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**Presentation Title:** The Role Emotions Play In Shaping How Energy Systems Innovations Are Perceived And Acted Upon

**Abstract:** Recent studies of homeowner responses to alternative energy system configurations (e.g., in-home devices, grid-enabled HVAC, photovoltaic solar) identify the role emotions play in shaping how energy systems innovations are perceived and acted upon. Emotions, and specific individual perceptions of the "good life" are embodied in the creation and, at the homeowner level, adoption of specific advances in energy technologies that materially impact daily life. These social dynamics are critical for understanding how different groups understand the value of an energy transitions and, more directly, improvements to home energy efficiency. Building on the work of scholars who seek to bridge these local and national gaps (Batel and Devine Wright 2015; Tidwell and Tidwell 2018), this study leverages a mixed qualitative and quantitative survey instrument to juxtapose the decision-making logics of homeowners with how they perceive the emotional and material attributes of their home. Examining a nationally representative sample of adults in the United States, this project seeks to identify how homeowners' perceptions of what constitutes the "good life" at home shape and are shaped by specific investments (or lack thereof) in energy efficiency upgrades. Furthermore, building on research demonstrating the influence of peer effects and shared norms on energy technology adoption, the analysis will examine the differential influence of perceptions of self by others and what efficiency upgrades homeowners do or do not choose to adopt. This work highlights the importance of developing more robust understandings of the knowledge systems that shape the field of rational energy efficiency investments on the part of homeowners and other individuals/organizations writ large.