

Abstract #: 209

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Abstract Title: Behavior Modification & Energy Usage (Across Generations, Genders, Oceans, etc.)

Abstract Text:

As Kathryn Janda of the UK Energy Research Centre stated in a PLEA Conference paper back in 2009, "Buildings Don't Use Energy - People Do." Since then, significant progress has been made in not only better understanding how people use energy but also determining how they can be motivated to use less--specifically through awareness and feedback mechanisms. While there is not a one-size-fits-all approach, there are best practices that can be applied across demographics such as gender (e.g., M vs F), age (e.g., senior living vs. children), and culture (e.g., EU vs. US). Through nuanced adjustments to training (i.e., via variation of means and content) and to technology (e.g., direct vs. indirect feedback kiosks, gamification interfaces), behavior modification was proven both quantitatively and qualitatively, and energy usage was consequently lowered by 5-15% on average.