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A River of Energy Solutions

Changing Energy Consumption Behavior: Theory & Application

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People Use Technology

- Energy consumption is *for the benefit of people*



Traditional Views

- Attitude => behavior
- Information => attitudes
- Price => information



Social Science Findings

- Framing Choice
- Making Choices
- Social Behavior
- Goals
- Incentives



Framing

- Presentation affects choice
 - Loss aversion
 - Mental accounts
 - Emphasis
 - Reference dependence
 - Default choice
 - Loss avoidance



Choosing

- Overload is bad
- Aversion to extremes
- Compromise effect
- Irrelevance effect



Pro-social Behavior

- Status
- Shared input
- Equity
- Social Reference
- Networking



Goals

- Set Goals
- Ask for Commitment
- Build over Time



Incentives

- Counter-productive incentives
- Reciprocity
- Competition
- Lotteries
- Reversible rewards



Behavior Change

“People change what they do less because they are given *analysis* that shifts their *thinking* than because they are *shown* a truth that influences their *feelings*.”

John Kotter 2002

Urgency

- Change comes when people believe it is necessary



Building a Team

- People are social creatures
- Being part of a team is empowering
- Teams form around champions



Creating a Vision

- Set clear, personal, goals to accomplish



Selling the Vision

- Engage others in goals using principles above



Empowering Action

- Encourage and allow change



Short-Term Wins

- Plan for short-term successes
- Build momentum



Lather. Rinse. Repeat.

- Continuous cycle
- Always strive for improvement
- Change is a process, not an outcome



Synchronize context

- Individual action must be supported by institutional context
- Roles, rules, and tools must all synchronize for full effect



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