

J.W. BOLDERDIJK: CURRICULUM VITAE

PERSONAL DETAILS

Name: Jan Willem Bolderdijk
Date of Birth: 17/12/1981
Nationality: Dutch
University Profile: <http://www.rug.nl/staff/j.w.bolderdijk/>
Research video: <https://www.youtube.com/watch?v=jkjYWA7iUo>



EDUCATION

2005 **MSc**, Department of Social Psychology, University of Groningen. Awarded June 24, 2005. Thesis title: “Social comparison and environmentally-friendly behavior.”
Supervisor: prof. dr. Linda Steg
2011 **KLI certificate** (“PhD training”), Kurt Lewin Institute.
2011 **PhD**, Department of Social Psychology, University of Groningen. Awarded January 13, 2011. Thesis title: “Buying People: The Persuasive Power of Money.”
PhD Supervisors: prof. dr. Linda Steg and prof. dr. Tom Postmes
2012 **BKO certificate** (“Teaching degree”) University of Groningen. Awarded July 5, 2012.

CURRENT APPOINTMENT

2018 onwards **Associate Professor** (since 2020 with Ius Promovendi), Department of Marketing, University of Groningen, The Netherlands.
2018 onwards **Young Academy Groningen**, Member.

PREVIOUS APPOINTMENTS

2013-2017 **Assistant Professor**, Department of Marketing, University of Groningen, The Netherlands.
2010-2013 **Post-doctoral Researcher**, Department of Social Psychology, University of Groningen, The Netherlands.
2006-2010 **PhD student**, Department of Social Psychology, University of Groningen, The Netherlands.

INTERNATIONAL RESEARCH STAYS

2015 **Visiting Professor**, Department of Economics & Business, Universitat Pompeu Fabra, Barcelona, Spain (May-July).
2009 **Visiting Scholar**, Center for Applied Behavior Analysis, Department of Psychology, Virginia Tech, Blacksburg, United States (January-March).

OTHER POSITIONS

2020 onwards **Co-director** of Bolderdijk Boerderij B.V. (farm)

AWARDS/PRIZES/GRANTS

- 2022 Funding awarded for a **PhD project** on “Talking about change” (with dr. Saskia Peels, Faculty of Arts): €212.000
- 2019 Funding awarded for a **PhD project** on “Fostering neighbourhoods by managing social norms” (with dr. Ward Rauws, Faculty of Spatial Sciences): €212.000
- 2018 Funding awarded by the Groninger Universiteits Fonds, Nicolaas Mulerius Fonds and the Young Academy Groningen for our popular science book “Zin en onzin van spreekwoorden”: €12.000
- 2017 One of 10 finalists for the **Klokhuis Popular Science** prize
- 2015 **Best Paper Award** IAAP (Division 4) for “Acting Green Elicits a Literal Warm-Glow” (Nature Climate Change, 2015, with Danny Taufik and Linda Steg).
- 2015 One of 25 official nominees for the “**Greatest Dutch/Flemish Scientific Talent**” award by NewScientist.nl
- 2015 **Outstanding Young Researcher Award**, Faculty of Business and Economics, University of Groningen.
- 2014 **Veni Research Grant**, Netherlands Organization for Scientific Research (NWO) "The social risks of sustainable consumption": €249.720
- 2013 **Incassade Grant**: follow-up research on message framing and debts: €55.318.
- 2012 **Incassade Grant**: a field experiment on message framing and debts: €25.900
- 2011 **OECD Grant**: Discussion Paper Insurance Costs and Accident Risks: €4.000
- 2010 **Univé Grant**: A field trial on pay-as-you-drive vehicle insurance: €30.000

CONSULTANCY WORK

Raad voor Leefomgeving en Infrastructuur (Council for Environment and Infrastructure)
Dutch Ministry of Justice
Dutch Ministry of Finances
AFM (Dutch Authority for the Financial Markets)
NIBUD (National Institute for Family Finance Information)
Municipality of The Hague
Municipality of Utrecht
Insurance agencies (Interpolis, Univé)
Voedingscentrum (National Center for Nutrition Information)

COMMITTEE WORK

2022 onwards Curriculum Working Group member of the Marketing Master at the University of Groningen

- 2021 onwards Member of the Teaching Innovation Committee of the Department of Marketing, University of Groningen.
- 2019 - 2021 Chair of the Young Academy Groningen Public Engagement Committee.
- 2018 onwards Chair of the Educational Committee MSc Marketing, University of Groningen.
- 2016 Founding member & key researcher of the University of Groningen Signature Area “Markets & Sustainability”.
- 2015 onwards Co-organizer of the Marketing Seminar Series, University of Groningen.
- 2014 Committee member on the report “Doen en laten. Effectiever milieubeleid door mensenkennis”, Council for Environment and Infrastructure (Raad voor Leefomgeving en Gedrag).
- 2013 Member, Master thesis committee Social Psychology, University of Groningen.
- 2009 Co-founder/organizer of the “First Summer school on Theories in Environmental Psychology, University of Groningen.

PEER REVIEW

For organizations/associations: *National Science Foundation (NSF)*, *Israel Science Foundation (ISF)*, *Research Foundation Flanders (FWO)*

For journals: *Journal of Marketing Research*, *International Journal of Research in Marketing*, *Journal of Public Policy & Marketing*, *Journal of Experimental Social Psychology*, *European Journal of Social Psychology*, *Nature Human Behavior*, *Nature Climate Change*, *Nature Energy*, *Nature Sustainability*, *Journal of Environmental Psychology*, *Global Environmental Change*, *Journal of Consumer Behavior*, *Journal of Consumer Policy*, *Ecological Economics*, *Environment & Behavior*, *Organizational Behavior and Human Decision Making Processes*

KEY COLLABORATORS

International: Amir Grinstein (Northeastern University, Boston) Gert Cornelissen, Claire Brouwer (Universitat Pompeu Fabra, Barcelona), Tim Kurz, Mengbin Ye (University of Western Australia, Perth), Yannick Joye (ISM University of Management & Economics, Vilnius), Jan Koch (University of Vienna)

National: Linda Steg, Koert van Ittersum, Hans Risselada, Marijke Leliveld, Ward Rauws, Ming Cao, Lorenzo Zino, Saskia Peels (University of Groningen), Marleen Onwezen, Danny Taufik, Emily Bouwman (Wageningen University and Research)

TEACHING

- 2020 onward **Lecturer** Behavioral Decision Making, Bachelor Economics & Business, University of Groningen.
- 2014 onwards **Course coordinator** Consumer Psychology, Master Marketing, University of Groningen.

2011-2013 **Course coordinator** Applying Theories, Master Social Psychology, University of Groningen.

Lectures at various courses at the University of Groningen:

Philosophy and Ethics of Business (2017)
Qualitative Research Methods (2017-2020)
Behavioral Decision Making (2014)
Testing Theories (2010)
Qualitative Research Methods (2013-2014)
Social Environment & Behavior (2010-2014)
Consumer and Economic Psychology (2011-2014)
Environmental Psychology (2010-2014)
Career Perspectives (2013)
Introduction to Psychology (2013)

PHD SUPERVISION

Since 2019, I host **bi-weekly lab meetings: my PhD students meet, share and discuss their (research) ideas in an informal setting – outside when possible.*

Janneke Koster (with dr. M.C. Leliveld, March 2022-onwards): Social Diffusion of Sustainable Clothing vs. Food.

Tabea Hoffman (with dr. W. Rauws, September 2020-onwards): Fostering Neighbourhoods by Managing Social Norms.

Annayah Prossner (with dr. T. Kurz, prof. dr. L. Blackwood & prof. dr. S. O’Neill, 2019-onwards): How Moral Identities Shape Social Change.

Zan Mlakar (with dr. H. Risselada & prof. dr. B.M. Fennis, 2018-onwards): How Impression Management Concerns Hinder Social Diffusion.

Claire Brouwer (with dr. G. Cornelissen, 2016-onwards): Making Moral Exemplars More Digestible. Expected completion date: Fall 2022.

Anouk Schippers (with prof.dr. A. Soetevent and prof.dr. M. Haan, 2015-onwards): Facilitating Energy Transitions. Expected completion date: Spring 2022.

Jan Koch (with prof.dr. K.van Ittersum, 2015-2021): Utterly disgusting! How the experience of disgust can both prevent and stimulate societal change. PhD awarded in October 2021.

Leonie Venhoeven (with prof.dr. Linda Steg, 2011-2016): Environmental Sustainability and Happiness. PhD awarded in September 2016.

Danny Taufik (with prof. dr. Linda Steg, 2011-2015): Can You Feel It? Exploring the Role of Emotions in Explaining Environmentally-Friendly Behavior. PhD awarded in November 2015. Danny received the Unilever Best Dissertation Award (IAAP Division 4: Environmental Psychology) for his thesis.

Ebru Dogan (with prof. dr. Linda Steg and prof. dr. Patricia Delhomme, 2010-2013), Driving feedback: Psychological Factors Influencing the Effectiveness of Feedback. PhD awarded in February 2013.

INVITED TALKS AND OUTREACH

- Invited seminar speaker (“Minority influence in climate change mitigation”), the Department of Environmental Psychology, **University of Vienna**, March 2022.
- Invited seminar speaker (“Hardnekkige mispercepties over consumenten en duurzaam koopgedrag”), [Impact Marketing en Duurzaam Koopgedrag](#), **Customer Insights Center**, February 2022.
- Invited speaker (“Waarom jouw groene gedrag meer impact heeft dan je denkt”). [Universiteit van Nederland](#), Hilversum, November 2021.
- Invited panelist. Food Sustainability Meet & Greet, **University of Groningen**, September 2021.
- Invited seminar speaker (“Why going green can be socially awkward”) to **Avebe Innovation Center**, Groningen, June 2021.
- Invited panelist (“Draait de wereld door?”) & [speaker](#). **Climate Adaptation Week**, Groningen, January 2021.
- Invited seminar speaker (“Minority influence in climate change mitigation”) to Department of Marketing and Supply Chain Management, **University of Maastricht**, December 2020.
- Invited speaker (“De psychologie van moreel afwijkend gedrag”) to **KAW Architecten**, Groningen, March 2020.
- Invited speaker (“When doing good is socially awkward”) to the Winter School on Politics, Philosophy and Economics, **Faculty of Philosophy**, University of Groningen. Groningen, March 2019.
- Invited speaker (“Een beter milieu begint bij het zelf”) at ‘[Let’s Gro!](#)’, Groningen, November 2019.
- Invited seminar speaker (“Doing good while avoiding to appear superior”) to the Department of Behavioral Engineering, **University of Leuven**, Leuven, May 2019.
- Invited seminar speaker (“Doing good while avoiding to appear superior”) to the Department of Psychology, **University of Bath**, Bath, November 2018.
- Invited seminar speaker (“When Doing The Right Thing is Socially Awkward”) to the Department of Social Psychology, **University of Amsterdam**. Amsterdam, October 2018.
- Invited seminar speaker (“When Doing The Right Thing is Socially Awkward”) to the Department of Social Psychology, **University of Utrecht**. Utrecht, October 2018.
- Invited seminar speaker (“Undercover Altruism”) to the **Kurt Lewin Institute** Conference. Zeist, April 2018.
- Invited seminar speaker (“When Doing The Right Thing is Socially Awkward”) to the Center for Politics, Philosophy and Economics, **Faculty of Philosophy**, University of Groningen. Groningen, March 2018.
- Invited seminar speaker (“Tipping points in sustainable consumption”) to the **Sociology Department** of University of Groningen. Groningen, June 2017.

Invited seminar speaker (“Tipping points in sustainable consumption”) to the Marketing Department of **Free University of Amsterdam**. Amsterdam, April 2017.

Lecture on environmentally-friendly behavior (“Financiële prikkels en milieubewustzijn”) to the [Vereniging Nationale Gemeenten](#). Utrecht, 2016.

Lecture on environmentally-friendly behavior (“Milieuvriendelijk gedrag”) to a selection of high-school students in the context of the [Scholierenacademie](#). Groningen, 2015.

Lecture on moral do-gooder derogation (“De psychologie van moreel afwijkend gedrag”) to professionals working in sustainability and marketing, as part of an [Impact Academy](#) course (“Psychologie voor duurzaamheid”). Utrecht, 2015.

Lecture on research on tipping points in sustainable consumption (“Een beter milieu begint bij het zelf”), to key players in business (e.g. the CEOs of Unilever, Triodos), in the context of an [Ubbo Emmius Fonds](#) meeting. Rotterdam, 2015.

Lecture on “Promoting Sustainable Consumer Behavior”, to academics working in the area of economics and sustainability, during the kick-off meeting of the [Centre for Energy Economics Research](#). Groningen, 2014.

Keynote speaker on irrational consumer behavior (“Rood staan en toch een nieuwe televisie?”) to 250 professionals working in financial counselling, in the context of the [Kredietbank Groningen Jubileum Congres](#). Groningen, 2014.

Lecture on moral and monetary consumer motives (“Een beter milieu begint bij het zelf”) to professionals working in sustainability and marketing, in the context of an [Impact Academy](#) course. Utrecht, 2014.

Invited seminar speaker (“Sustainable consumer behavior”) to the **Marketing and Consumer Behavior Department** of University of Wageningen, 2013.

Keynote speaker on irrational financial decision making (“Maken we wel optimale keuzes?”), to policymakers and financial counselors, in the context of the **Wijzer in Geldzaken** congress, organized by the Dutch Ministry of Finances. Amsterdam, 2011.

Invited speaker on my research on pay-as-you-drive vehicle insurance, to an international audience of car insurance companies, legislators and policymakers, in the context of the “Insurance Costs and Accident Risks”, [OECD/ITF round table meeting](#). Paris, 2011.

Invited speaker, on limited human performance in traffic (“De menselijke factor in het verkeer”), to traffic engineers and policy makers, **Post-academisch onderwijs**. Utrecht, 2010.

SELECTED COVERAGE OF RESEARCH IN POPULAR MEDIA

2022 Interviewed by [Effectief Doneren](#) on the question: should people advertise their donations?

2022 [Faunalytics](#) featured our paper on “The Do-Gooder’s Dilemma”.

- 2021 Expert-interview on the Glasgow Climate Conference in the newspaper [Dagblad van het Noorden](#).
- 2021 The newspaper [Dagblad van het Noorden](#) and [RTV Noord](#) discussed our [popular science book](#).
- 2021 Interviewed by Katie Patrick for the [How To Save The World](#) podcast.
- 2021 Interviewed by [Radio 1](#) on the effectiveness of the 1-euro deposit on shopping carts.
- 2020 The [Guardian](#) discussed our research on the perils of moralizing COVID19-mitigating practices.
- 2019 Expert-interview on the “Klimaatmarsen” in the Belgian newspaper [Het Nieuwsblad](#).
- 2018 My research on the psychology of climate change was extensively discussed in the impactful [Eerste Hulp Bij Klimaatverandering](#).
- 2018 Opinion piece in the [Volkskrant](#), on the national meat-free week.
- 2017 [Dagblad van het Noorden](#), on my Klokhuis Science Prize nomination.
- 2016 Front-page interview in newspaper [Trouw](#), on the effects of the surcharge on plastic bags.
- 2015 Full-page interview in [Dagblad van het Noorden](#), on my NewScientist talent nomination.
- 2015 [The Huffington Post](#) featured our 2015 Nature Climate Change paper.
- 2014 The [Guardian](#) featured our 2012 Nature Climate Change paper.
- 2014 I was interviewed by the television show [FactCheckers](#) on the effects of financial incentives on creativity.
- 2011 The newspaper [Metro](#) discussed my keynote lecture on consumers’ financial behavior for the Ministry of Finances on their frontpage.

LIST OF PUBLICATIONS

JOURNAL ARTICLES {32}

1. Flores, E. C., Kelman, I., Joye, Y., Bolderdijk, J. W., Ayeb-Karlsson, S., Wutich, A., Ayalon, L. & Hickman, C. (2022). A healthy planet for a healthy mind. *One Earth*, 5(4), 307-310.
2. Brouwer, C., Cornelissen, G., Kurz, T. & Bolderdijk, J.W. (2022): Communication strategies for moral rebels: how to talk about change in order to inspire self-efficacy in others. *Wiley Interdisciplinary Reviews: Climate Change*, e781.
3. Koch, J., Bolderdijk, J.W. & Van Ittersum, K. (2022). Can graphic warning labels reduce the consumption of meat? *Appetite*, 168, 105690.

4. Bolderdijk, J.W. & Cornelissen, G. (2022). How do you know someone's vegan? They won't always tell you. An empirical test of the do-gooder's dilemma. *Appetite*, 168, 105719.
5. Ye, B., Zino, L., Mlakar, Z., Bolderdijk, J.W., Risselada, H., Fennis, B.M. & Cao, M (2021). Collective patterns of social diffusion are shaped by individual inertia and trend-seeking. *Nature Communications*, 12, [5698](#).
6. Koch, J., Bolderdijk, J.W. & Van Ittersum, K. (2021). Disgusting? No, just abnormal. *Journal of Environmental Psychology*, 76, [101645](#).
7. Koch, J., Bolderdijk, J.W. & Van Ittersum, K. (2021). No way, that's gross! How public exposure therapy can overcome disgust preventing consumer adoption of sustainable food alternatives. *Foods*, 10, [1380](#).
8. Bolderdijk, J.W. & Jans, L. (2021). Minority Influence in Climate Change Mitigation. *Current Opinion in Psychology*, [42](#), 25-30.
9. Venhoeven, L.A., Bolderdijk, J.W., & Steg, L. (2020). Why going green feels good. *Journal of Environmental Psychology*, 101492.
10. Joye, Y., Bolderdijk, J.W., Koester, M. & Piff, P. (2020). A diminishment of desire: Exposure to nature relative to urban environments dampens materialism. *Urban Forestry & Urban Greening*, [54](#), 126783.
11. Bosehans, G., Wan, J. & Bolderdijk, J.W. (2020). Pay more, fly more? Examining the potential guilt-reducing and flight-encouraging effect of a default carbon offset. *Journal of Environmental Psychology*, 101469.
12. Prosser, A., Judge, M, Bolderdijk, J.W., Blackwood, L. & Kurz, T. (2020). 'Distancers' and 'non-distancers'? The potential social-psychological impact of moralising Covid-19 mitigating practices on sustained behaviour change. *British Journal of Social Psychology*. DOI: 10.1111/bjso.12399
13. Bolderdijk, J.W., Brouwer, C. & Cornelissen, G. (2018). When Do Morally-Motivated Innovators Elicit Inspiration Instead Of Irritation? *Frontiers in Psychology*, 8, 2362.
14. Bolderdijk, J.W., Frieswijk, R., Steg, L. & Woerdman, E. (2017). Understanding Effectiveness Skepticism. *Journal of Public Policy & Marketing*, 36(2), 348-361.
15. Woerdman, E. & Bolderdijk, J.W. (2017). Emissions Trading for Households? A Behavioral Law and Economics Perspective. *European Journal of Law and Economics*. DOI: 10.1007/s10657-015-9516-x
16. Van den Broek, Bolderdijk & Steg (2017). Individual Differences in Values Determine the Relative Persuasiveness of Biospheric, Economic and Combined Appeals. *Journal of Environmental Psychology*, 53, 145-146.
17. Venhoeven, L. A., Bolderdijk, J. W., & Steg, L. (2016). Why acting environmentally-friendly feels good: Exploring the role of self-image. *Frontiers in Psychology*, 7, 1846.
18. Taufik, D., Bolderdijk, J.W. & Steg, L. (2016). Going Green? The Relative Importance of Feelings over Calculation in Driving Environmental Intent in the Netherlands and the United States. *Energy Research & Social Science*, 22, 52-62.

19. Bolderdijk, J.W., Van der Werff, E., & Steg, L. (2016). De psychologische effecten van prijsprikkels. *Tijdschrift Vervoerswetenschap*, 52(1).
20. Joye, J. & Bolderdijk, J.W. (2015). An Exploratory Study into the Effects of Extraordinary Nature on Emotions, Mood, and Prosociality. *Frontiers in Psychology*, 5, 1577.
21. Taufik, D., Bolderdijk, J.W., & Steg, L. (2015). Acting Green Elicits a Literal Warm Glow. *Nature Climate Change*, 5(1), 37-40.
22. Dogan, E., Bolderdijk, J. W., & Steg, L. (2014). Making Small Numbers Count: Environmental and Financial Feedback in Promoting Eco-driving Behaviours. *Journal of Consumer Policy*, (3), 413-422.
23. Noppers, E.H., Keizer, K., Bolderdijk, J.W. & Steg, L. (2014). The Adoption of Sustainable Innovations: Driven by Symbolic and Environmental Motives. *Global Environmental Change*, 25, 52-62.
24. Schouten, T.M., Bolderdijk, J.W. & Steg, L. (2014). Framing Car Fuel Efficiency: Linearity Heuristic for Fuel Consumption and Fuel-Efficiency Rating. *Energy Efficiency*, 7, 891-901. DOI: 10.1007 / s12053-014-9260-z.
25. Steg, L., Bolderdijk, J.W., Keizer, K.E. & Perlaviciute, G. (2014). An Integrated Framework for Encouraging Pro-Environmental Behaviour: The Role of Values, Situational Factors and Goals. *Journal of Environmental Psychology*, 38, 104-115.
26. Leijten, F.R., Bolderdijk, J.W., Keizer, K., Gorsira, M., van der Werff, E., & Steg, L. (2014). Factors That Influence Consumers' Acceptance of Future Energy Systems: The Effects of Adjustment Type, Production Level, and Price. *Energy Efficiency*, 7, 973-985.
27. Bolderdijk, J.W., Gorsira, M., Steg, L. & Keizer, K.E. (2013). Knowledge of Values Helps Explaining the (In)effectiveness of Environmental Awareness Campaigns. *PLoS ONE*, 8(12): e83911.
28. Bolderdijk, J.W., Steg, L., & Postmes, T. (2013). Fostering Support for Work Floor Energy Conservation Policies: Accounting for Privacy Concerns. *Journal of Organizational Behavior*, 34(2), 195-210. doi: 10.1002/job.1831.
29. Venhoeven, L.A., Bolderdijk, J.W., Steg, L. (2013). Explaining the Paradox: How Pro-Environmental Behaviour can both Thwart and Foster Well-Being. *Sustainability*, 5, 1372-1386. Oxford, UK: John Wiley & Sons.
30. Bolderdijk, J.W., Steg, L., Geller, E.S., Lehman, P.K. & Postmes, T. (2012). Comparing the Effectiveness of Moral versus Monetary Motives in Environmental Campaigning. *Nature Climate Change*, 3, 413-416.
31. Bolderdijk, J.W., Knockaert, J., Steg, E. M., & Verhoef, E. T. (2011). Effects of Pay-As-You-Drive Vehicle Insurance on Young Drivers' Speed Choice: Results of a Dutch Field Experiment. *Accident Analysis & Prevention*, 43, 1181-1186.
32. Hamstra, M. R. W., Bolderdijk, J. W., & Veldstra, J. L. (2011). Everyday Risk Taking as a Function of Regulatory Focus. *Journal of Research in Personality*, 45, 134-137.

BOOKS {2}

1. Bolderdijk, J.W. (2010). Buying people: The persuasive power of money. Doctoral Dissertation, University of Groningen, The Netherlands.
2. Bolderdijk, J.W., Peels-Matthey, S., & Popkema, A (2021). *Achterhaalde waarheid? Zin en onzin van spreekwoorden*. Assen: In Boekvorm Uitgevers.

BOOK CHAPTERS {6}

1. Handgraaf, M., Griffioen, A. & Bolderdijk, J.W. & Thøgersen, J. (2017). Economic psychology and pro-environmental behavior. In Raynard, R. (Eds.) *Economic Psychology: The Science of Economic Mental Life and Behaviour* (pp. 435-450). Wiley/Blackwell, British Psychological Society Textbook Series.
2. Venhoeven, L., Steg, L., & Bolderdijk, J.W. (2017). Can Engagement in Environmentally-Friendly Behavior Increase Well-Being? In Fleury-Bahi, G. et al (Eds.) *Handbook of Environmental Psychology and Quality of Life Research* (pp. 229-237). Springer International Publishing.
3. Lehman, P.K., Geller, E.S. & Bolderdijk, J.W. (2017). Applications of Social Psychology to Increase the Impact of Behaviour-focused Intervention. In Steg, L. Buunk, B., Keizer, K.E. & Rothengatter, T. (Eds.) *Applied Social Psychology* (pp. 52-78). Cambridge University Press.
4. Bolderdijk, J.W. & Steg, L. (2015). Promoting Sustainable Consumption: The Risks of Using Financial Incentives. In Thøgersen, J. Reisch, L. (Eds.), *Handbook of Research in Sustainable Consumption*, 328-341. Cheltenham, UK: Edward Elgar.
5. Geller, E.S., Cunningham, T. & Bolderdijk, J.W. (2014). Ecology: Achieving an Ecologically Sustainable Future. In Gullotta, T.P., & Bloom, M. (Eds.), *Encyclopedia of Primary Prevention and Health Promotion* (pp. 278-293). New York, USA: Springer.
6. Bolderdijk, J.W., Lehman, P.K. & Geller, E.S. (2012). Promoting Pro-environmental Behavior with Rewards and Penalties. In Steg, L., van den Berg, A.E., de Groot, J.I.M., (Eds.), *Environmental Psychology: An Introduction* (pp. 233-242).

WORKING PAPERS {9}

1. Tirion, A., Mulder, L. B., Prosser, A. M. B., Kurz, T., Koudenburg, N., & Bolderdijk, J. W. (2022). The Sound of Silence: The Importance of Bystander Support for Confronters in the Prevention of Norm Erosion. <https://doi.org/10.31234/osf.io/45x8k>. Under review at *Group Processes and Intergroup Relations*.
2. Bouman, E., Taufik, D., Onwezen, M. & Bolderdijk, J.W. (under review). “Do you consider animal welfare to be important?” Activating pre-existing animal welfare values while reducing moral wiggle room can channel anticipated dissonance. Target: *Journal of Environmental Psychology*.
3. Koch, J., Bolderdijk, J.W. & Van Ittersum, K. (revise & resubmit). Why do disgust appeals stigmatize? *Marketing Letters*.
4. Judge, M., Bouman, T., E.M. Steg & Bolderdijk, J.W. (commissioned). Accelerating Sustainable Change. Commissioned by *OneEarth*.
5. Hoffman, T., Rauws, W., Bolderdijk, J.W. & Sparkman, G. (revise & resubmit). Norm Nudges in Neighbourhoods: From the Lab to the Real World. In Gatersleben, B. & Murtagh, N. *Research Handbook of Pro-Environmental Behaviour Change*. Edward Elgar.
6. Bolderdijk, J.W. & Grinstein, A. (in preparation). Consumers as Initiators and Conduits of Societal Change: Review and a Proposed Research Agenda. Target: *Journal of Marketing*.

7. Scalco, A., Jager, W & Bolderdijk, J.W. (in preparation) Green Consumer Behavior: Simulating the Diffusion of Sustainable Food inside Grocery Stores. Target: *International Journal of Research in Marketing*.
8. Mlakar, Z., Risselada, H., Fennis, B.M. & Bolderdijk, J.W. (in preparation). Releasing the brake: how disinhibition frees people and facilitates innovation diffusion. Target: *Nature Human Behavior*.
9. Brouwer, C., Cornelissen, G., & Bolderdijk, J.W. Sticking to Moral Convictions Without Offending Others: Signaling Self-compassion reduces Implied Judgment. Target: *Journal of the Association for Consumer Research*.

CONFERENCE PRESENTATIONS {43}

1. Hoffman, T., Bolderdijk, J.W., Rauws, W., Zino, L. & Ye, B. (2022). Misguided expectations hamper pro-environmental behavior change: A neighbourhood study. Poster presented at the 11th Sustainability Psychology Preconference, February 16, 2022, Online Conference.
2. Prossner, A., Kurz, T. & Bolderdijk, J.W. et al (2021). Polarising or uniting? Mandatory masks, practice identification and moral judgement. Paper presented at the Society for the Psychological Study of Social Issues Virtual Conference. August 2-5, 2021, Online convention.
3. Mlakar, Ž., Bolderdijk, J. W., Fennis, B. M., Risselada, H. (2021). Repetition legitimizes: Consistent behavior as a signal of reliability, trustworthiness, and competence. Poster presented at The Society for Personality and Social Psychology's Annual Convention. February 9-13, 2021, Online convention.
4. Ye, M., Zino, L., Mlakar, Ž., Bolderdijk, J. W., Risselada, H., Fennis, B. M., & Cao, M. (2020). Understanding and Modeling Cognitive Mechanisms in Social Diffusion. September 21-25, NetSci 2020, Online convention.
5. Mlakar, Ž., Risselada, H., Fennis, B.M. & Bolderdijk, J.W. (2020). Releasing the brake: how disinhibition frees people and facilitates innovation diffusion. Poster presented at The Society for Personality and Social Psychology's Annual Convention. February 27-29, 2020, New Orleans, United States.
6. Koch, J.A., Bolderdijk, J.W. & Van Ittersum, K. (2019). Emotions, not knowledge, are power: The curious case of evidence insensitive product rejection. Poster presented at Association of Consumer Research Conference (ACR), October 17-20, 2019, Atlanta, United States.
7. Schippers, A., Bolderdijk, J.W & Risselada, H. (2018) The Social Discomfort of Doing Good - Moral Outliers and Social Norms. 5th International Meeting on Experimental and Behavioral Social Sciences (IMEBESS), Florence, May 3-5, 2018, Italy.
8. Koch, J.A., Bolderdijk, J.W. & Van Ittersum, K. (2018). Disgusting? No, just different. Paper presented at the Psychology of Sustainable Consumption: SPSSI/SASP Small Group Meeting. Philadelphia, May 18-20, 2018, United States.
9. Koch, J.A., Bolderdijk, J.W. & Van Ittersum, K. (2018). Disgusting? No, just different. Paper presented at the European Association of Consumer Research Conference (EACR), June 21-23, 2018, Ghent, Belgium.
10. Brouwer, C., Cornelissen, G. & Bolderdijk, J.W. (2017). When Do Moral Exemplars Elicit Irritation Instead of Inspiration? Poster presented at the Association for Consumer Research Conference (ACR), October 26-29, 2017, San Diego, United States.

11. Koch, J.A., Bolderdijk, J.W. & Van Ittersum, K. (2017). Understanding Consumer Skepticism Towards Sustainable Food Innovations. Paper presented at the European Marketing Association Conference (EMAC), May 23-26, 2017, Groningen, The Netherlands.
12. Brouwer, C. & Cornelissen, G. & Bolderdijk, J.W. (2017). When Do Ethical Consumers Elicit Inspiration Instead of Denigration? Paper presented at the European Marketing Association Conference (EMAC), May 23-26, 2017, Groningen, The Netherlands.
13. Koch, J.A., Bolderdijk, J.W. & Van Ittersum, K. (2016). Understanding Consumer Skepticism Towards Sustainable Food Innovations. Poster presented at the Association for Consumer Research Conference (ACR), October 27-30, 2016, Berlin, Germany.
14. Bolderdijk, J.W. & Cornelissen, G. (2016). The Undercover Altruist. Paper presented at the European Marketing Association Conference (EMAC), May 23-27, 2016, Oslo, Sweden.
15. Bolderdijk, J.W. & Cornelissen, G. (2015). The Undercover Altruist. Paper presented at the Association of Consumer Research Conference (ACR), October 3-5, 2015, New Orleans, United States.
16. Leliveld, M.C., Bolderdijk, J.W., & Leerenveld, R. (2015) Cause-related Marketing Campaigns: Mutually Beneficial or Risky for Charities. Paper presented at the Association of Consumer Research Conference (ACR), October 3-5, 2015, New Orleans, United States.
17. Bolderdijk, J.W., Gorisa, M., Keizer, K. & Steg, L. (2015). Values Determine the (In)Effectiveness of Informational Interventions in Promoting Pro-Environmental Behavior. Paper presented on the 11th Biennial Conference on Psychology (Groningen, 2015).
18. Bolderdijk, J.W., & Cornelissen G. (2014). Undercover altruist: how the fear for social sanction may discourage moral behavior. Poster presented at the Association of Consumer Research Conference (ACR), October 23–26, Baltimore, United States.
19. Leliveld, M.C., & Bolderdijk, J.W. (2014). Donating a meal or donating money? Effects of different types of cause-related marketing campaigns. Poster presented during the Society for Consumer Psychology Winter conference, March 6-8, Miami (Florida).
20. Bolderdijk, J.W., De Ruijter, M., Lotz, S. & Perlaviciute, G. (2013). Ethical consumption: Does motivation colour taste perceptions? Manuscript presented at the 12th TIBER symposium on Psychology and Economics, 16 August, 2013, Tilburg, The Netherlands.
21. Leliveld, M. & Bolderdijk, J.W. (2013). Donating a meal or donating money? Effects of different types of cause related marketing campaigns. Manuscript presented at the 12th TIBER symposium on Psychology and Economics, 16 August, 2013, Tilburg, The Netherlands.
22. Noppers, E., Keizer, K., Steg, L. & Bolderdijk, J.W. (2013). The costly signal of sustainable innovations. Manuscript presented at the 10th Biannual Conference on Environmental Psychology, 22-25 September 2013, Magdeburg, Germany.
23. Taufik, D., Bolderdijk, J.W., Steg, L. (2013). Pro-environmental warm glow: Can acting pro-environmentally literally give you a warm feeling? (2013) Manuscript presented at the 10th Biannual Conference on Environmental Psychology, 22-25 September 2013, Magdeburg, Germany.
24. Leliveld, M.C. & Bolderdijk, J.W. (2013). Donating meals or donating money? Exploring the effects of “monetary” vs. “in kind” Cause Related Marketing campaigns. Invited speaker at the Preconference EACR ‘Moral Dynamics and Socially Responsible Consumer Behavior’, July 3, 2013, Barcelona, Spain.

25. Venhoeven, L., Bolderdijk, J.W. & Steg, L. (2013). Explaining the relationship between pro-environmental behavior and well-being. Manuscript presented at the 10th Biannual Conference on Environmental Psychology, 22-25 September 2013, Magdeburg, Germany.
26. Ruepert, A., Keizer, K., Steg, L. & Bolderdijk, J.W. (2012). Positive and negative spill-over effects in environmental behaviour. Manuscript presented at the 30th International Conference on Psychology, 24-27 July 2012, Cape Town, South-Africa.
27. Venhoeven, L.A., Bolderdijk, J.W., Steg, L & Keizer, K. (2012). A Bright View on Sustainability: When Acting Sustainably Can Increase Well-Being. Manuscript presented at the 30th International Conference on Psychology, 24-27 July 2012, Cape Town, South-Africa.
28. Noppers, E., Keizer, K., Steg, L. & Bolderdijk, J.W. (2012). The adoption of technological innovations: Driven by symbolic motives. Manuscript presented at the 30th International Conference on Psychology, 24-27 July 2012, Cape Town, South-Africa.
29. Bolderdijk, J.W. & Steg (2012). Green or Greedy? A Self-Concept Perspective on Social Marketing. Manuscript presented at the 30th International Conference on Psychology, 24-27 July 2012, Cape Town, South-Africa.
30. Bolderdijk, J.W., Steg, L., Noppers, E. (2011) Where's the fun in driving? Uncovering the influence of symbolic and affective determinants of driving behavior. Manuscript presented at the 9th International Conference on Transport Survey Methods, Thermas de Puyehue, Chile, 15 November, 2011.
31. Bolderdijk, J.W., & Steg, L. (2011). Where's the fun in driving? Hedonic determinants of sustainable driving behavior. Manuscript presented at the 9th Biennial Conference on Environmental Psychology at 26-28 September 2011 in Eindhoven.
32. Bolderdijk, J.W., Geller, E.S., Steg, L., Lehman, P.K., Postmes, T. (2011). Money or Morality? A Self-Concept Perspective on Persuasion. Manuscript presented at the 10th TIBER symposium on Psychology and Economics, Tilburg, The Netherlands, 19 August, 2011, Chair.
33. Taufik, D., Bolderdijk, J. W., Keizer, K. E., & Steg, L. (2011) Tailoring social feedback: The role of reference group relevancy. Manuscript presented at the 9th Biennial Conference on Environmental Psychology at 26-28 September 2011 in Eindhoven. Session chair: The self & others in sustainable behavior.
34. Bolderdijk, J.W., Steg, L. (2010). In it or the money or the environment? Affective and behavioral responses to pro-environmental appeals. Manuscript presented at the International Confederation for the Advancement of Behavioral Economics and Economic Psychology, Cologne, Germany, 5-8 September, 2010.
35. Bolderdijk, J.W., Steg, L. (2010). The effects of pay-as-you-drive vehicle insurance on driving volume and style. Manuscript presented at the 27th International Congress on Applied Psychology, Melbourne, Australia, 11-16 July, 2010.
36. Bolderdijk, J.W., Geller, E.S., Steg, L., and Lehman, P.K. (2010). When egoistic appeals backfire: Persuading drivers to check their tires. Manuscript presented at the 27th International Congress on Applied Psychology, Melbourne, Australia, 11-16 July, 2010.
37. Bolderdijk, J.W., Steg, L., and Lucas, S. (2010). A tale of tailoring: Does regulatory fit increase message persuasiveness? Manuscript presented at the 27th International Congress on Applied Psychology, Melbourne, Australia, 11-16 July, 2010.
38. Bolderdijk, J.W., Geller, E.S., Steg, L., and Lehman, P.K. (2009) Prompting drivers to check tire pressure: Do consequences matter? Manuscript presented at the 8th Biennial Conference on Environmental Psychology, Zürich, Switzerland, 6-9 September, 2009.

39. Bolderdijk, J.W., Steg, L. (2009) Examining the effect of regulatory focus on loss aversion. Manuscript presented at the 8th TIBER symposium on Psychology and Economics, Tilburg, The Netherlands, 30 August, 2009.
40. Bolderdijk, J.W., Steg, L. (2008). Acceptability and Adoption of Pay-As-You-Drive Vehicle Insurance: the Role of Privacy Concerns. Paper presented at the 3rd Kuhmo-Nectar Conference and Summer School Transport and Urban Economics, Amsterdam, The Netherlands, 30 June– 4 July, 2008.
41. Bolderdijk, J.W., Steg, L. (2008). The effects of Pay-As-You-Drive vehicle insurance on driving speed: A Dutch field experiment. Paper presented at the 4th International Conference on Traffic & Transport Psychology, Washington, USA, 31 August – 4 September, 2008.
42. Bolderdijk, J.W., Steg, L. (2007). Privacy and Policy Acceptance. Paper presented at the 7th Biennial Conference on Environmental Psychology, Bayreuth, Germany, 9-12 September, 2007.
43. Bolderdijk, J.W., Steg, L. (2006). Social Comparison and Environmental Attitudes. Paper presented at the 26th International Congress of Applied Psychology, Athens, Greece, 16-21 July, 2006.