Tips for Tips
Effective Strategies for the Presentation of Behavioral Recommendations

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Introduction
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Participants are randomly shown one version of a tip

Independent Variable:
UPScale
(Ease of use, Engagement, etc.)

Dependent Variables:
Behavioral Intention
Comprehension

Example:
“The information presented is relevant to my daily life”
“How likely would you be to seal your ducts if given this type of information?”
Calculations based on messaging
Tips for Tips

1. Put People in Pictures
2. Tell People What to Do
3. Be Specific with Savings
4. Be Clear and Relatable
5. Show Savings, not Costs
Tip #1: Put People in Pictures

Significantly Higher Behavioral Intention (Single Tip)

Significantly Higher Usability and Behavioral Intention (All 3 Tips)
Tip #2: Tell People What to Do

Subject Title

Action Title

Ceiling Fans

Use fans more & A/C less

Significantly Higher Engagement and Behavioral Intention
Tip #3: Be Specific With Savings

- **$ amount**
  - Save up to $1.50 per tube
  - Contact your utility for more information

- **No $ amount**
  - Rebates available
  - Contact your utility for more information

Significantly Higher Ease of Use

Marginally Higher Trust and Utility
Tip #4: Be Clear and Relatable

1. Verb
   - ACT
   - OPTIMIZE
   - INVEST

2. Hedonic
   - LOW COST
   - QUICK WIN
   - BIG SAVINGS

3. Utility
   - BEHAVIOUR
   - MAINTENANCE
   - INVESTMENT

Significantly Higher Engagement, Interest, and Behavioral Intention
Tip #5: Show Savings, Not Costs

...save as much as...

...avoid spending up to...

Rated highest on behavioral intention and usability.

Focus on **SAVINGS** rather than avoiding / cutting costs

...energy conserved...saves 1.5x as much...

...energy used...costs 1.5x as much...

Significantly better understood.
Thank you!
...and stay tuned for our paper!

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Tips for Tips Recap:
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2. Tell People What to Do
3. Be Specific with Savings
4. Be Clear and Relatable
5. Show Savings, not Costs