

MSCA PF HOSTING OFFER 2026 – ELTE Environmental Psychology RG

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| Name of the host institution | ELTE Eötvös Loránd University |
| Faculty | Faculty of Education and Psychology |
| Name of the supervisor | Ágnes Buvár |
| Organisational Unit / Research Group | Institute of People-Environment Transaction / Environmental Psychology Research Group / Sustainability and Persuasion in Digital Environments working group |
| Research Team | <p>Environmental Psychology Research Group:</p> <p>Prof. Andrea Dúll: Her research focuses on the processes of interaction (transaction) between people and their physical (built, natural, virtual) environment.</p> <p>Iván Zsolt Berze: His research focuses on the examination of the concepts describing the relationship between the person and the places (the spaces that are meaningful to the person), especially place identity.</p> <p>Attila Marcelián Dobai: His research focuses on human-environment problems, especially the sacred dimension of the built and natural environment, as well as the legal and moral factors that determine the relationship of humans to the environment.</p> <p>Edit Lippai: Her main research areas are game development, people-environment transaction, and gamification.</p> <p>Violetta Tóth-Varga: In her research, she takes a contextual approach to phenomena, based on the idea of the interaction between the social and physical environment.</p> <p>Sustainability and Persuasion in Digital Environments Working Group:</p> <p>Ágnes Buvár, PI: Her research investigates the effectiveness of communication interventions in digital environments particularly those aimed at promoting sustainable consumption.</p> <p>Zsófia Péntek, PhD student Lili Jakobovits, PhD student Barna Lipics, PhD student</p> <p>A comprehensive investigation of risk behaviors observed in online social spaces, 2025-2029, NKFIH Starting project (participant)</p> <p>The Anxiety Paradox in Conspiracy Beliefs: Investigating the Link between Conspiracy Theories and Anxiety in a Societal Context, 2024-2028, OTKA thematic research project (participant)</p> <p>Examining the psychological facilitators and obstacles of pro-environmental behavior, 2022-2023, European Climate Foundation (participant)</p> |

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| Project experiences (EU / international) | <ul style="list-style-type: none"> - Examining the psychological antecedents of sustainable consumption (G-2305-66130), 2023-2024, European Climate Foundation - YourRightYourPlanet, 2025-2026, SMP-CONS-2024-EDU |
| Research Interests | <p>Our working group is currently engaged in two major projects. The first project examines how product reparability can be effectively promoted. Reparability has become a critical lever for achieving the EU's environmental and circular economy goals; however, consumers remain reluctant to choose repair over replacement. We investigate the effect of different communication formats, such as social media posts, reparability scores, and repair claims on consumers' attitudes, intentions, and behavior. In the second project, we examine whether real or synthetic entities can induce deeper information processing through communication, thereby fostering stronger attitudes and contributing to closing the attitude-behavior gap related to sustainable consumption. Across both projects, we primarily employ experimental methodologies combined with neuropsychological measures and large-scale text analysis.</p> |
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