



(Research on Lifestyles, Values and Environment)  
UNIVERSITY OF SURREY, Guildford, Surrey GU2 7XH

## FORTHCOMING SEMINAR

**Wednesday 28<sup>th</sup> November 2007, 1300-1400**

45b AZ 04  
University of Surrey

### **Tim Kasser**

Tim Kasser, Ph.D.  
Associate Professor of Psychology  
Knox College, Galesburg, Illinois, USA  
Author: *The High Price of Materialism* (2002, MIT Press)

#### **A Revolution of Values: Psychological Research on Materialism and its Alternatives**

Individuals living in contemporary Western societies, and increasingly the rest of the world, are frequently exposed to messages and institutions that encourage materialistic values.

Advertisements, business practices, and governmental policies often suggest that a meaningful, happy life is best obtained through the pursuit of financial wealth and consumption. However, a growing body of psychological research shows that when people orient their lives around such materialistic goals and beliefs, they also: a) report lower levels of personal well-being; b) engage in less cooperative and generous social behaviour; and c) act in ways that are more ecologically destructive.

In contrast to the problems associated with materialistic pursuits, research suggests that “intrinsic values” for self-acceptance, affiliation, and community feeling are more supportive of personal happiness, social cohesion, and environmental sustainability. Kasser will therefore discuss how we might help people orient away from materialistic and towards intrinsic values by changing policies regarding advertising to children, encouraging the social movement of voluntary simplicity, increasing people’s time affluence, and developing economic systems less obsessed with profit at all costs.

*Enquiries to Gemma Cook, RESOLVE Co-ordinator, 01483 686689*