

# Changing the Conversation on Energy: How Information Framing Can Impact Behavior

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BECC 2016





“Since 2005 ... wind power has tripled, and energy from the sun has increased tenfold”

-White House Statement on Climate Change





“Electricity generation from renewable sources are expected to grow 9% this year”

-Energy Information Administration







# What Sources of Energy are Used to Produce Electricity?

Total N: 537	Past to Now	Static	Future Projection
<b>Renewable</b>	 2001: 5% Increased to 2016: 13%	13% Today	2016: 13% Increase to 2040: 18% 
<b>Non-Renewable</b>	 2001: 95% Decreased to 2016: 87%	87% Today	2016: 87% Decrease to 2040: 82% 

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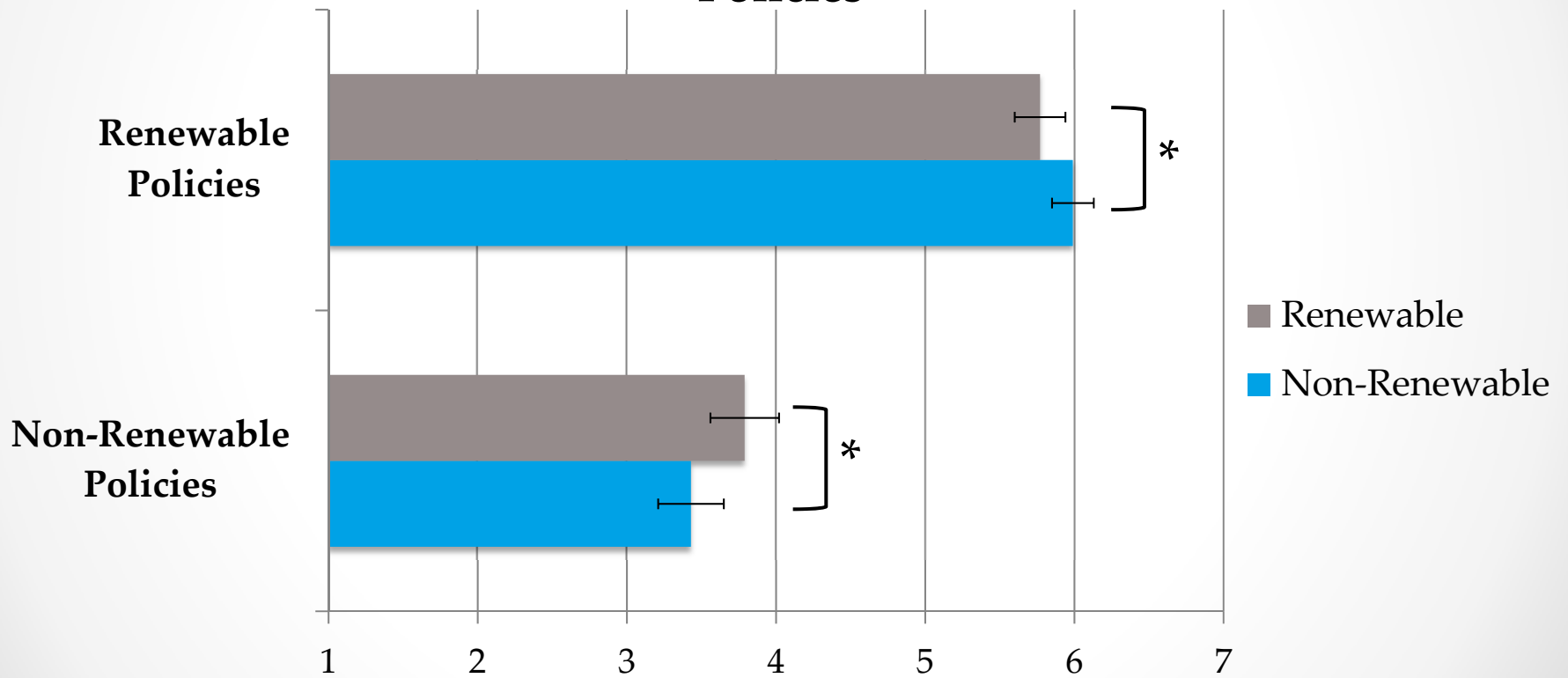
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# Behavior Intention

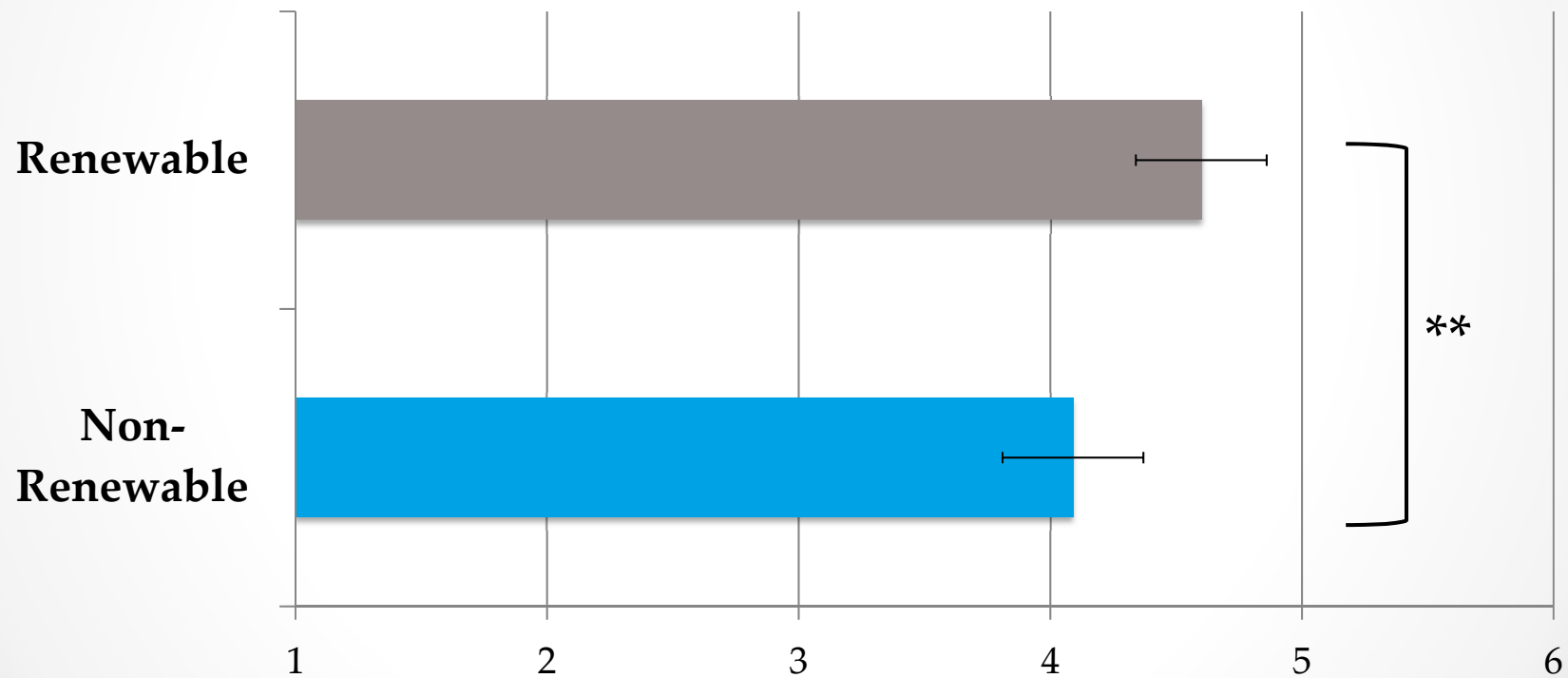
## Likelihood to Vote for Politicians Who Support Energy Policies



\* = Sig. Different,  $p < .05$

# Attitude

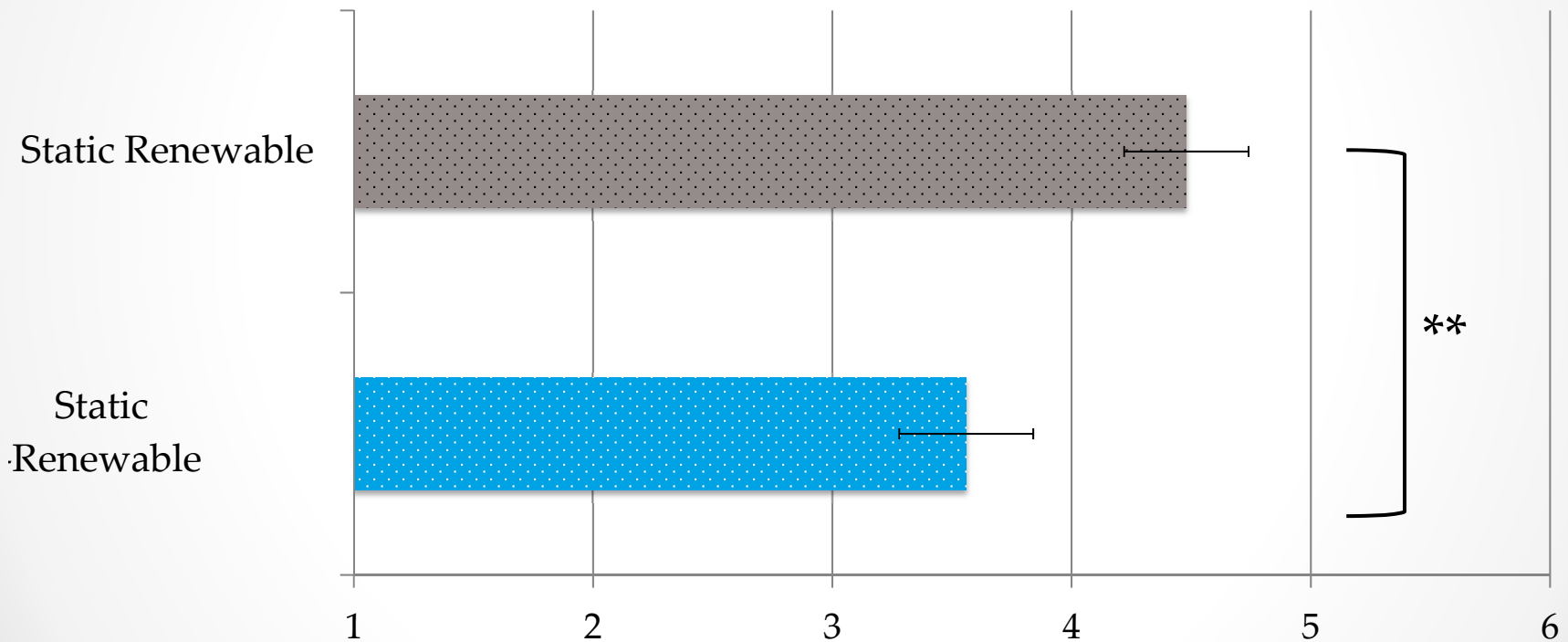
## Energy Production in the US is Moving in the Right Direction



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# Summary

- Perceptions of energy information may depend on what information is emphasized
- Emphasis of non-renewable energy encourages action
- These frames potentially impact attitudes and behaviors
- Suggestion: Emphasize non-renewable energy more than renewable energy

# Thank you

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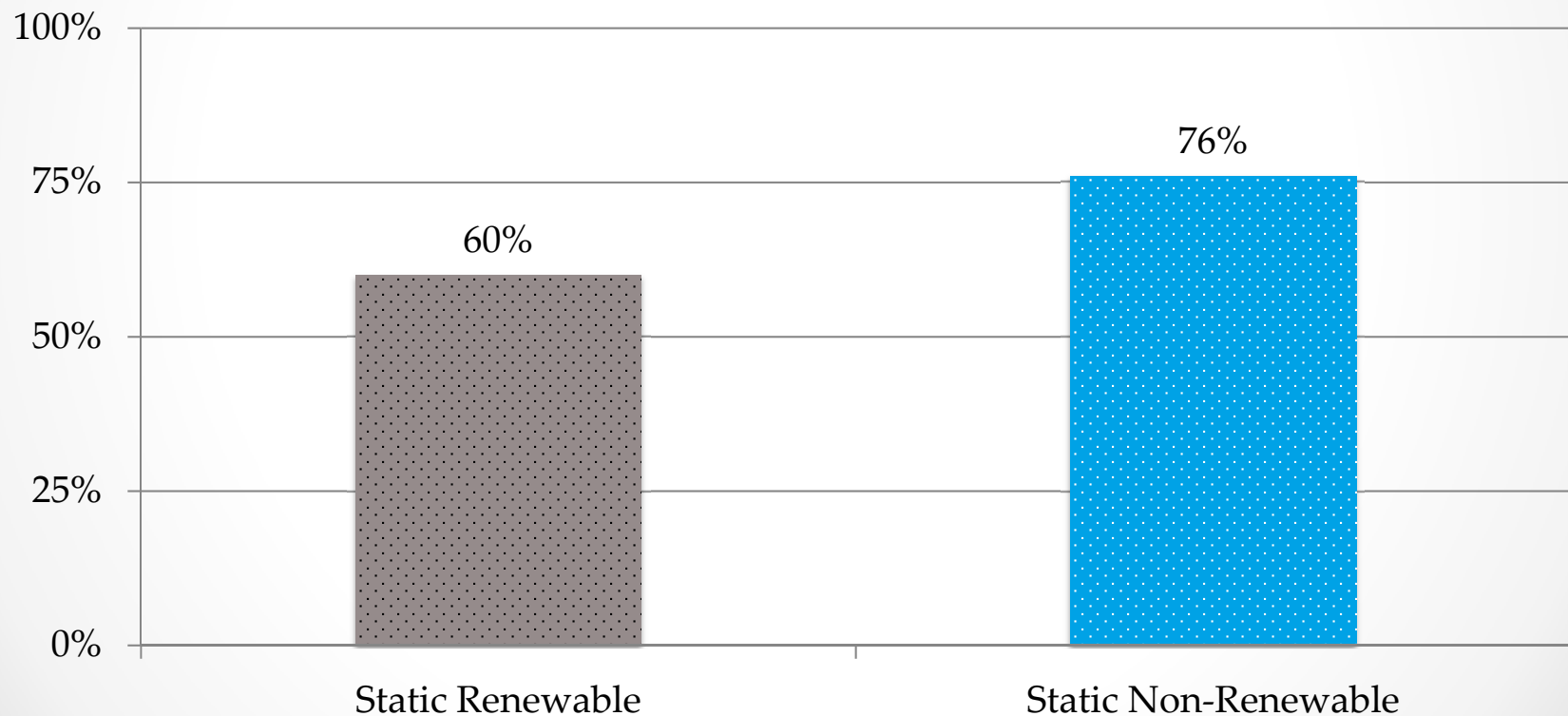


**This work is partially supported by the NSF-sponsored IGERT: Offshore Wind Energy Engineering, Environmental Science, and Policy (Grant Number 1068864), and NSF-funded Utility-driven Smart Energy Services (Grant Number 1534080).**

● **Special thanks to Dr. Ezra Markowitz and Daniel Chapman** ●

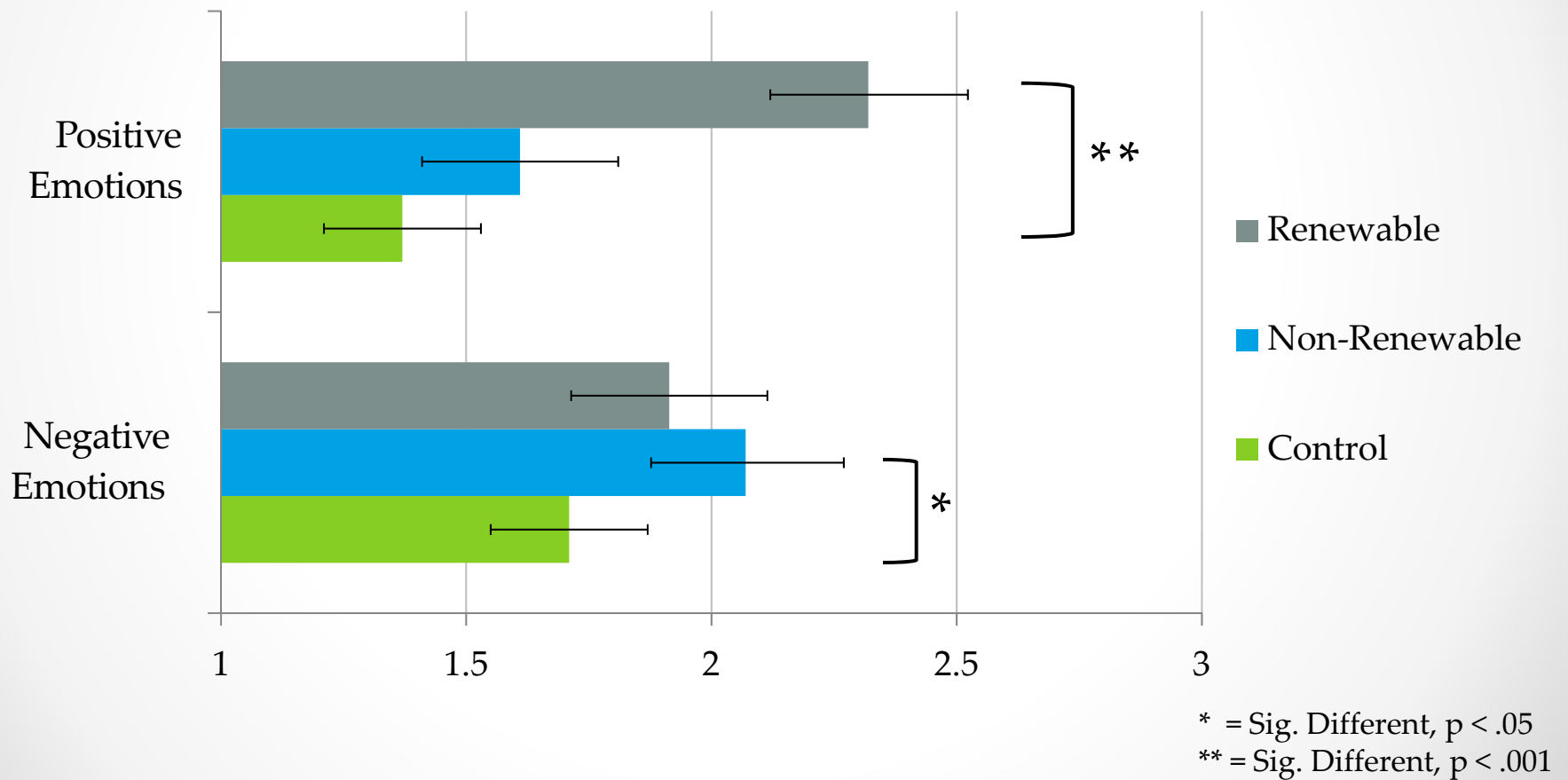
# Importance of Renewable Energy

**Producing Renewable Energy is More Important than Producing Cheaper Energy**



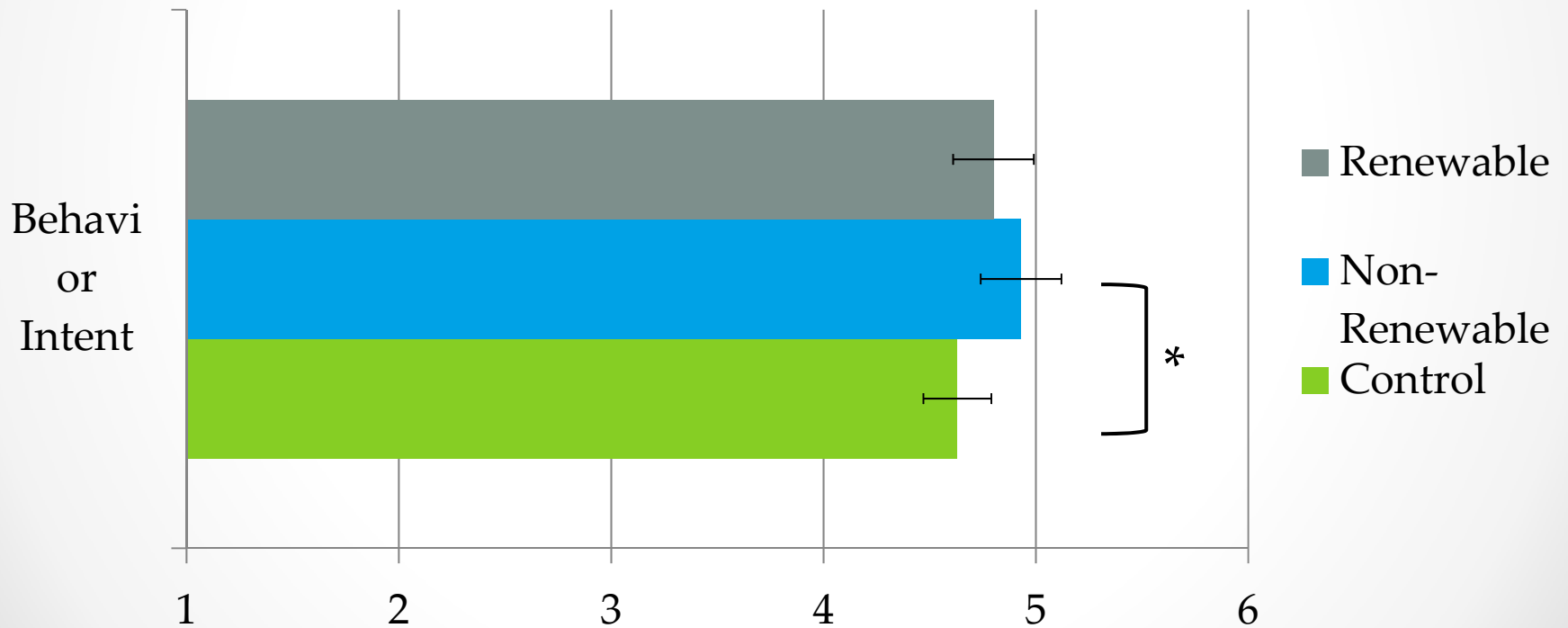
# Study 1

## Framing Effects on Emotions



# Study 1

## Intention to Perform In-Home Energy Reduction Behaviors



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## Static Renewable:

Currently, about 13% of the electricity in the US is produced using renewable resources, such as the sun and wind. Although some states produce higher or lower amounts of renewable energy, today most homes and businesses in the US consume electricity made from 13% renewable sources. This amount has been mainly a result of decisions made by elected officials and the policies they support.