



## Annika Nordlund

Associate professor in psychology. Director of Research, Transportation Research Unit (TRUM), Umeå University

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Who am I?

Annika Nordlund. Associate professor in psychology. Director of Research, Transportation Research Unit (TRUM), Umeå University I am interested in the human dimension of the environmental problems in the world. My research interest is broadly found within the areas of environmental and social psychology and more specifically within the influence of psychological factors in different types of environmentally relevant behavior.

Why listen to me?

Questions I work with are related to how we can get people to travel in a more eco-friendly manner (or travel less altogether); how we can get people to accept different necessary policies directed towards dampening the effects of environmentally harming behavior; the public view on the utilization of natural resources, such as the forest – should we use it for recreation, conserve it, or cut it down; and, what is perceived as a sustainable city development and is there a consensus between the public and policy makers? The common denominator for all these questions is the investigation of how attitudinal factors, personal resources, contextual factors, and habits/routines affects related thoughts, intentions and behaviors.