

Linda Steg is associate professor in environmental psychology at the University of Groningen. Her research focuses on measuring, explaining, and changing environmentally significant behaviour, in particular household energy use and car use. She is particularly interested in the relationships between values, norms, different types of motivations, and behaviour, the effects and acceptability of environmental policies, and the relationship between lifestyles and quality of life. She is Fellow of the Energy Delta Research Centre of the University of Groningen, president-elect of Division 4 'Environmental Psychology', and treasurer of Division 13 'Traffic and Transport Psychology' of the International Association of Applied Psychology (IAAP). Moreover, together with Birgitta Gatersleben, she coordinates the sustainability network of the International Association of People-Environment Studies (IAPS).