

**How to use
visibility to
encourage energy
saving and
prosumerism**

Why visibility?

- Potential to be a medium of information
- Could be a means to show off, share, and pressure

What information is conveyed?

- Well established relation between descriptive norms and pro-environmental behaviour
- How is visibility different from the usual norm-conveying message? – it can convey a bunch of different information in a short time in a haphazard manner. Unlike a formulated message
- Elaboration likelihood theory (Petty and Cacioppo, 1986)
 - In addition to messages and arguments that persuade people to adopt a behaviour
 - Peripheral cues are also found to change people's attitudes and behaviours – visibility of a behaviour is likely to include an array of these cues, all potentially swaying the observers' beliefs, attitude and behaviour

What does visibility show?

- Interview of 19 NL residents on observing solar panels, asking what they saw:
- Who – type of house, location (town, village, road)
- How – how long it takes, who installs it, how many devices or which models are installed
- Visual appeal – different designs, how it blends with surrounding

Learning through observing

- Learning could be a major part of energy saving
 - Boosting:

the level of energy-related knowledge and investment literacy, i.e. the ability to perform an investment analysis, in the population tends to be relatively low.

It has been demonstrated that setting up education programs and providing high-quality decision aids in the decision situation can empower consumers to make better financial decisions (Bernheim et al., 2001; Goda et al., 2014; Savikhin, 2013).

- Peer observation could be a means of learning
 - It was theorized that visual culture forms supply vicarious livings to the observers prone to observe and imitate of behaviors that have model characteristic.
 - Visual exposure to solar panels related to increased understanding of energy systems
 - Various studies on pro-environmental behaviour find that knowing other people have adopted a behaviour (social norms) is positively related to how confident one is to perform the act (self-efficacy)

Green to be seen or brown to keep down

- But do people want to be seen?
 - Two different theories
 - 1. Yes!
 - Showing that you are green can promote your status and identity.

When status is emphasized, people prefer costly and visible green products (Griskevicius, 2010)

The distinct design of the Toyota Prius increases their sales (cite) in environmentally friendly regions

- You could also want to initiate cooperation

Green to be seen or brown to keep down

- 2. No!
- You want to seem normal, blend in, avoid attention

People who pay more attention to social comparison, would avoid conspicuous brand logos even though they perceive the brand to signal prestige (Kim et al., 2014)

- You don't want to show off

wealthy people low in need of status prefer quiet goods that only they can visually distinguish (Han et al., 2010)

- You want things to look clean

"When it's a single house ... built to be quite beautiful. ... you live in it for a very long time. So I think what solar panels do to the appearance is a big concern."

How can we use visibility?

- Presented materials through various media (websites, letters, ads, real models) can increase visibility
- We can also make existing users more visible

How can we use visibility?



'Model' initiatives
Inside-Out project, Utrecht
Eco-tourism
De ceuvel



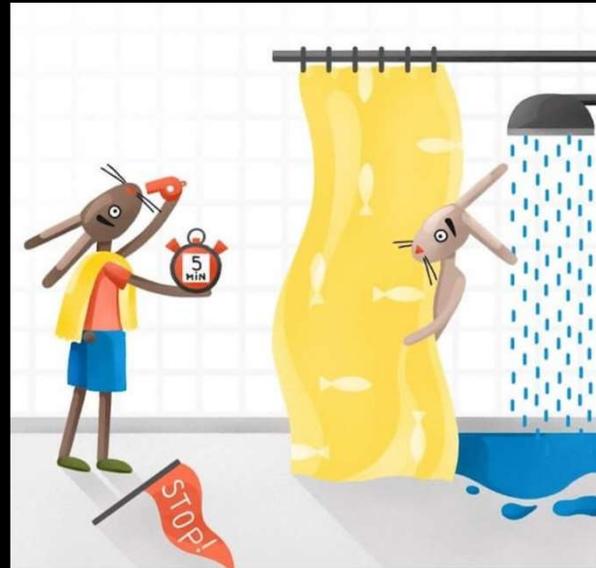
How can we use visibility?

- Signs
- Design



How can we use visuals?

- Tutorials
- Pamphlets
- News articles
- Websites
- ads



What are some factors to consider?

- Things that can be manipulated in a presentable medium:
- Who?

Characteristics such as attractive-ness, trustworthiness, similarity, and perceived competence have been shown to enhance a model's effectiveness.

- How?
- Picture of real person vs illustration
 - Seeing is believing: real photos may be perceived as more trustworthy
- Motion pictures vs still
 - Motion picture is likely to convey more information

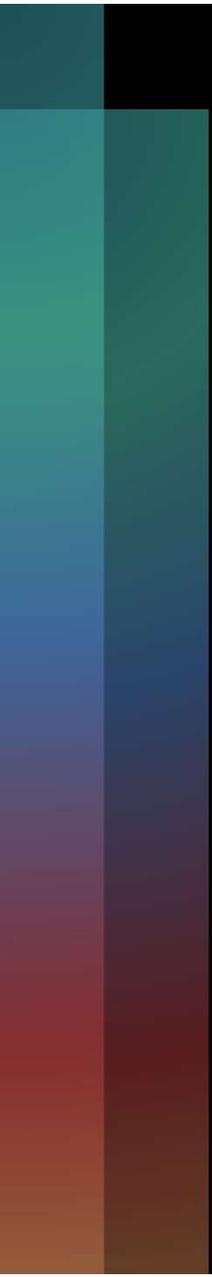
What are some factors to consider?

- Can we also encourage people to make their behaviours more visible?
 - Improve visual appeal
 - Signs
 - Ambassadors
 - Socializing
 - Testimonials
 - More visible devices
- Can we force it? Privacy issues?



Your turn to explore

- Individually brainstorm one idea of a policy tool using visibility to encourage energy saving behaviour or behaviour that helps produce renewable energy. Write down on the card (5 mins)
- Discuss in groups the ideas and select one that is most interesting (5mins)
- SWOT analysis: Define different factors that make this tool effective and some problems that may arise and elaborate why (15 minutes)



Thank you for your time!