

Thomas Brudermann

Associate Professor

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Online Profiles

Google Scholar: <https://scholar.google.com/citations?user=jO88hY0AAAAJ> (h-Index = 18)

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=26667543400> (h-Index = 14)

Web of Science: <https://www.webofscience.com/wos/author/record/1620855> (h-Index = 12)

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Academic positions & milestones

- 2009 Doctoral degree in psychology, University of Klagenfurt
- 2008-2014 Lecturer, Institute of Psychology and Department for Leadership and Organization, University of Klagenfurt
- 2011-2012 Research Scholar, International Institute for Applied Systems Analysis
- 2011-2015 Assistant Professor (Universitätsassistent, non-tenured), Institute of Systems Sciences, Innovation and Sustainability Research, University of Graz
- 2013, 2014 Visiting Researcher, National Institute for Environmental Studies, Japan
- 2015 Guest Lecturer, Asian Institute of Technology, Thailand
- 2016 Visiting Faculty, Asian Institute of Technology, Thailand
- 2016 ctd. Program Director of Joint International Master in Sustainable Development
- 2016-2021 Assistant Professor (tenure track), Institute of Systems Sciences, Innovation and Sustainability Research, University of Graz
- 2021 Habilitation (venia docendi) in Innovation and Sustainability Research, University of Graz; habilitation thesis: Transitions to low-carbon energy: Perceptions, attitudes, and decision analyses.
- 2021 ctd. Associate Professor, Department of Environmental Systems Sciences, University of Graz
- 2022 ctd. Head of Curricula Commission in Environmental Systems Sciences, University of Graz (responsible for four bachelor programs, six master programs)

Main areas of research

I broadly work in the interdisciplinary field of sustainability and innovation research from the perspective of psychology and behavioral sciences. In my research focus on decision making related to sustainability transitions and climate action. I have published 32 articles in peer-reviewed journals and held nine keynotes at scientific events.

Current research projects are:

- Dealing with counter-narratives to climate policy on the municipal level (approx. 50,000€, Austrian Climate Research Program Implementation ACRPI; 2024-2025)
- Low-carbon transition in Austria: Exploring strategies to mitigate adverse effects of ambitious climate policy (approx. 300,000€, Austrian Climate Research Program ACRP; 2022-2024)
- Societal discourse of energy transitions in Slovenia and Austria: towards self-sufficient energy supply (approx. 7,000€, OEAD, 2024-2025)

10 most important academic publications

- Obersteiner P, Trimmel K, Brudermann T & Kriechbaum M (2024). Beyond simplified storylines and polarization: Exploring discursive struggles over a transport infrastructure project in Vienna, Austria. *Case Studies on Transport Policy* 18(1):101293, DOI: 10.1016/j.cstp.2024.101293
- Trimmel, K. E., Kriechbaum, M., Lazou, R., & Brudermann, T. (2024). Energy Research & Social Science Between distributive and procedural justice claims: Reframing patterns of discursive resistance against climate action. *Energy Research & Social Science*, 109, 103424. <https://doi.org/10.1016/j.erss.2024.103424>
- Kerner C, Thaller A & Brudermann T (2023). Carbon dioxide removal to combat climate change? An expert survey on perception and support. *Environmental Research Communications* 5 (4): ArtNr. 041003, doi:10.1088/2515-7620/accc72
- Venneman B, Kriechbaum M & Brudermann T (2022). Act global, think local? Local perspectives towards environmental sustainability in semi-rural communities of Alberta, Canada. *Journal of Environmental Policy & Planning*. doi: 10.1080/1523908X.2022.2073206
- Thaller A, Fleiß E & Brudermann T (2020). No glory without sacrifice — drivers of climate (in)action in the general population. *Environmental Science & Policy* 114, 7–13. doi:10.1016/j.envsci.2020.07.014
- Thaller A & Brudermann T (2020). "You know nothing, John Doe" – Judgmental overconfidence in lay climate knowledge. *Journal of Environmental Psychology* 69:101427. doi:10.1016/j.jenvp.2020.101427
- Brudermann T, Zaman R & Posch A (2019). Not in my hiking trail? Acceptance of wind farms in the Austrian Alps. *Clean Technologies and Environmental Policy* 21(8):1603–1616. doi:10.1007/s10098-019-01734-9
- Brudermann T & Sangkakool T (2017). Green roofs in temperate climate cities in Europe – an analysis of key decision factors. *Urban Forestry and Urban Greening* 21:224-234. doi: 10.1016/j.ufug.2016.12.008. doi:10.1016/j.jclepro.2014.11.044.
- Brudermann T, Bartel G, Fenzl T & Seebauer S (2015). Eyes on social norms: A field study on an honor system for newspaper sale. *Theory and Decision* 79(2):285-306, doi: 10.1007/s11238-014-9460-1.
- Brudermann T, Reinsberger K, Orthofer A, Kislinger M, & Posch A (2013). Photovoltaics in Agriculture: A Case Study on Decision Making of Farmers. *Energy Policy* 61:96-103. doi:10.1016/j.enpol.2013.06.081

Additional research achievements

Seven keynotes at academic conferences

- "Rethinking the role of individual decisions for a sustainable future." The InnoRenew CoE International Conference 2022 - Rethinking buildings and materials for a sustainable future. Izola, Slovenia, November 17, 2022.
- "Climate Psychology: From individual behaviors towards a systemic perspective." Austrian Environmental Psychology Summit, Vienna, September 12, 2022.
- "Climate psychology: Exploring the gaps between awareness, knowledge, attitudes, intentions and behaviors." Biological-Psychological Student Conference, Koper, October 9, 2021.
- "Humans and Climate: Why is it so difficult to behave climate-friendly?" EFPSA 2019 Conference, Prague, November 22, 2019. (organized by European psychology students association)
- "From Individual Decision Making to Collective Dynamics." Keynote at The 2014 Social Mood Conference, Atlanta, Georgia, April 5, 2014 (organized by Socionomics Institute)
- "Mass Psychology Revisited – Insights from Social Psychology, Neuroscience and Simulation." Special Keynote at the 6th International Conference on Pedestrian and Evacuation Dynamics (PED 2012), ETH Zürich, Switzerland, June 6, 2012.
- "Massenpsychologie – der Mensch im Plural." Keynote at the 3rd Conference of Police Sciences, organized by Polizeiakademie Niedersachsen, Nienburg, Germany, September 8, 2011.

Numerous science communication activities

- Science2Public book: „Die Kunst der Ausrede“ [„The art of excuse – why we rather deceive ourselves than living climate-friendly“], published by Oekom in 2022 and awarded with the Eunice Foote Award for scientific climate change communication in 2023
- Regular appearances in Austrian, Swiss and German media (newspapers, magazines, radio, TV, podcasts) – see record in the [database of Uni Graz](#).
- Speaker at >150 public events on climate action and sustainability – [see record in the database of Uni Graz](#).
- Talk at TEDx Haslach, November 2022 - <https://www.youtube.com/watch?v=yaAf-rNkgJQ>