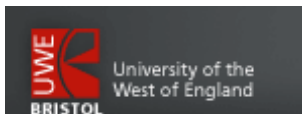
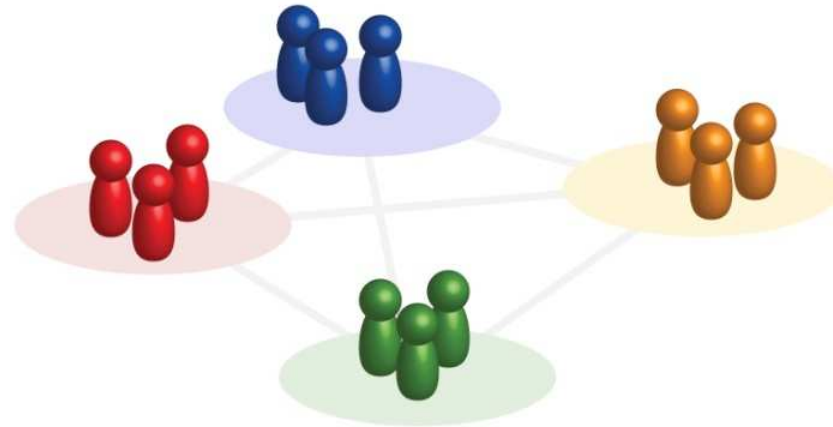


CHARM[★]



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Summary

1. Understanding behaviour change

- 'Nudge'
- Social Norms
- Practice Theory

2. The CHARM Home Energy Study

1. Approaches to behaviour change

- 'Rational actor' model
- Personality / psychology
- Information and attitudes
- **Nudge**
- **Social norms**
- **Practice Theory**

Nudge

(Thaler and Sunnstein)

- Subtle approach to behaviour change
- No reliance on 'attitudes', 'intentions' etc.
- 'Decision architecture'
- Cues
- The cafeteria example...



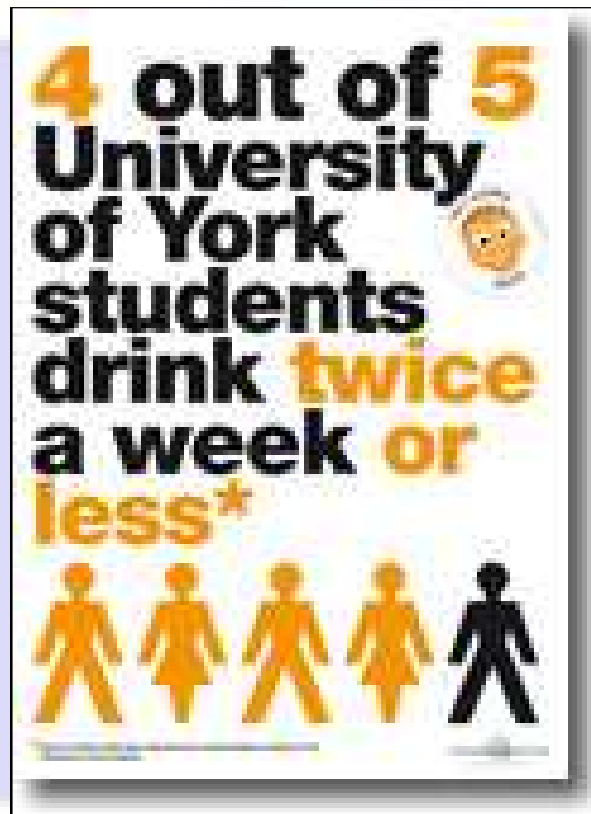
Legitimate to 'nudge' for socially desirable behaviour?

Social norms approach

- = example of “Nudge”
- People conform to what they consider ‘normal’
- So manipulate ideas of ‘normal’ and you change behaviour
- I.e. change ‘decision architecture’ by
 - ‘correcting’ misconceptions
 - making norms more salient

The social norm approach in action

Campus issues: alcohol, smoking, drugs (Berkowitz, Perkins)



The social norm approach in action

Hotel towel re-use

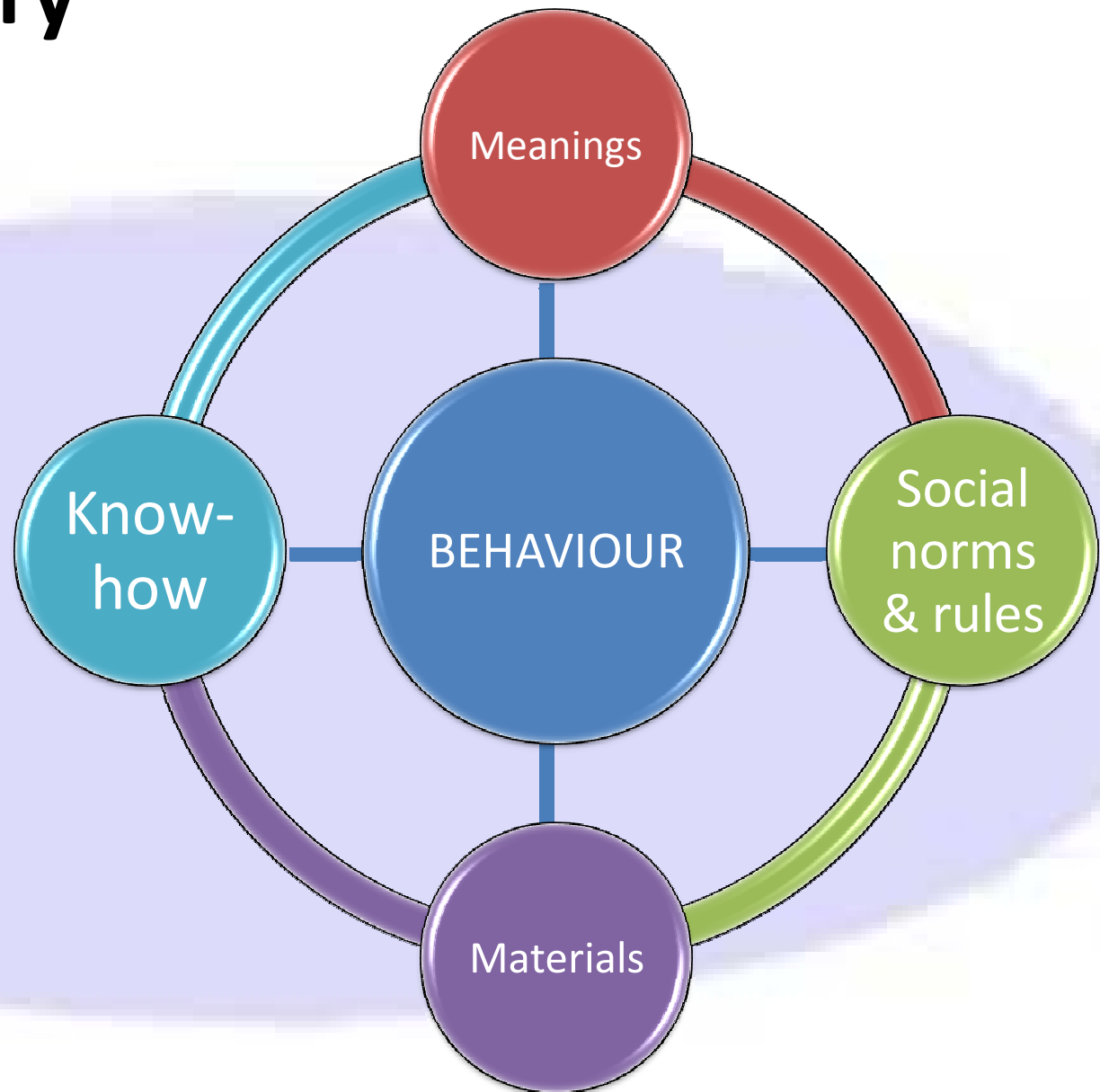


Many of our guests have expressed to us their approval of conserving energy. When given the opportunity, nearly 75% of hotel guests choose to reuse their towels each day. Because so many guests value conservation and are in

Practice Theory

Social norms =
one of many
factors

... which are
interconnected



E.g. Clothes-washing

'dirty' means 'smelly'

'clean' means 'fresh'

knowing
how to sort
washing



hot water is
essential

soaking is old-
fashioned

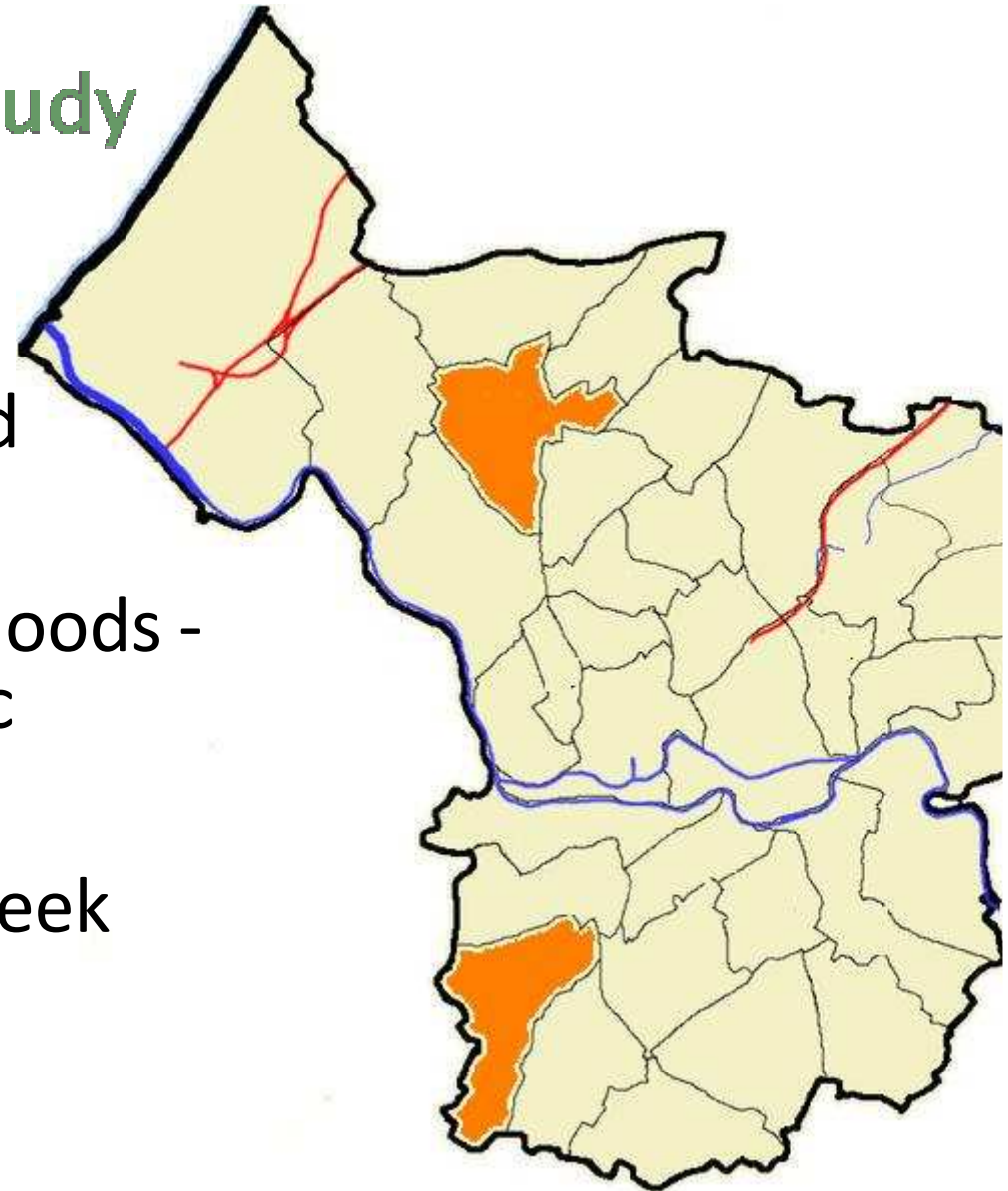
most machines
don't wash below 30°C





Home Energy Study

- Collection of household electricity-use data
- Two Bristol neighbourhoods - distinct socio-economic features
- 370 households – 18 week study period





Feedback householders with electricity-use feedback

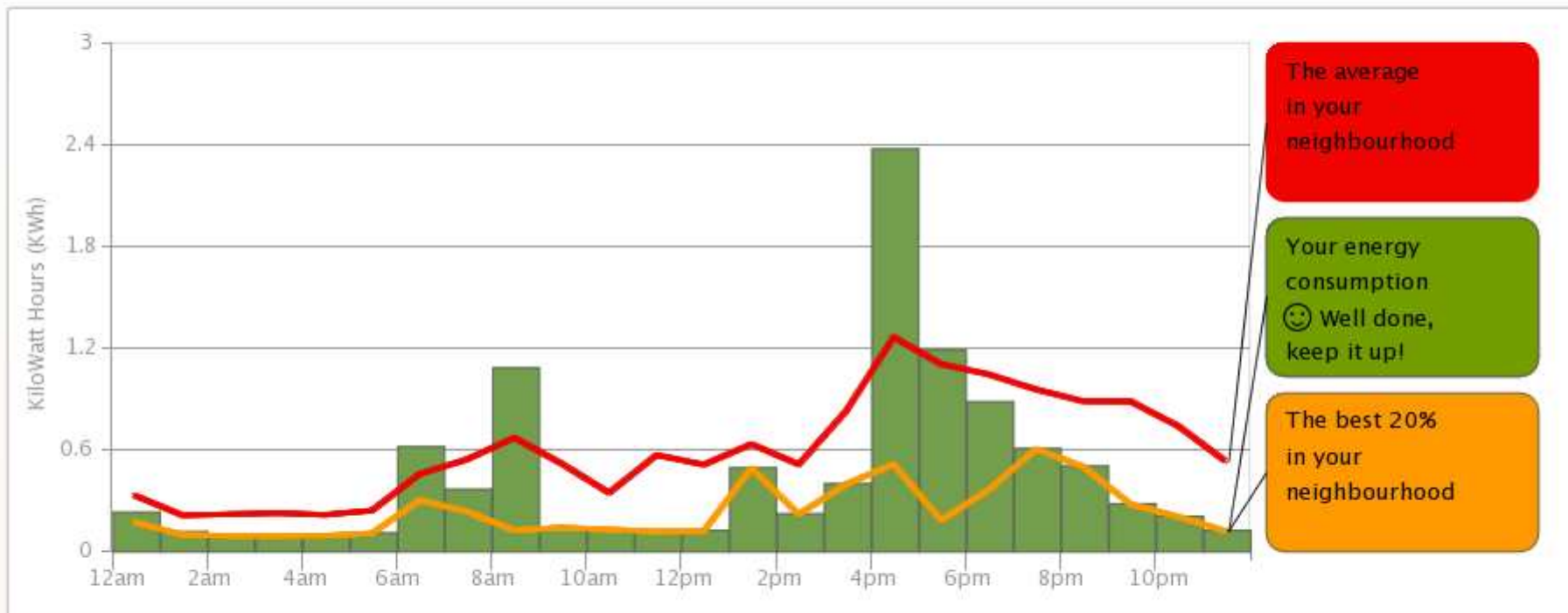
1. Control group – no feedback
2. Own energy consumption only
3. Own energy consumption and average of all households

Electricity Consumption



Your energy consumption was just below average 😊 Well done, keep it up!

Yesterday



Today



Yesterday



Last week



The whole study



Energy saving tips



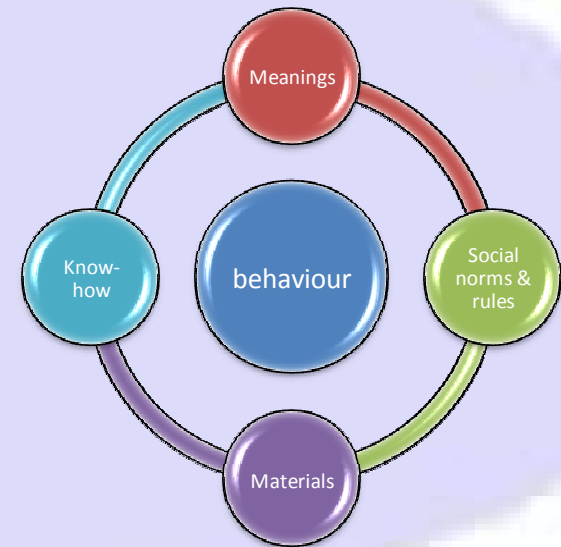
Change password



Log off

Energy study: analysis

- Changes in energy use resulting from feedback
- Changing practices (ethnographic interviews)
- Changes in social norms (focus groups)



Conclusion

- Information alone does not change behaviour
- We can *nudge* practices by telling people about what other people do
- Because people are influenced by social practices / what they think is normal

Group discussion

- A. When do you have lights on in your home?
What purpose do these lights serve?
How could you reduce your use of lights and what would the difficulties be?
- B. If families spent more time together in the same room (bathing, watching TV, eating), only one room would need to be heated and lit. What would be the difficulties?

Think about norms, rules and meanings

