

Warum machen wir es nicht einfach?

Die Psychologie der Klimakrise

Dr. Mag. Isabella Uhl-Hädicke, BA

Universität Salzburg

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Über mich

Isabella Uhl-Hädicke

- Universität Salzburg,
Fachbereich Psychologie:
Umweltpsychologie
- Forschung, Lehre &
Nachhaltigkeitsinitiative
PLUS Green Campus:
- Kontakt: isabella.uhl-haedicke@plus.ac.at





3%

2%



8%

**TAKE YOUR
LITTER
HOME
OTHER PEOPLE
DO**



Nur Feedback

Aktueller Verbrauch

0.786 kw

Kosten & Feedback

Aktueller Verbrauch

10.593 kw

Kosten

\$3.11 /h

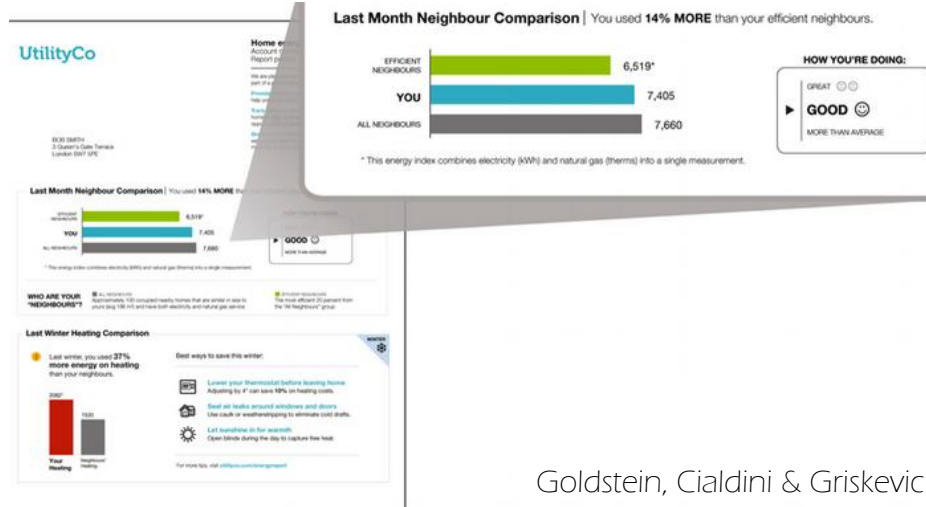
Normen & Feedback

Aktueller Verbrauch

0.311 kw

Ähnliche Haushalte

0.698 kw



Goldstein, Cialdini & Griskevicius (2008)



Kein Graffiti: 33%



Graffiti: 69%

Keizer, Lindenberg & Steg (2008)



Saubere Umgebung: 40%
Aufheben einer Dose:
64%
Kehren des Gehsteigs:
82%

Keizer, Lindenberg, & Steg, 2008

Was tun, wenn nachhaltiges Verhalten nicht die Norm ist?



behaviours are *intentionally modelled around them*. This chapter has shown that our brains are highly tuned to noticing others' behaviour and, when they seem to work as planned, making them our own. This happens automatically and often unconsciously, as human minds are not truly independent but interconnected through our orientation to the behaviour and goals of others, and neural activity that merges the image of an activity with the activity itself.

However, no person or society is static. The capacity to copy that keeps us doing what we do now can be utilised for the opposite purpose, to encourage new patterns.

So the first action suggested is this: *if you want to encourage sustainability, be visibly sustainable yourself and leave behind as many behavioural traces as you can*. A recent Canadian study found that 36% of restaurant diners who observed a pair of people using a compost bin and discussing with each other their decision to do so, went on to compost themselves. Only 22% of those not exposed to a model did so.²⁹ This suggests that being sustainable and drawing attention to yourself, as awkward as it might feel, will win some people over.

Some activities are easily visible and traceable, others less so. But we can almost always increase the chances that people will notice what we are doing, and the research on modelling would suggest that this is

Den Umweltschweinehund erkennen

- ✓ Wir orientieren uns (oft unbewusst) am **Mehrheitsverhalten**
- ✓ Motivation durch **positive Entwicklungen & motivierte Gruppen**
 - Trendprognosen



**Machen
wir es
doch
einfach!**