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Efficiency Center
or
Physical-Technical-Economic Model?

or

- People are “users” with social relations
- Social relations differ – values, networks, groups, institutions

What is the influence of neighborhoods, communities, religion on energy use? Age? Other demographic factors?
Behavioral economics
[cognitive limits, assumptions]

Rebates and incentives

Emphasizes cost-savings associated with energy efficiency technology adoption and behavior change

Good, but there’s more....

Social psychology
[group dynamics, peer pressure]

Detailed (but anonymous) utility bills comparing your energy usage with that of your neighbors
Understanding Social Action

Multiple Levels and Contexts

- Psychology
  - Individuals – cognition, affect

- Social Psychology
  - Social effects on individual mental states and action
  - Group dynamics
  - Socialization, conformity, social identity

- Economics
  - Macro: dynamics of economies
  - Micro: how individuals decide
  - Assumes individuals- are rational, asocial

- Behavioral Economics
  - More realistic psychological assumptions, emotion, cognitive limits

- Social Anthropology
  - Culture, social organization, material culture and artifacts, values

- Sociology
  - Study of whole societies and subgroups, social categories
  - Organizations, industries, households
  - Social systems at national and sub-national levels

- Political Science
  - Political systems and behavior
  - Governance, political institutions
  - Power and politics
Leveraging Neighborhoods
Leveraging Faith Communities

- 300,000 U.S. religious congregations
- Moral, Communal
- Challenge is connecting beliefs to environment
- Narratives of belief
- 13,000 congregations in interfaith organizations leveraging networks
Social Groups Offer Leverage – or may be Obstacles!

• Multiple logics inform human action

• People are socialized within institutions

• Social relationships and social institutions can be leveraged to drive change

• Efforts to promote energy efficiency and the adoption of renewables should expand beyond their focus on self-interested, utility-maximizing individuals

• Social analysis reveals leverage points