can contact Harm Veling, h.veling@bsi.ru.nl.