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Title: Acknowledging the gorilla in the room -- Time to Shake up and Sharpen our understanding of energy and conservation behaviors

Abstract: An elusive goal for energy and climate change policymakers and program administrators is scaling and understanding how to create real and lasting behavioral change. Behavior and all its squishy characteristics are like the "invisible gorilla" experiment researched by the psychologists Christopher Chabirs and Daniel Simons who demonstrate the selective attention people can have by not noticing everything that is going on around them (i.e., miss seeing the gorilla in the room). In the energy sector, "behavior-based" programs have received their own tracking category in energy efficiency program portfolios, but behavior should also have a more holistic interpretation. This study will assess the energy savings potential of existing behavior-based programs such as Home Energy Reports (HERs) and Peak Energy Reports (PERs) and the role of demand response programs which use consumers and their "behavior" as an energy resource. The study will also examine the effectiveness of obtaining savings of using multiple and complementary non-monetary interventions to obtain energy savings. It then makes recommendations for how to apply and test behavioral insights that can increase energy savings and the potential for enhancing the participation in existing energy efficiency programs. Indeed, the scaling of effective energy and climate policy requires "Shifting," "Shaping," "Shedding," and "Shimmying" energy use, but it also will require a Shake Up by requiring policymakers and energy sector practitioners to Sharpen their understanding of behavior and human dimensions when considering the pathways to achieve their decarbonization goals.