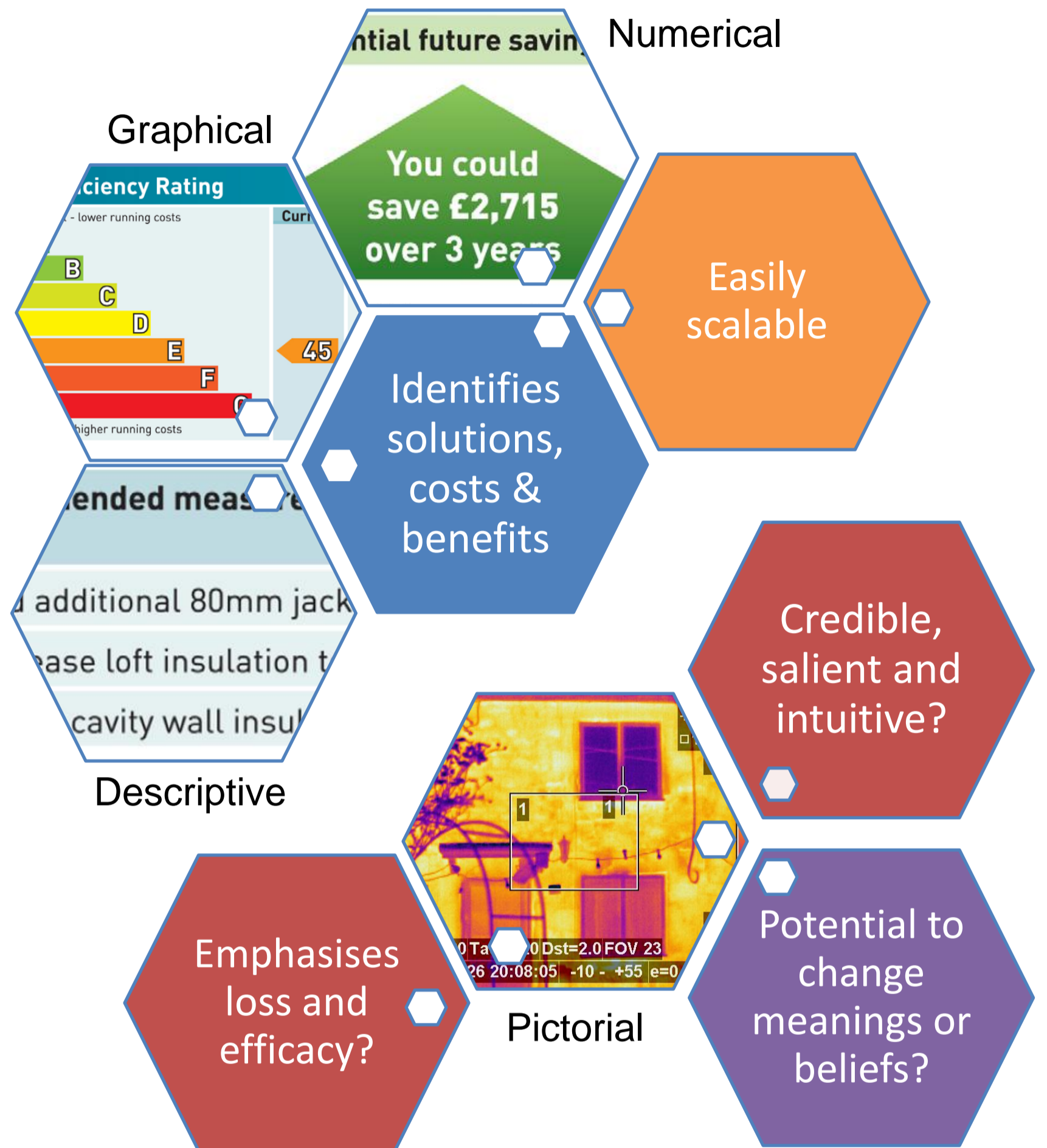


Information formats and impacts on energy consumption

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 cost-effective information measures.

