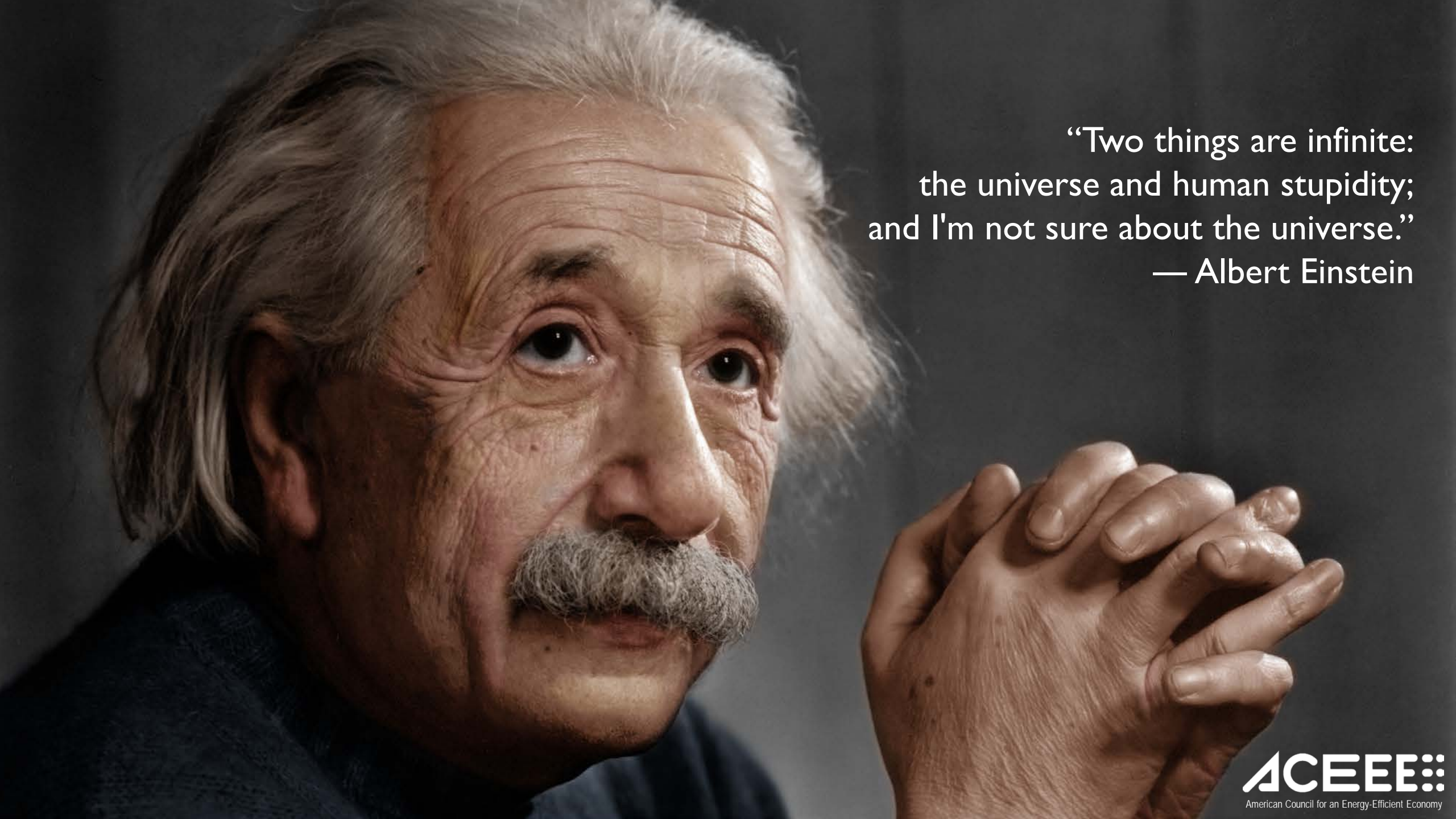


PSYCHOLOGY OF BEHAVIOR CHANGE

ENERGY EFFICIENCY ACTIONS

Dr. Reuven Sussman, Behavior Program,
American Council for an Energy-Efficient Economy



“Two things are infinite:
the universe and human stupidity;
and I'm not sure about the universe.”
— Albert Einstein



- Many theories!
 - Economic
 - Social
 - Psychological
 - Legal
 - Structural barriers

WHY DO PEOPLE CHANGE THEIR BEHAVIOR?

THE PSYCHOLOGICAL PERSPECTIVE: WHY WE DON'T ACT LIKE *HOMO ECONOMICUS*

Anchor Bias

Default Bias

Cognitive Dissonance/Consistency

Representative Heuristic

Feedback

Social Norms

Loss Aversion

Social Modeling

Reciprocity Norm

Tokenism

Availability Heuristic

Prompts

Goal Setting

Confirmation Bias

Psychological Discounting

Public Commitment

PLEASE SAVE ENERGY...



Hmm... Why save energy?



60% compliance!
(vs. 30% controls)



3x more likely to act!

Thank you

Dr. Reuven Sussman, Behavior Program Research Manager,
American Council for an Energy-Efficient Economy



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