Behaviour Technology Practice

TRANSITIONS IN PRACTICE

climate change and everyday life

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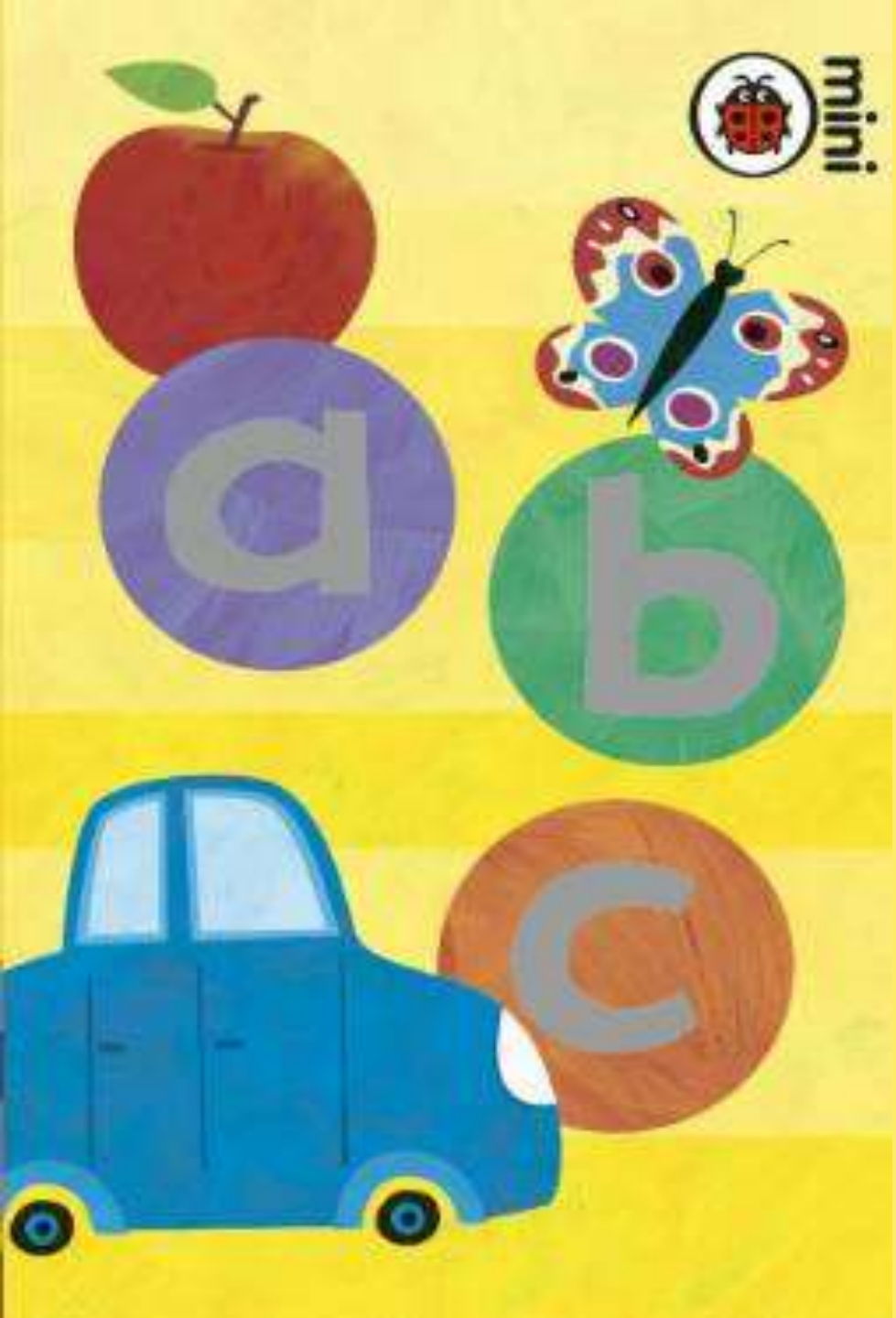
Sustainable domestic technologies: transitions in consumption and practice



the ABC

of energy efficiency and behaviour

A is for Attitude

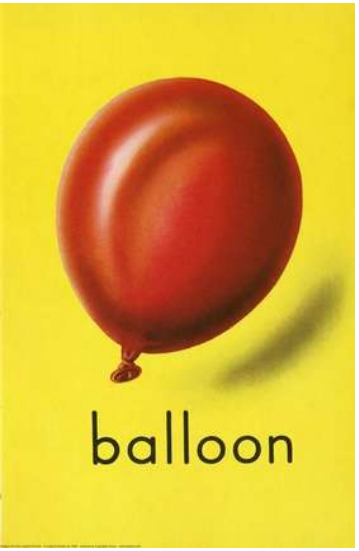
Individuals have attitudes.

Attitudes towards personal consumption, waste and responsibility need changing

Attitudes are changed by persuasion and information.

Attitudes drive behaviour.

B is for Behaviour



Behaviour is what individuals do.

Behaviours need changing.

Behaviours are driven by attitudes and prices.

People choose how to behave.

Barrier, belief

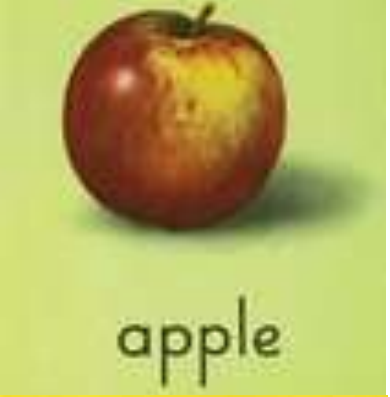
C is for Choice

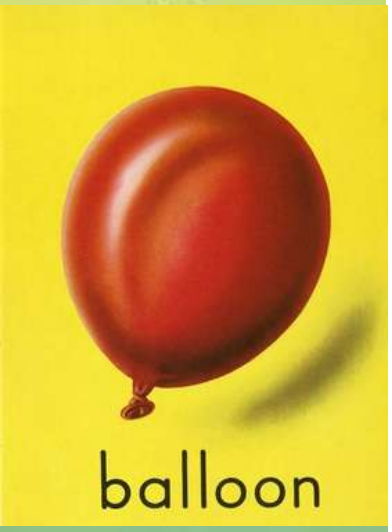
Choices are made by individuals.

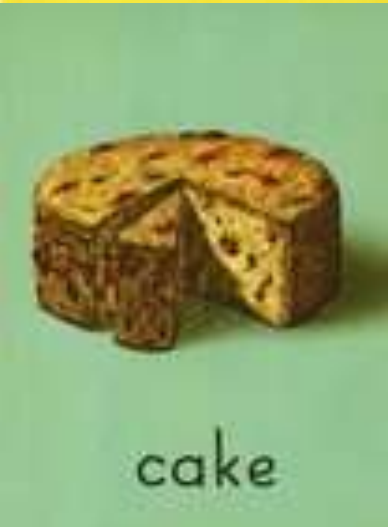
If individuals chose not to use so much energy we'd not be in the fix we are.

Policy makers need to encourage individuals to make different choices.

Change, consumption, convention





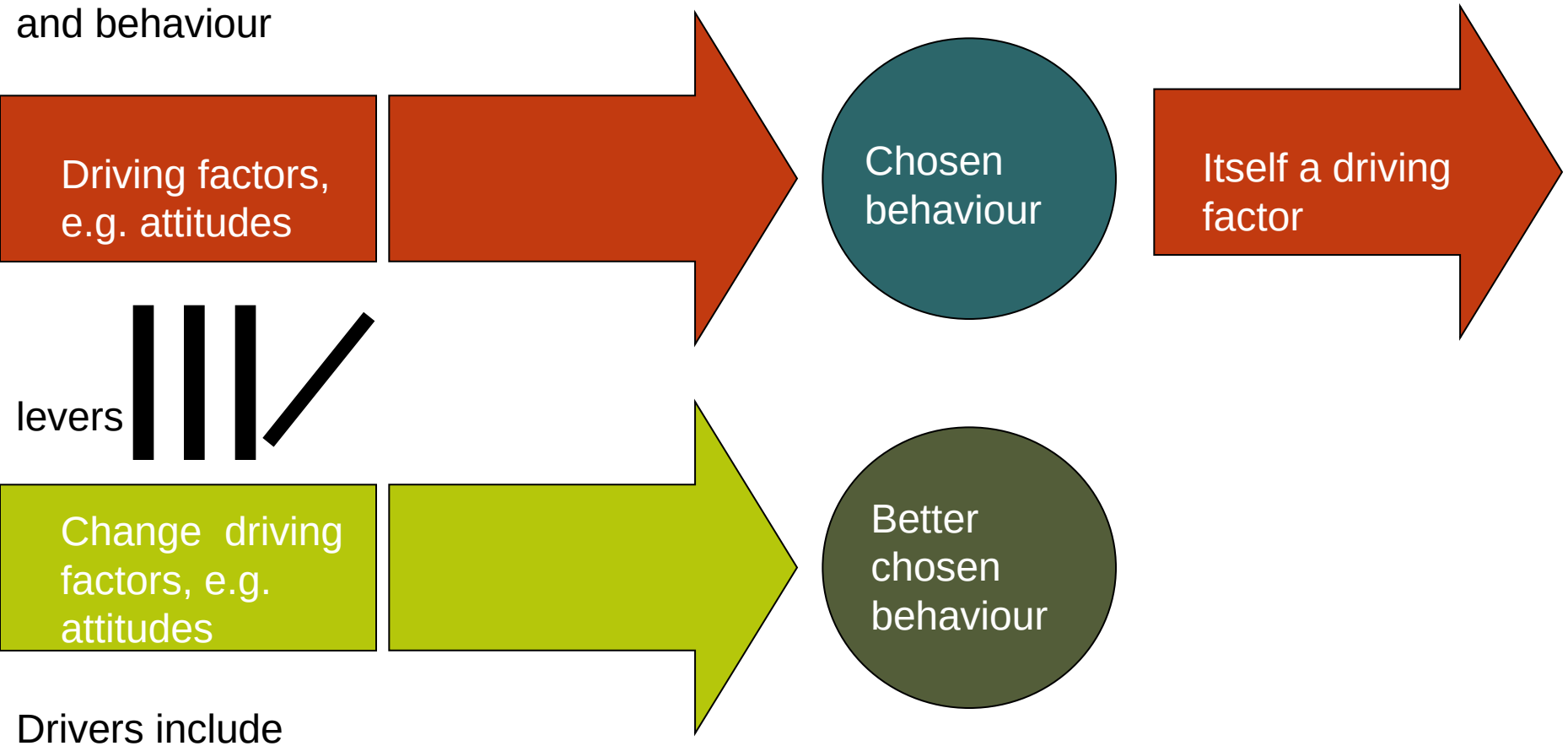


A FRAMEWORK FOR PRO-ENVIRONMENTAL BEHAVIOURS
Defra January 2008

This report sets out a framework for Defra's work on pro-environmental **behaviour**. It pulls together evidence on public understanding, **attitudes** and behaviours; identifies behaviour goals; and draws conclusions on the potential for **change** across a range of behaviour groups.

The headline behaviour goals
-**Install** insulation -Better energy management -Install microgeneration-**Increase** recycling -**Waste less** (food)-**More responsible** water usage-Use more efficient vehicles -Use car less for short trips -**Avoid unnecessary** flights (short haul)-**Buy** energy efficient products-**Eat** more food that is locally in season -**Adopt lower impact** diet

Representation of energy efficiency and behaviour



Drivers include

Attitudes

Society

Economics

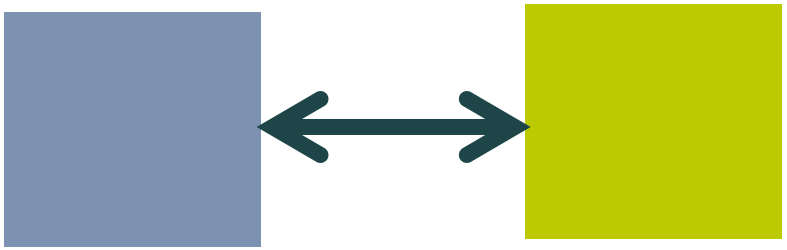
Other people

Habit

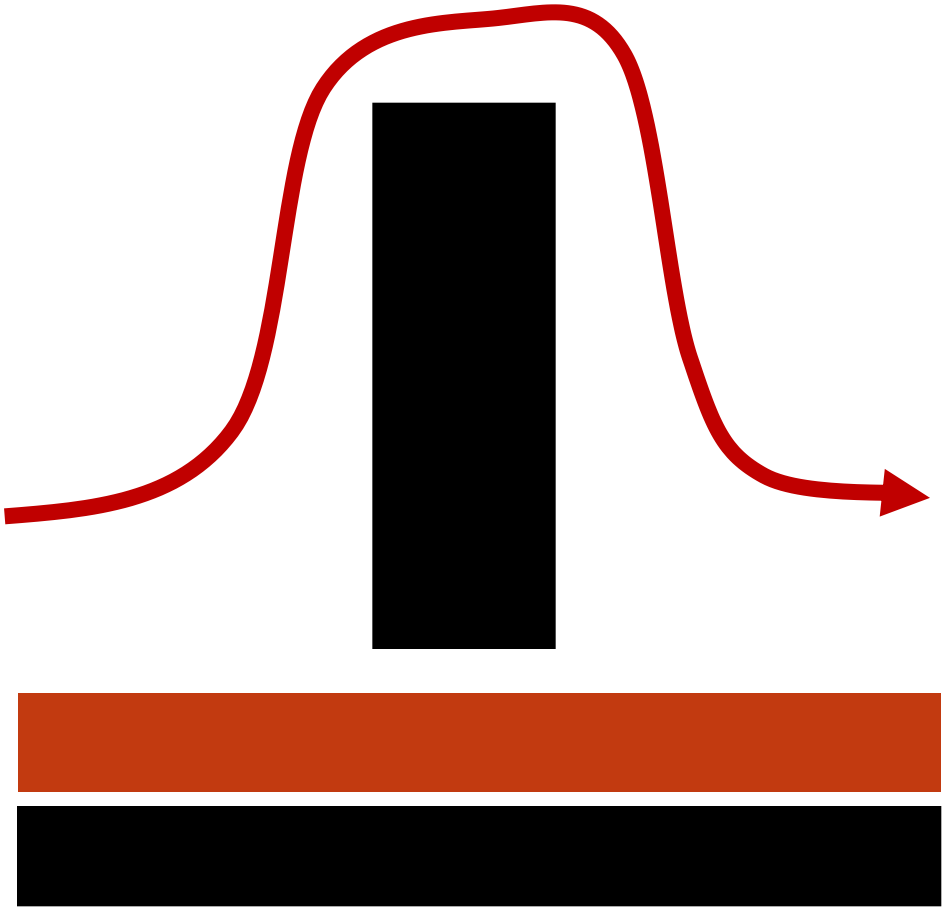
Externalise pretty much anything, including own role

Drivers can also be barriers

Gaps and barriers



Assume attitude-behaviour association and then worry about the gap: efficiency not adopted



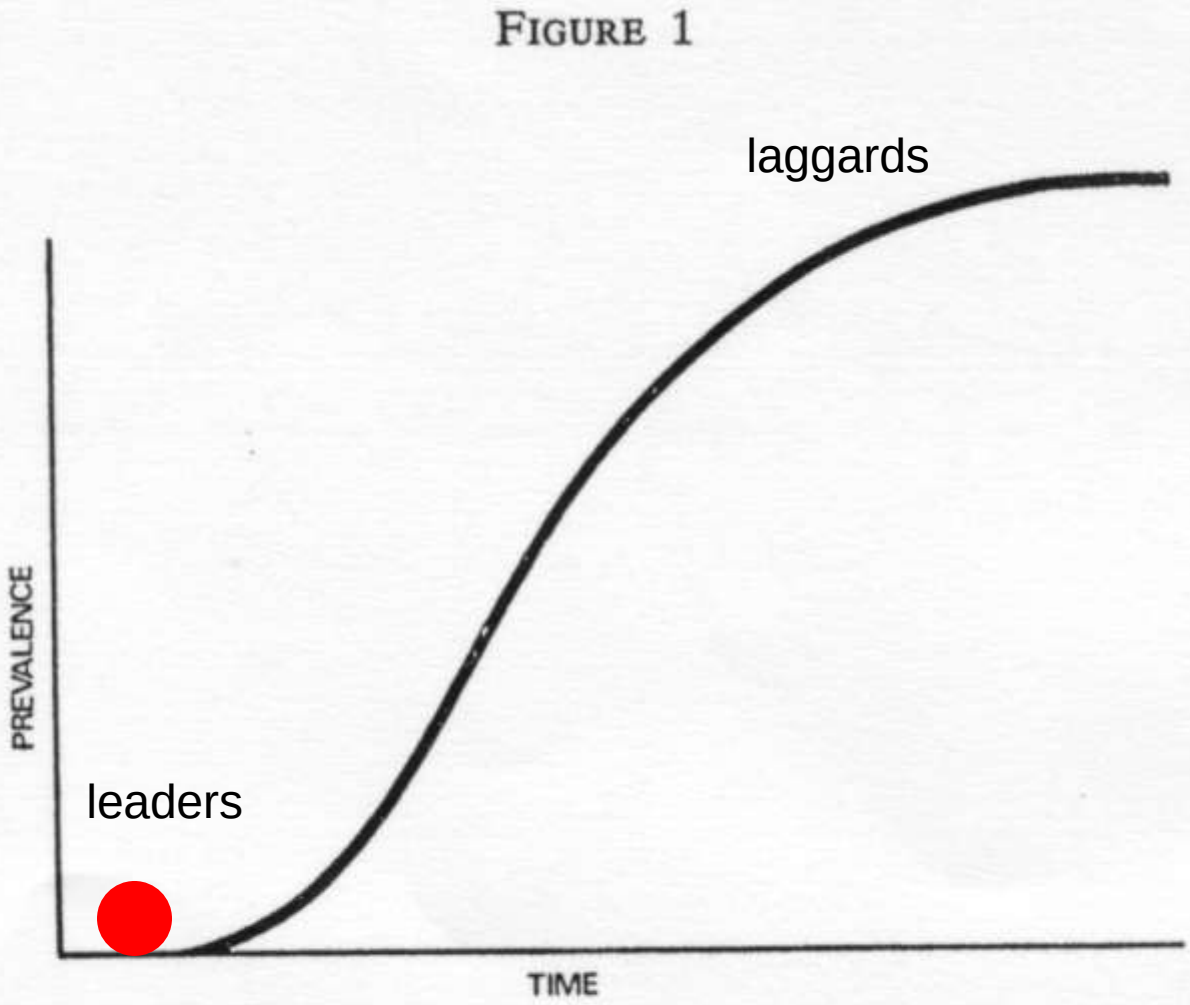
Assume change unless blocked by barriers. Barriers include pretty much anything

Behaviour and the adoption of energy efficient technology

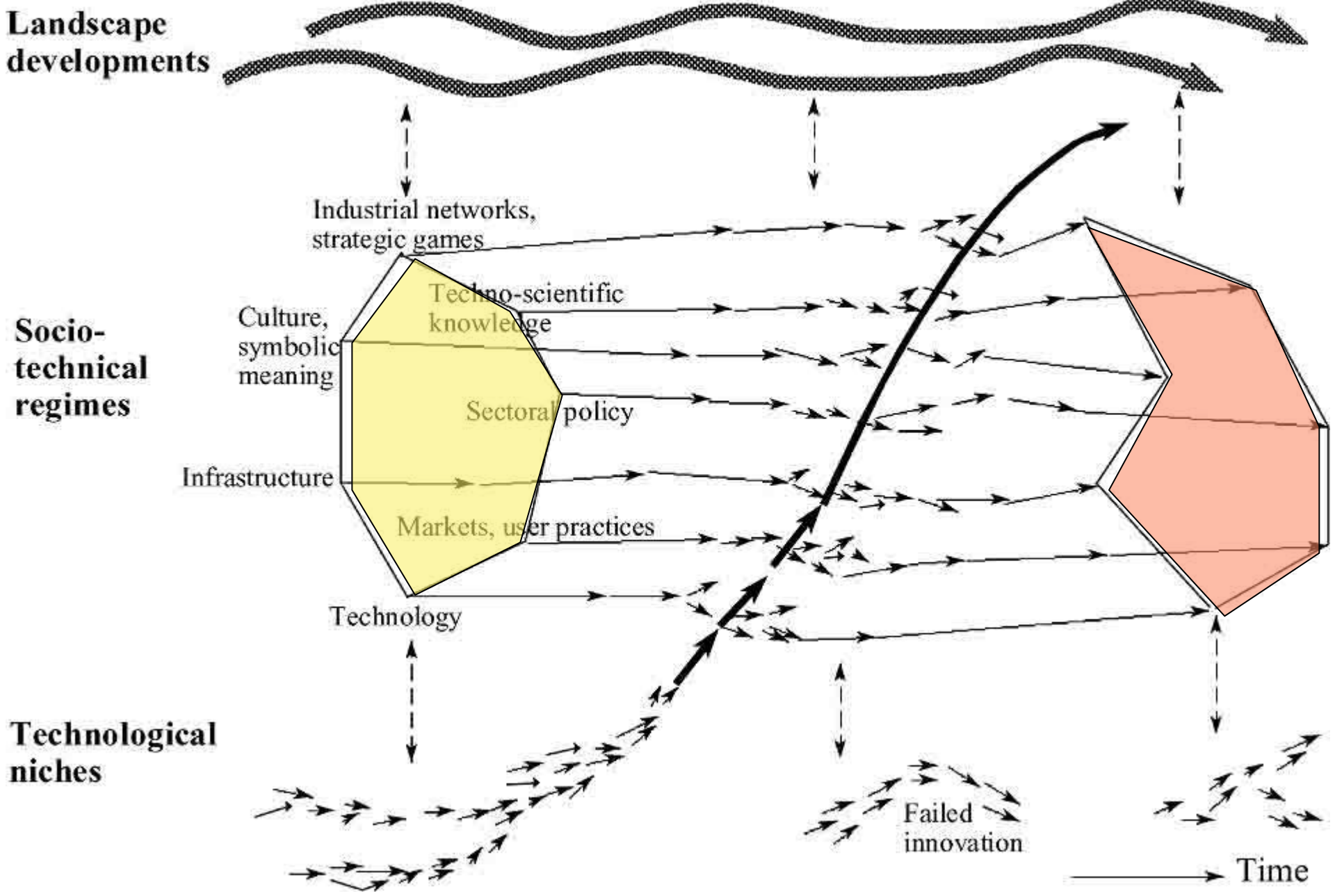
Drivers, attitudes, price, persuasion affect the rate of diffusion and adoption.

BUT…
From science and technology studies, the 'it' doesn't stay still

'innofusion'
'context-object'
'failure'



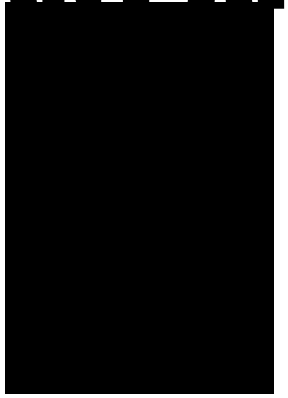
The S-curve of adoption of an innovation
E. M. Rogers, diffusion of innovation



Geels 2002: note no place for ‘behaviour’

DOMINANT APPROACH

Behaviour
Attitudes
Choice



Technology
Diffusion
Barriers
Misuse

Adoption
Acceptance
Price
Persuasion

- Separate technology and behaviour
- Individualise ‘behaviour’ – choice and attitude
- No history, no existing infrastructure
- Context as a driving factor

Kitchens and bathrooms

What do people do in the kitchen and the bathroom, how is this changing and with what consequence for sustainability?

Sites in which technologies, conventions and injunctions co-evolve.

Sites of innovation in practice.

Hot spots of water, energy and resource consumption

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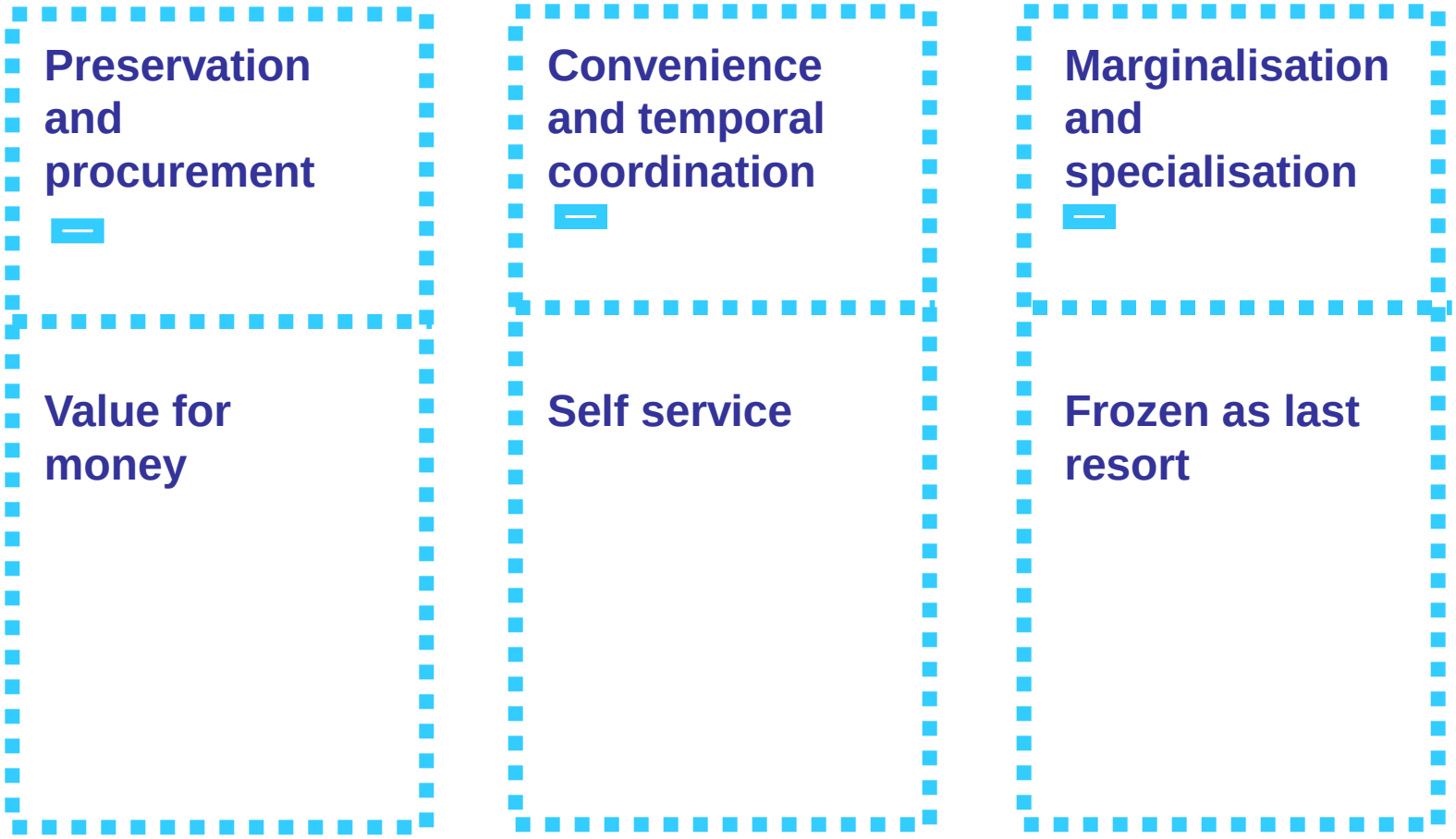
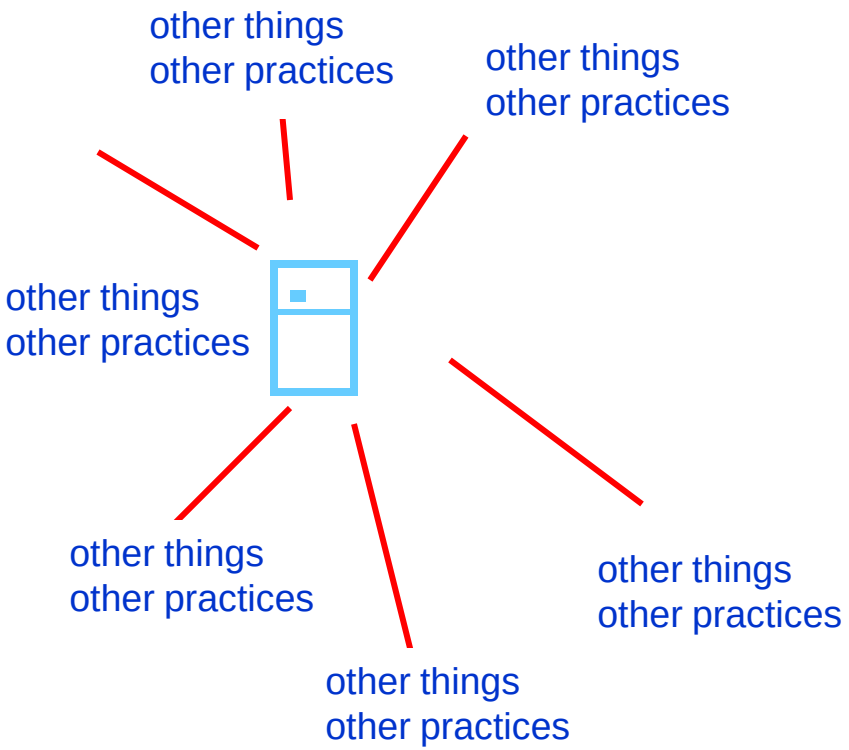
Framing freezers

An established appliance: the ‘need’ is now for more freezers, larger freezers and more types of frozen space: we discover co-existing, sticky links between **freezing, food and family**



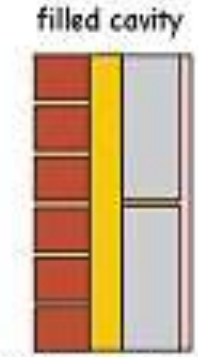
Freezer Lessons

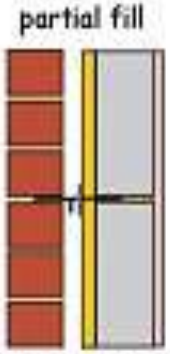
1. **Material objects as part of a system**
2. **The ‘object’ changes as the system changes**
3. **Design and consumption are implicated in the reproduction and transformation of everyday life**

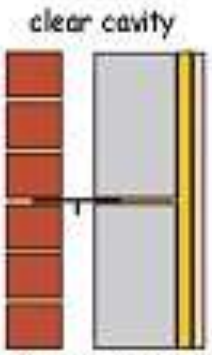


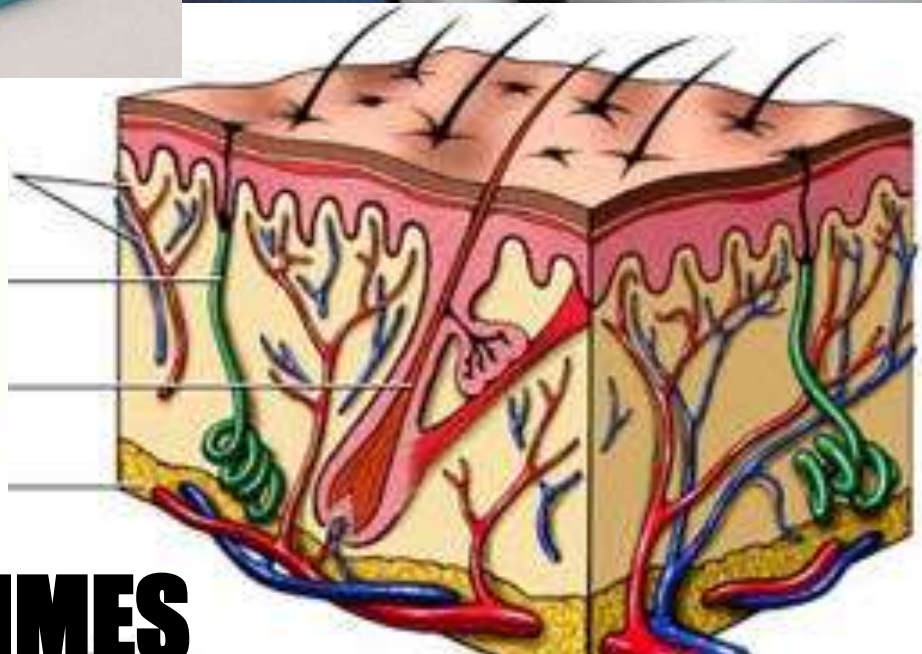
Assembling everyday life
Suites of technology and practice

meta concepts of injunction, normality, having and doing, practices and systems of practice









HEATING & COOLING REGIMES

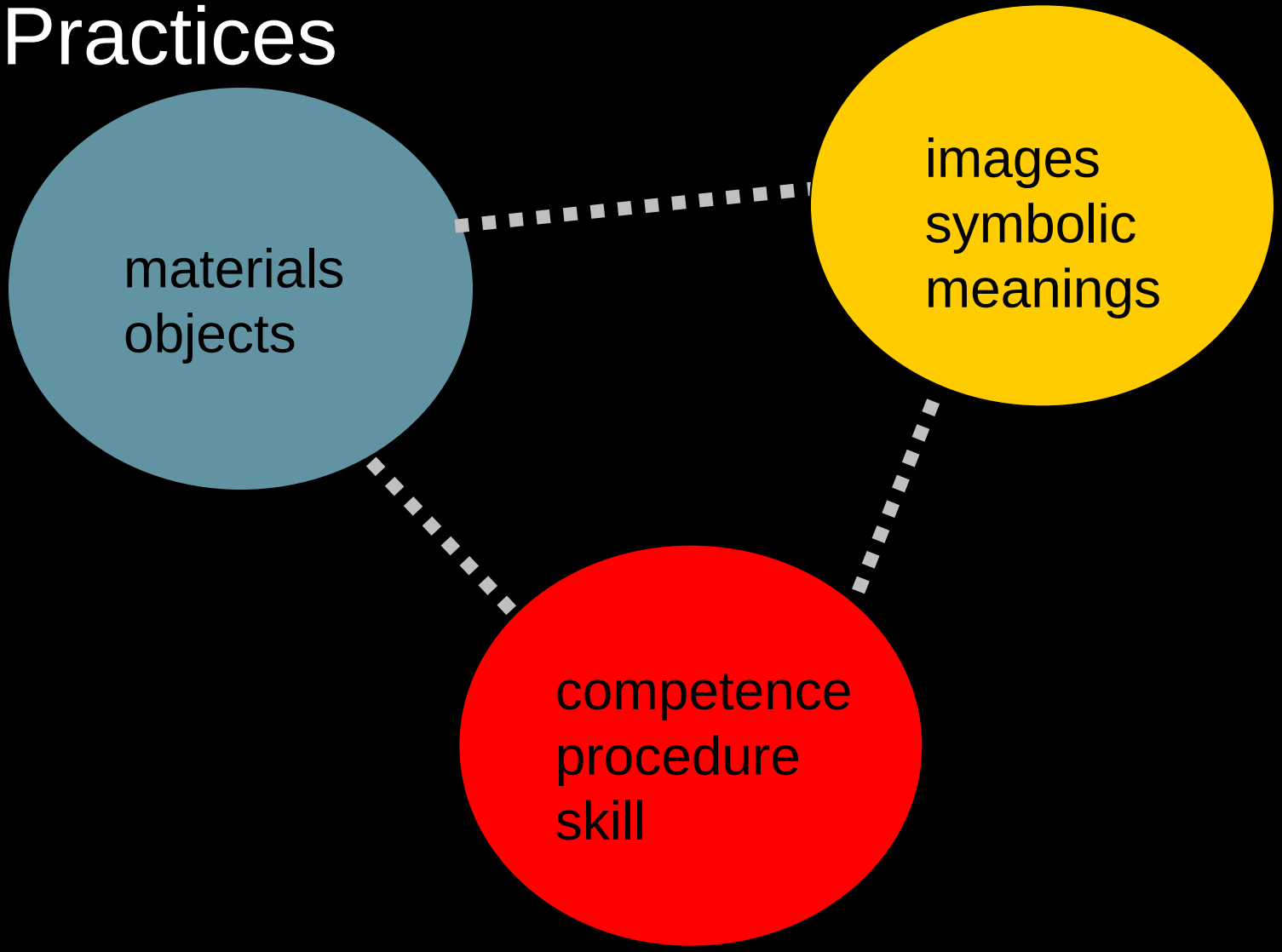
Technology and practice

Technology and practice

Changing ideas and conventions of comfort

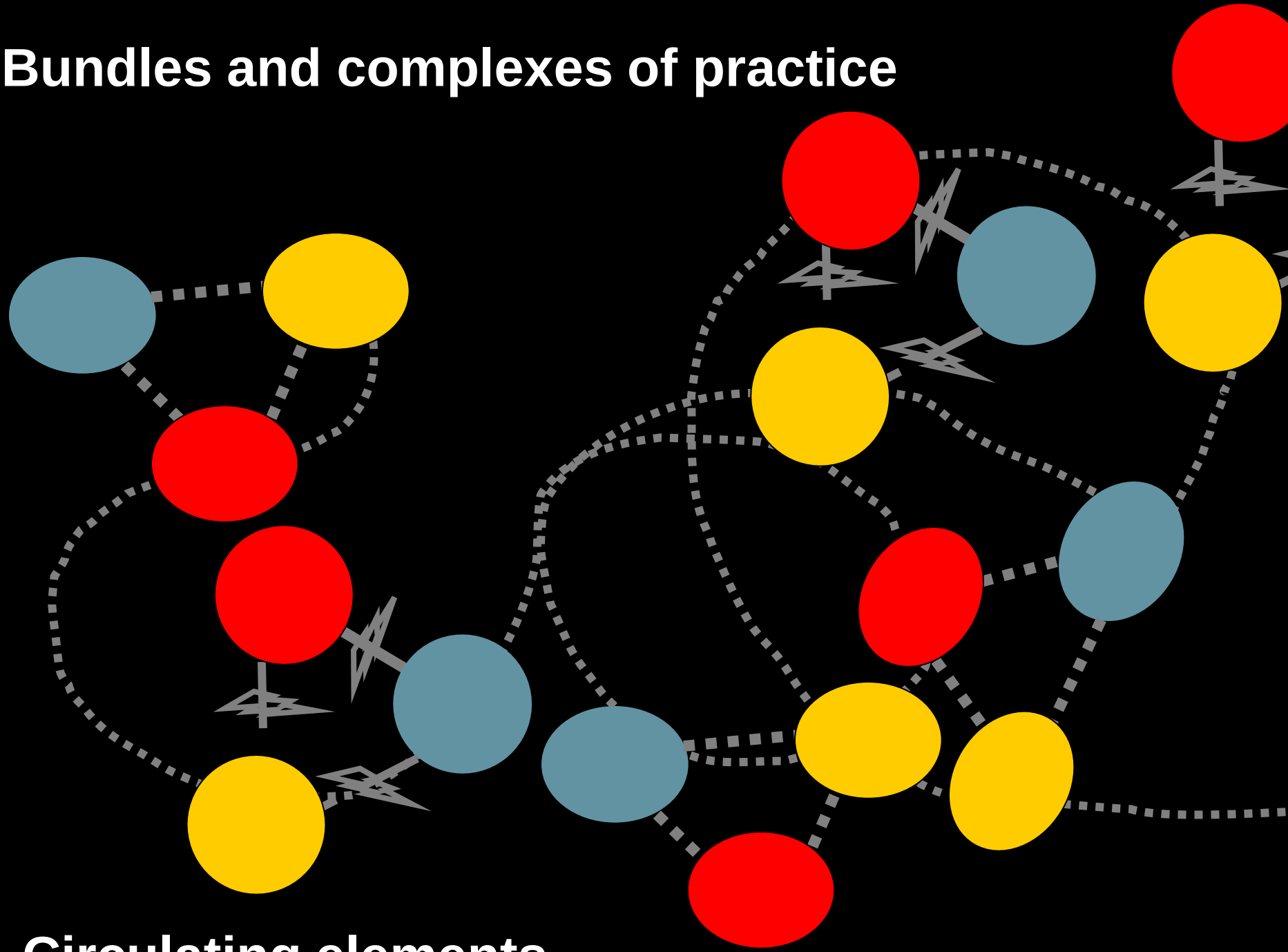
6 to 30 degrees C; 20 to 28 degrees C; 22 degrees C.

Social Practices



Practices are made, sustained and reproduced through processes of making and breaking links between elements

Bundles and complexes of practice

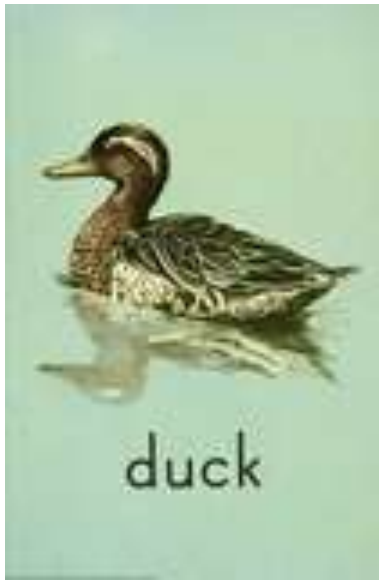


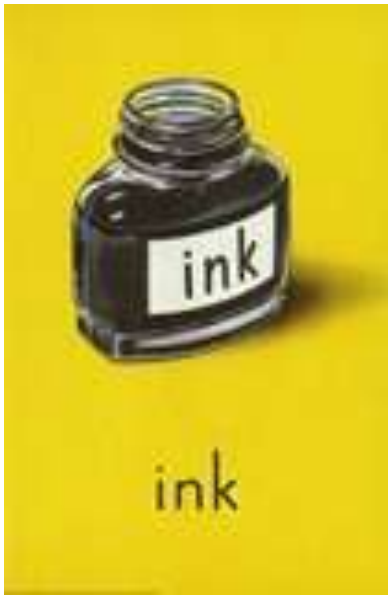
Circulating elements

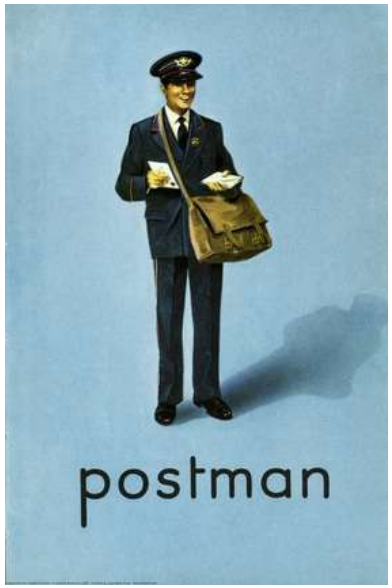
Theories of practice	Theories of consumer behaviour
Shared, social	Individual choice
Endogenous dynamics	External drivers
Specific cultural and material histories	Common base in belief
Reproductive, generative	Causal

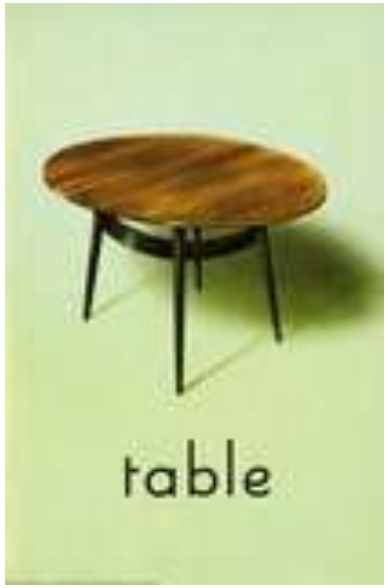
Theories of practice	Theories of consumer behaviour
Technology is part of practice	Technology is autonomous
Endogenous dynamics	Linear process of diffusion
Specific cultural and material histories	Adoption in isolation
Reproductive, generative	Needs and desires external

Requires an extended vocabulary

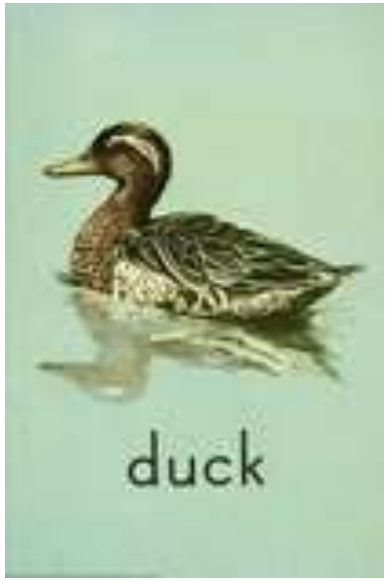








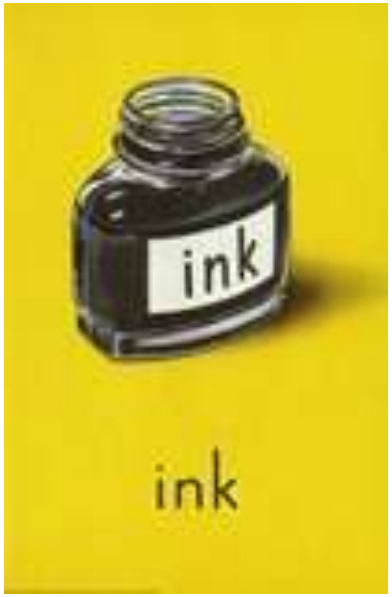
D *is for dynamics and demand*



Demand is an outcome of practice.

Practices are dynamic, changing all the time, emergent, systemic.

I *is for infrastructure and institution*



Practices are embedded in, and are reproductive of material and cultural infrastructures and institutions.

Though often invisible in policy debate, these are key sites of order and transformation.

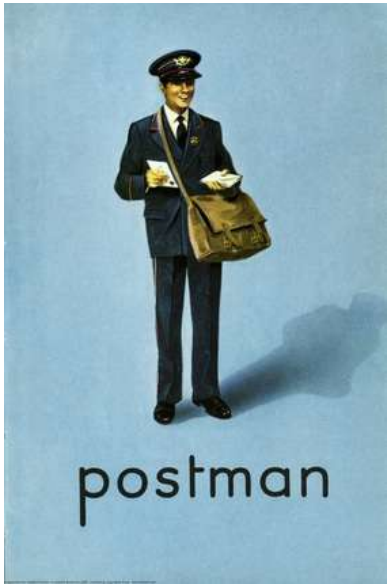
p

is for practice

Practices exist beyond specific performances;

they consist of interconnected sets of norms, conventions, understandings, embodied know-how, states of emotion, arrays of material things;

they are made and transformed in and through moments of performance – heating, cooling, washing, eating, travelling, etc.



r is for routine and regime

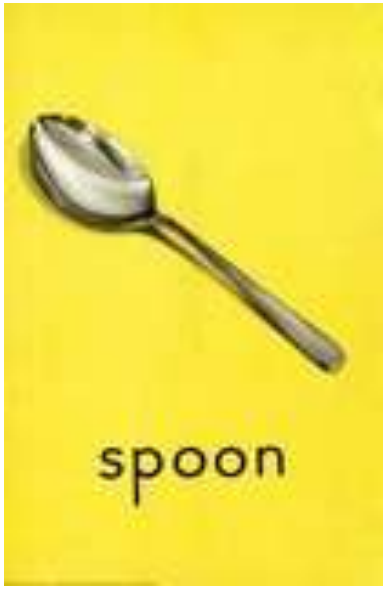
Most energy consumption is routine, inconspicuous and habitual.

Routines change, but not through price and persuasion.

For regimes of practice, see systems

S *is for systems and services*

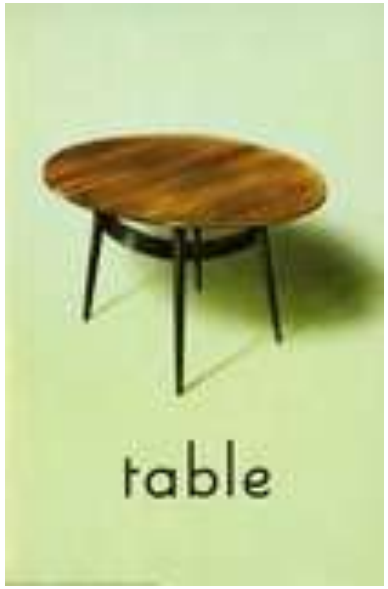
Practices intersect to form bundles, complexes and regimes. These have different systemic qualities.



Services like comfort, cleanliness and convenience are relevant units of demand (not resources as such).

t

is for transitions, tipping points and transformations



Practices and systems of practice are not stable.

Transition and transformation is normal.

For policy, the challenge is to understand transitions in practice.

Relevant resources in social theory

consumption, material culture, actor network theory, technology studies, cultural theory, theories of practice, histories of sociotechnical change, transitions, innovation studies….

How do sustainable practices take hold?

How do unsustainable ones persist and die?

How do the elements of sustainbale practices travel?

How do practices circulate, diffuse and shrink?

Ideas adopted in climate change policy (business and government)