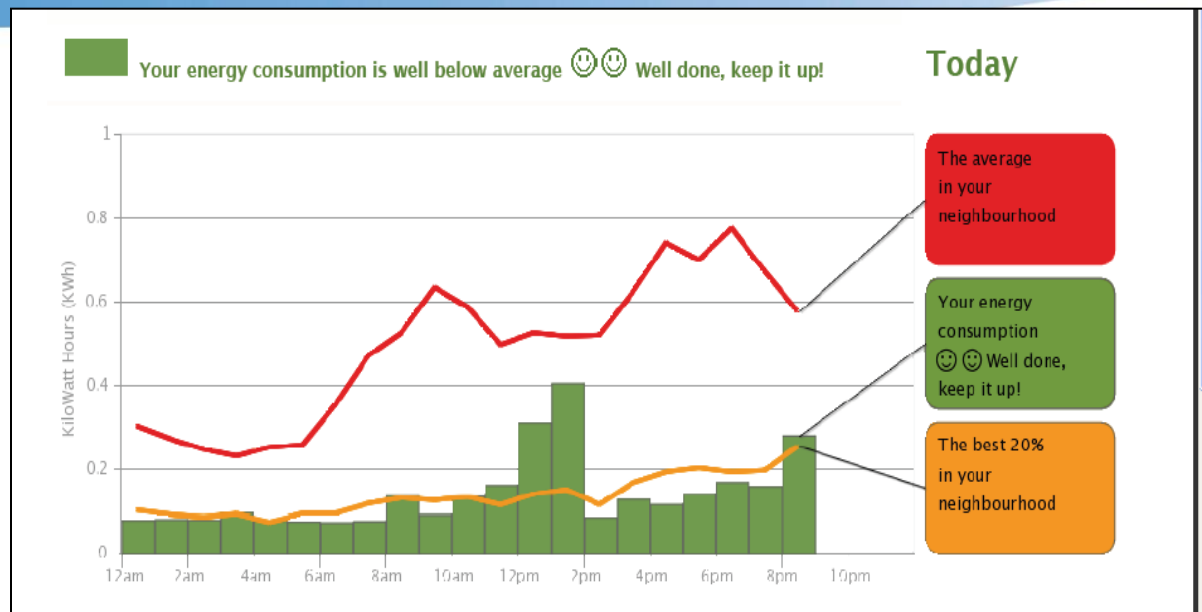
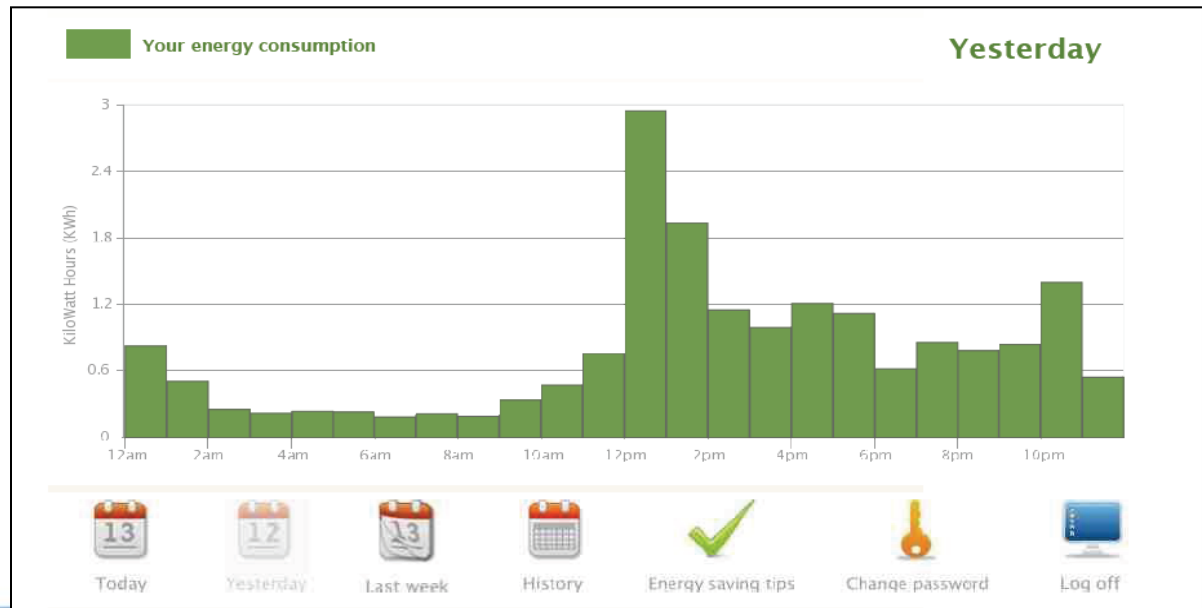


The CHARM Home Energy Study: a comparison of individual and social norms feedback

Is social norms feedback work better than individual feedback?

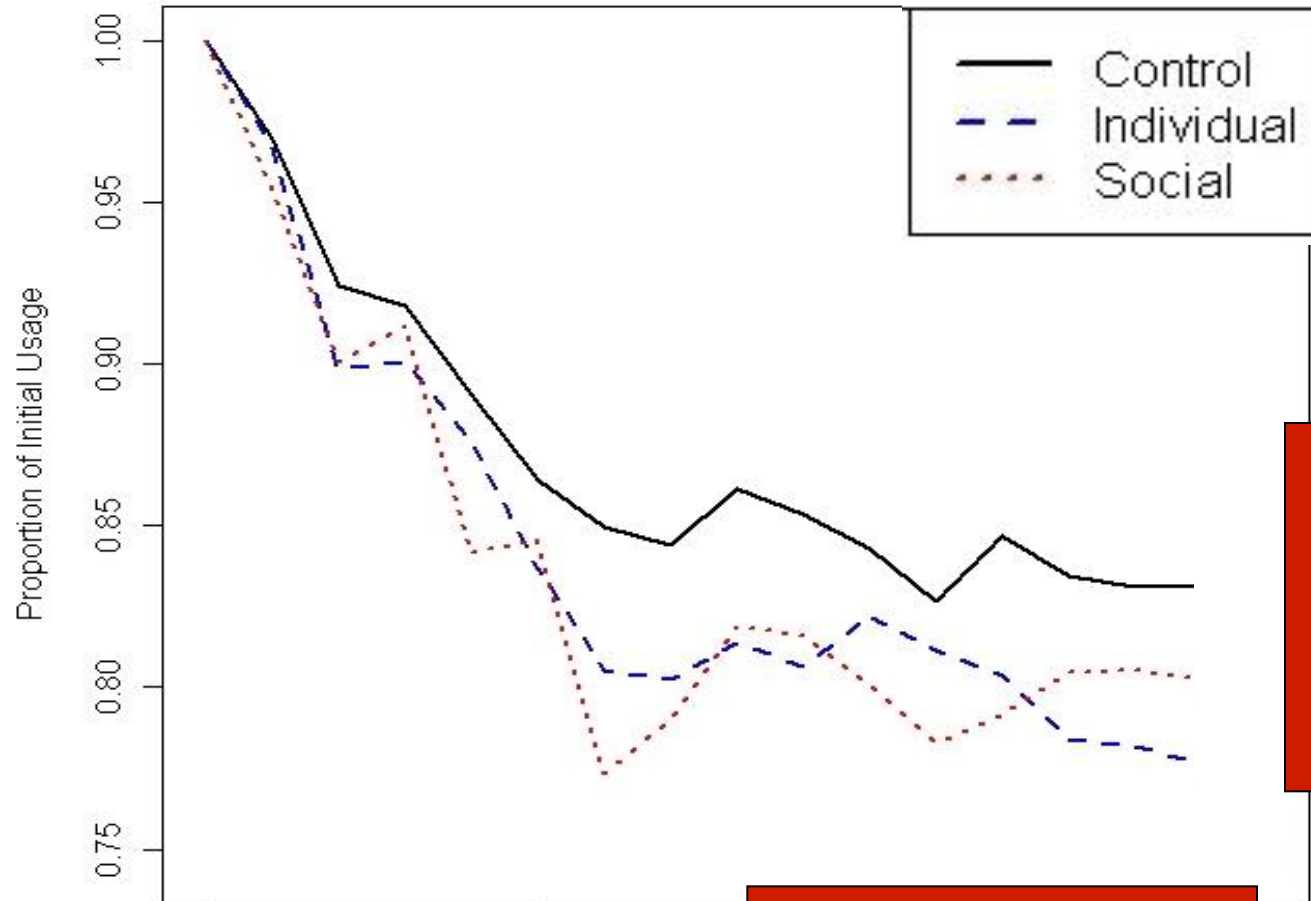


Social norms feedback



Individual feedback

Actual consumption



Feedback vs. no feedback: 3% relative reduction

No difference between feedback groups

Research design

18 weeks - 316 homes

Quasi random allocation

1. control – no feedback
2. individual feedback & tips
3. individual & social norms feedback & tips

Feedback via emails and personalised websites


Questionnaires, interviews, focus groups



 Home Energy Study

Dear John

* Tip of the week * Watch out for so-called 'vampire usage' – the electricity used by appliances when they're idle but switched on at the mains. According to some experts, this explains 10% of household electricity bills.



It can also explain why some people have puzzlingly high night-time usage. (Hence the term 'vampire', because it can feel as though something is sucking the energy away during the night!)

To see how much electricity you use in your home during the night, look at the graph below. For tips on how to reduce this amount, read the following notes on 'escaping the vampire'.

Are you suffering from the 'vampire' effect – electricity being used when little or nothing appears to be on? Check this week's email to find out more

Social feedback more engaging

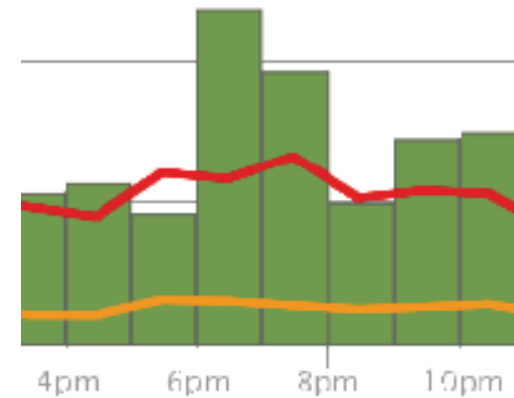
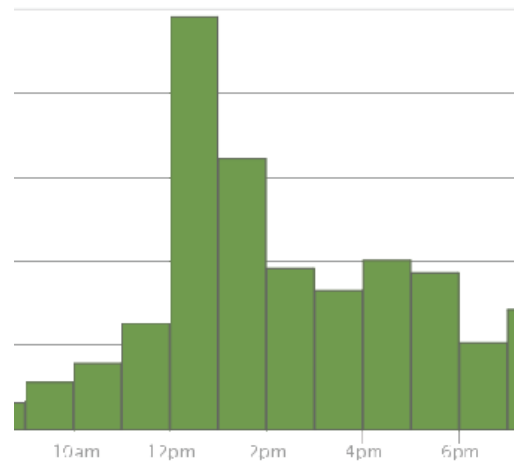
Individual

Social Norms

graphs viewed

13.4

19.8



Survey: claimed behaviour

	Claimed that tried to reduce electricity	Claimed that did reduce electricity
Control	37%	19%
Individual	88%	53%
Social	86%	57%

Conclusions

No difference in consumption between individual feedback and social norms feedback
but social norms feedback increased engagement

Interviews:

‘waste’ more relevant than ‘saving money’ or
‘saving the environment’

See www.projectcharm.info/findings

email r.rettie@kingston.ac.uk

