

Behavioural change in society

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Harold Wilhite
University of Oslo
Centre for Development and the Environment
www.sum.uio.no
www.milen.uio.no



Purpose

- Give a brief historical sketch of approaches to 'behaviour' in energy research and policy
- Draw out some of the dominating conceptualizations along with their strengths and weaknesses
- Explore the potential of 'practice theory' to reinvigorate research and policy agendas



Distribution of effort, production and consumption

Production:
Increase technical efficiency
Change fuels
Clean or store end-of-pipe
pollutants

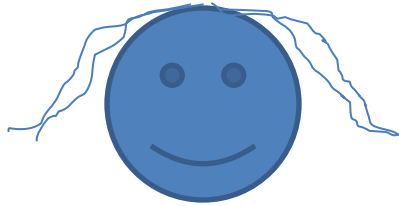
Reduce
consumption

Behavior conceptualised, 1980



Behavior, 1980s

The subject is born (constructed)



She is atomized, rational, reflexive, and fully agentive

1990s

- Growing frustration with individual-driven models
- Intervention of previously separate but highly relevant debates on the relationship between individual behaviour, the individual's social and cultural contexts as well as to her material landscapes (technologies and products)

<i>Conventional approaches to energy behaviour (demand)</i>	<i>New approaches</i>
Choices are driven by economics	Economics is relative (changes through history) and contextual (embedded in other systems of decision and desire)
Energy behavior is done by compartmentalized individuals	make only one contribution to agency, other contribution coming from social contexts and technology scripts
Demand comes from consumers; hence the focus on consumer choice	Producers and consumers are implicated in the co-evolution of demand, and the choices of both are highly structured
Focus on classic end use technologies: light bulbs, heating systems, cooking devices, etc.	Focus on energy service demand: mobility, thermal comfort, cleanliness, food practices.

Source: Extracted and paraphrased from Table 1, Wilhite et al. 2000

Practice theory

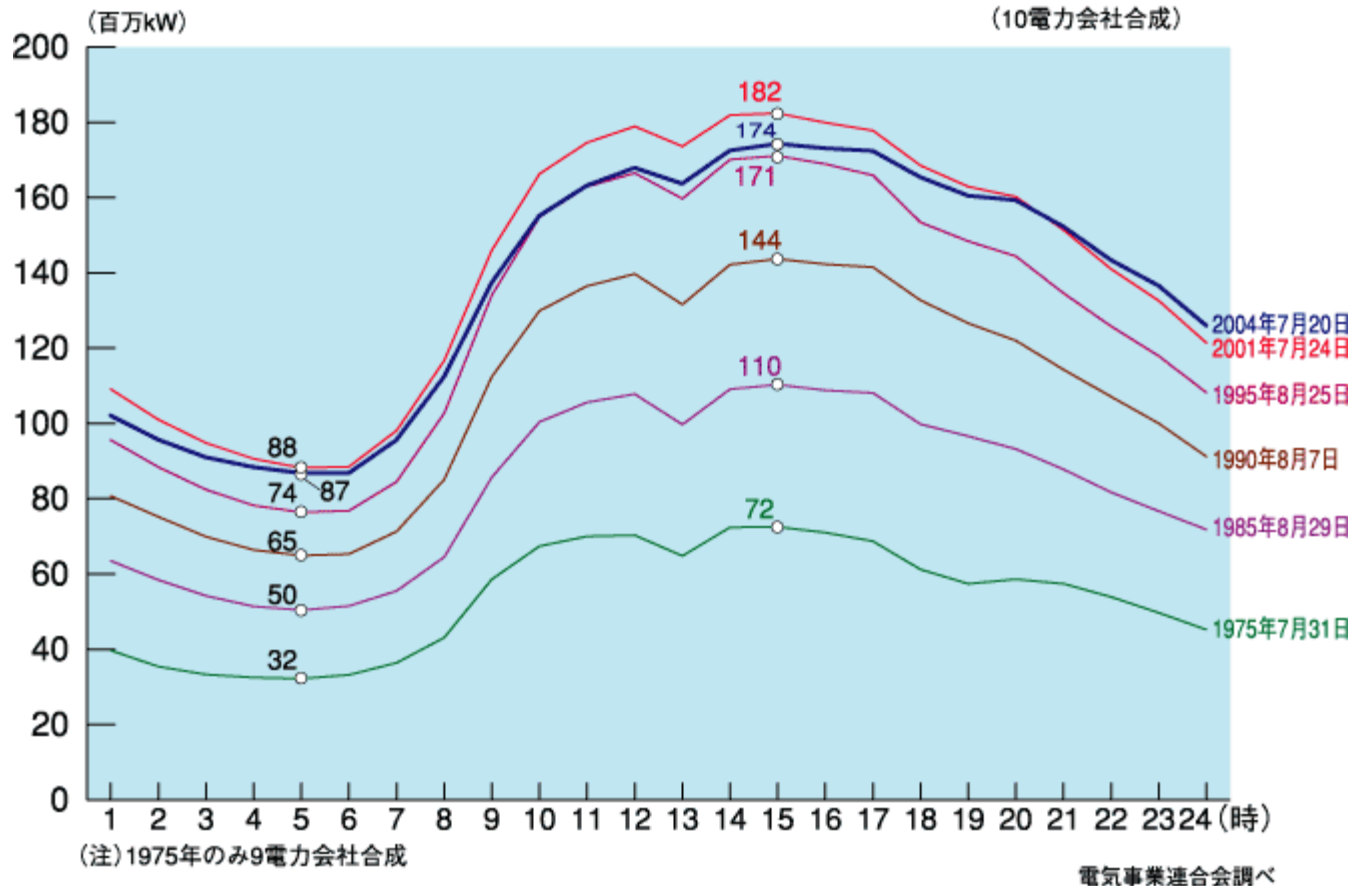
A 'practice' (Praktik) is a routinised type of behaviour which consists of several interrelated elements:

- Individuals, with their values and knowledge
- Routines, bound together with 'tacit knowledge'
- Things, which also have knowledge in the form of 'scripts' for behaviour

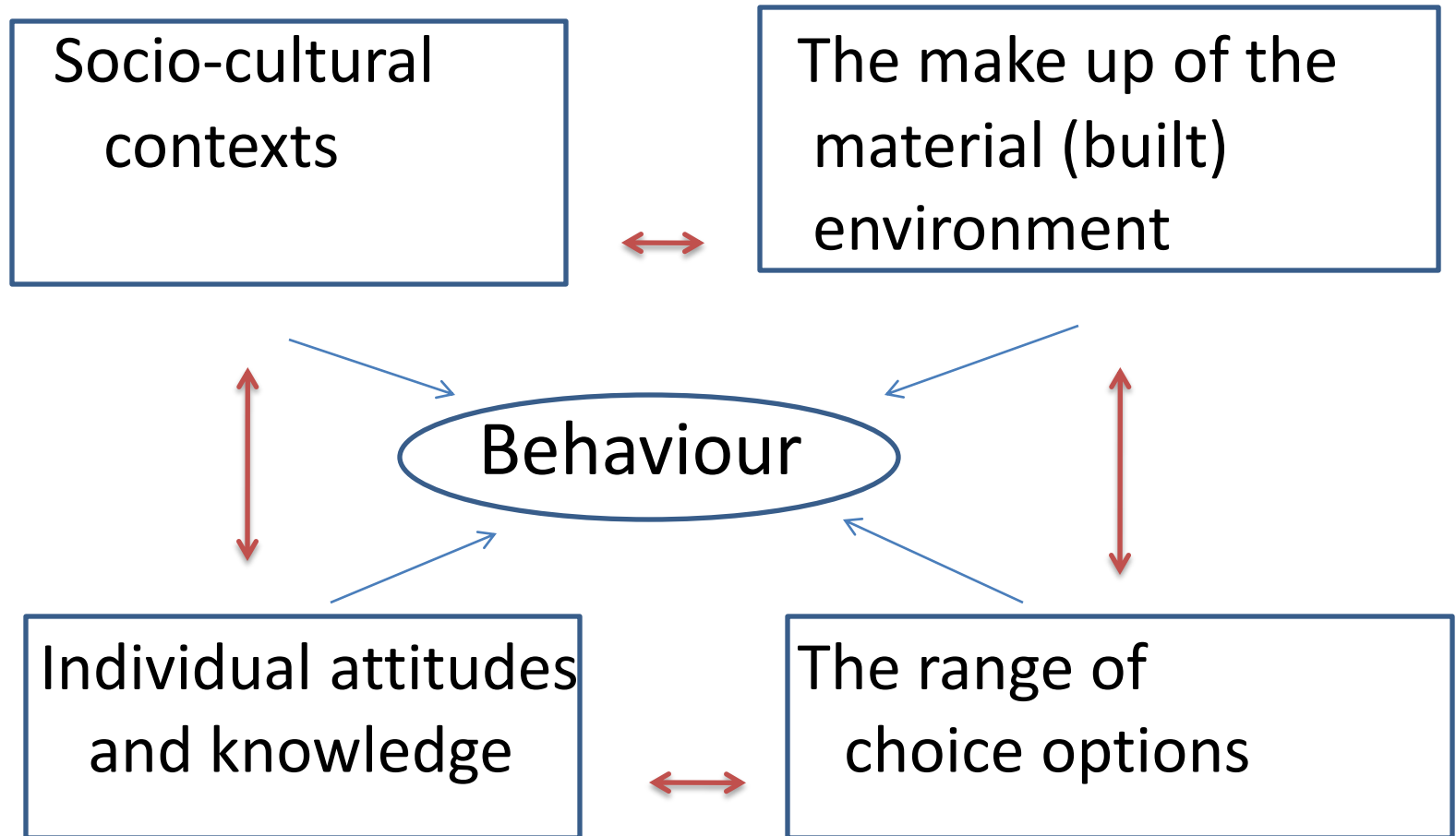
'The single individual (has)... certain routinised ways of understanding, knowing how and desiring. These conventionalized 'mental' activities of understanding, knowing how and desiring are necessary elements and qualities of a practice in which the single individual participates, not qualities of the individual' (Reckwitz 2002).

Tokyo peak load, 1975 - 2004

真夏の1日の電気の使われ方の推移



Contributors to behaviour



Research and policy approaches that deserve greater attention

- How the elements of practice hang together (stability) and how they change
- How to bring tacit knowledge to the surface and to motivate change
- Social learning: Exposure to new routines and practices through:
 - Demonstrations
 - In situ experiments
 - Sophisticated marketing
- Develop policy instruments which take greater advantage of periods when routines are in flux (for example, a move to a new home)

A concluding remark

People in the rich countries of the world are more willing to make changes than governments give them credit for, but want to act in the knowledge that everyone is moving forward together. People are expecting more decisive political leadership and more aggressive CO2 emission-reducing measures.