

Will [insert name of energy efficiency scheme/
campaign here] succeed in motivating householders
to install energy efficiency measures?



“Economics and psychology look at what motivates householders to install energy efficiency through different lenses (left)

In order to succeed in motivating householders those who make and implement policy need to be able to consider both perspectives. My research takes a psychological approach to investigating what contribution thermal images can make towards motivating householders to install energy efficiency measures, see hypotheses below”

Hypothesis I: Thermal images are effective because they are salient & easy to cognitively process (selective attention/ availability bias)

Hypothesis II: Thermal images are effective because they increase the visibility of energy & energy efficiency measures (norms/ conspicuous consumption)

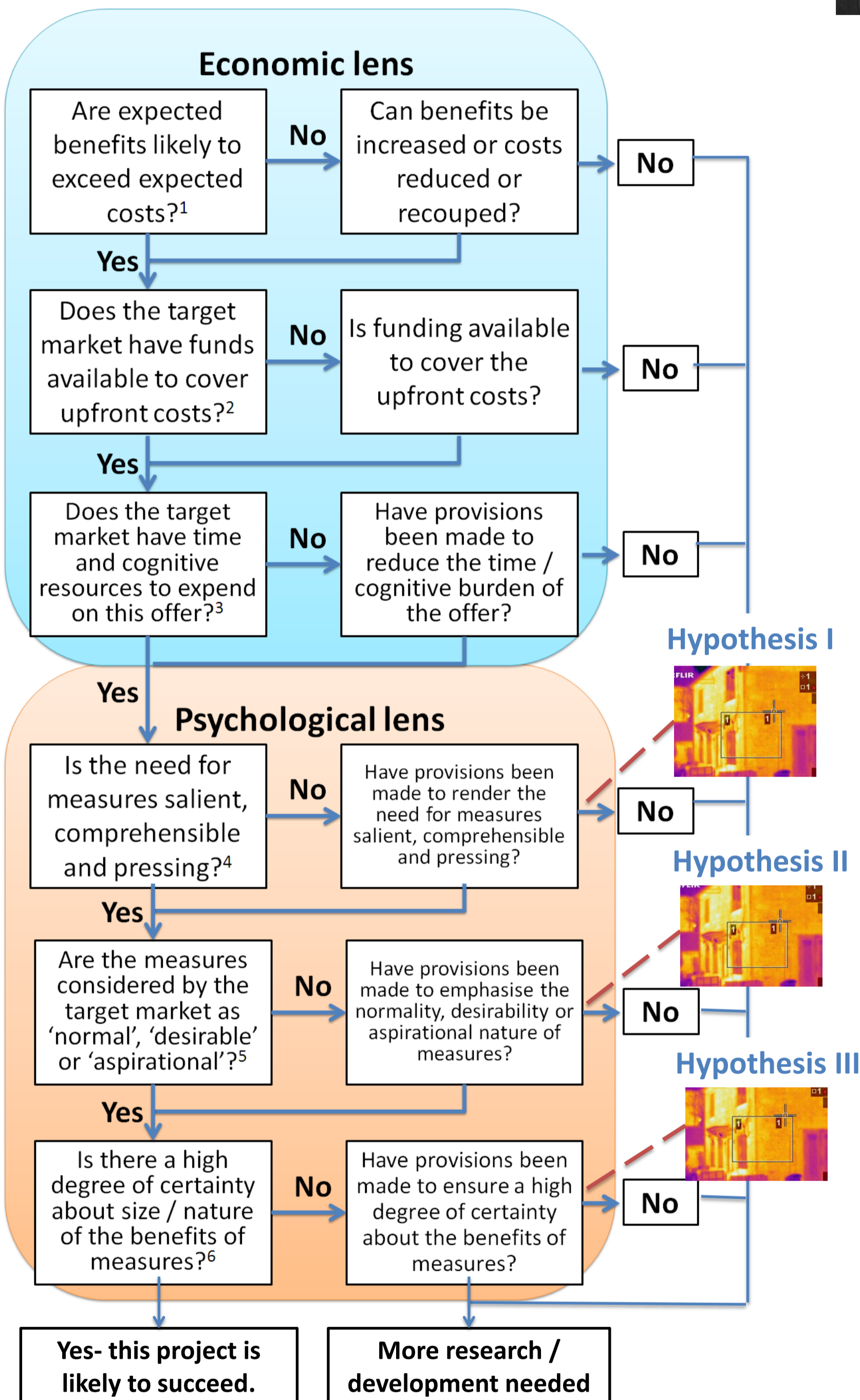
Hypothesis III: Thermal images are effective because they identify issues & priorities (ambiguity aversion/ perceived behavioural control)

Method:

- Two-stage quasi-experiment. The impact of thermal images at:
 - point of initial contact
 - home assessment stage
- Qualitative interviews

Preliminary findings:

Context is important – how, where and why thermal images are taken, interpreted and presented seems to result in differing levels of householder motivation



1 Theory of utility maximisation, risk, split incentives and imperfect information barriers (Sorrell 2004)
 2 Access to capital barrier (Sorrell 2004)
 3 Hidden costs and bounded rationality barriers (Sorrell 2004)
 4 Selective attention(Weber & Johnson 2009), availability biases (Wilson & Dowlatabadi 2011) and procrastination (Thaler & Benartzi 2004)
 5 Theory social norms (Schultz et al. 2007) and the theory of conspicuous consumption (Trigg 2001)
 6 Ambiguity aversion and perceived behavioural control (self-efficacy) (Camerer et al. 2004)

Camerer, C.F., Loewenstein, G. & Rabin, M., 2004. *Advances in Behavioural Economics*, New York: Princeton University Press.
 Schultz, P.W. et al., 2007. The constructive, destructive, and reconstructive power of social norms. *Psychological Science*, 18(5), p.429–434.
 Sorrell, S., 2004. *The economics of energy efficiency: barriers to cost-effective investment*, Cheltenham: Edward Elgar.
 Thaler, R.H. & Benartzi, S., 2004. *Save More Tomorrow™: Using Behavioral Economics to Increase Employee Saving*. *Journal of Political Economy*, 112(S1), p.S164–S187.
 Trigg, A.B., 2001. Veblen, Bourdieu, and Conspicuous Consumption. *Journal of Economic Issues*, 35(1), p.99–115.
 Weber, E.U. & Johnson, E.J., 2009. Mindful Judgment and Decision Making. *Annual Review of Psychology*, 60(1), p.53–85.
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