London-Loughborough Centre for doctoral research in energy demand

SUMMER EVENT 2012

Can tailored energy consumption information affect householders' motivation to install energy efficiency measures?

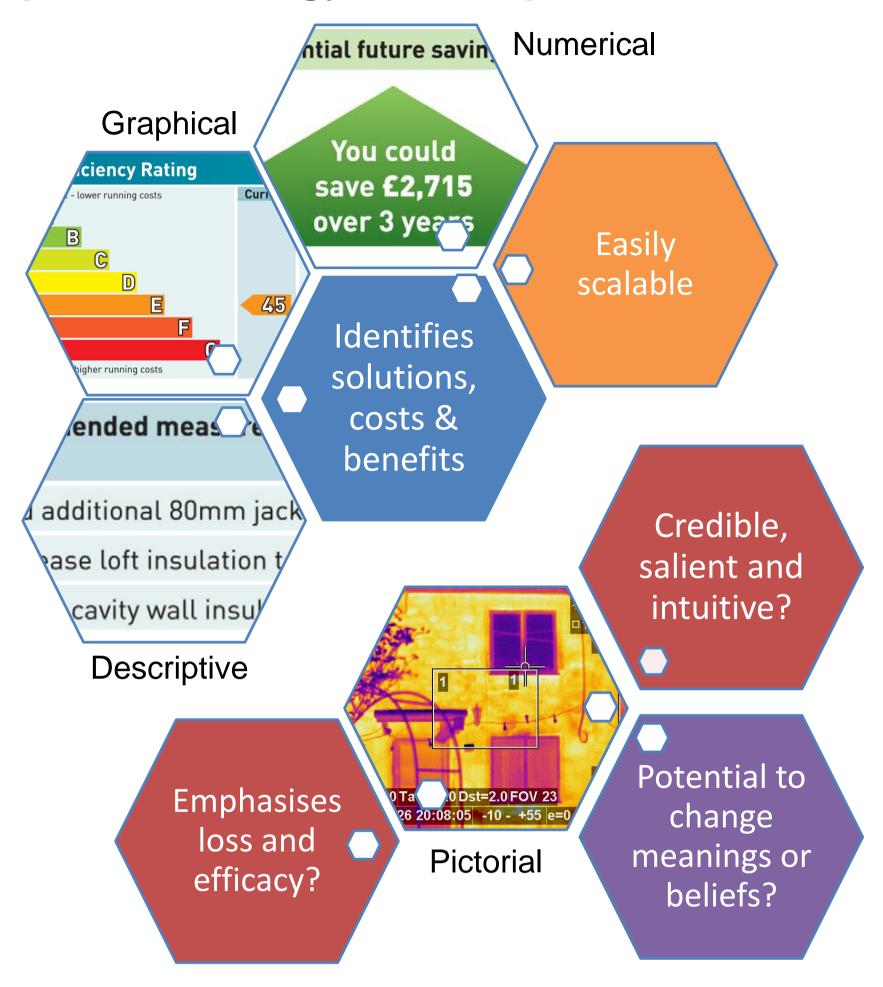
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Information formats and impacts on energy consumption

The research explores the potential of numerical, graphical, descriptive and pictorial information to influence householders' motivations to install energy efficiency measures.

It focuses in particular on the potential of thermal images to reduce heating energy use.

Findings will be framed in the context of initiatives such as the Green Deal and Energy Performance Certificates.



The potential of information to deliver behaviour change

Economics, psychology and sociology have divergent views as to what extent information can change behaviours.

By investigating the evidence for, and implications of, these views in the domestic energy context the study aims to assist the design of costeffective information measures.

Economic view

Information can communicate cost-benefits, identify solutions, highlight ancillary benefits (e.g. comfort) and reduce uncertainty

Sociological view:

Information is only effective if it changes contexts, beliefs and or norms and so enables changes in social practices

Psychological view

Information needs to be salient, credible, require low cognitive processing and emphasise loss & efficacy (the likely effectiveness of action)



