



Unlocking energy intensive habits

Presentation at LBL

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by

Hal Wilhite

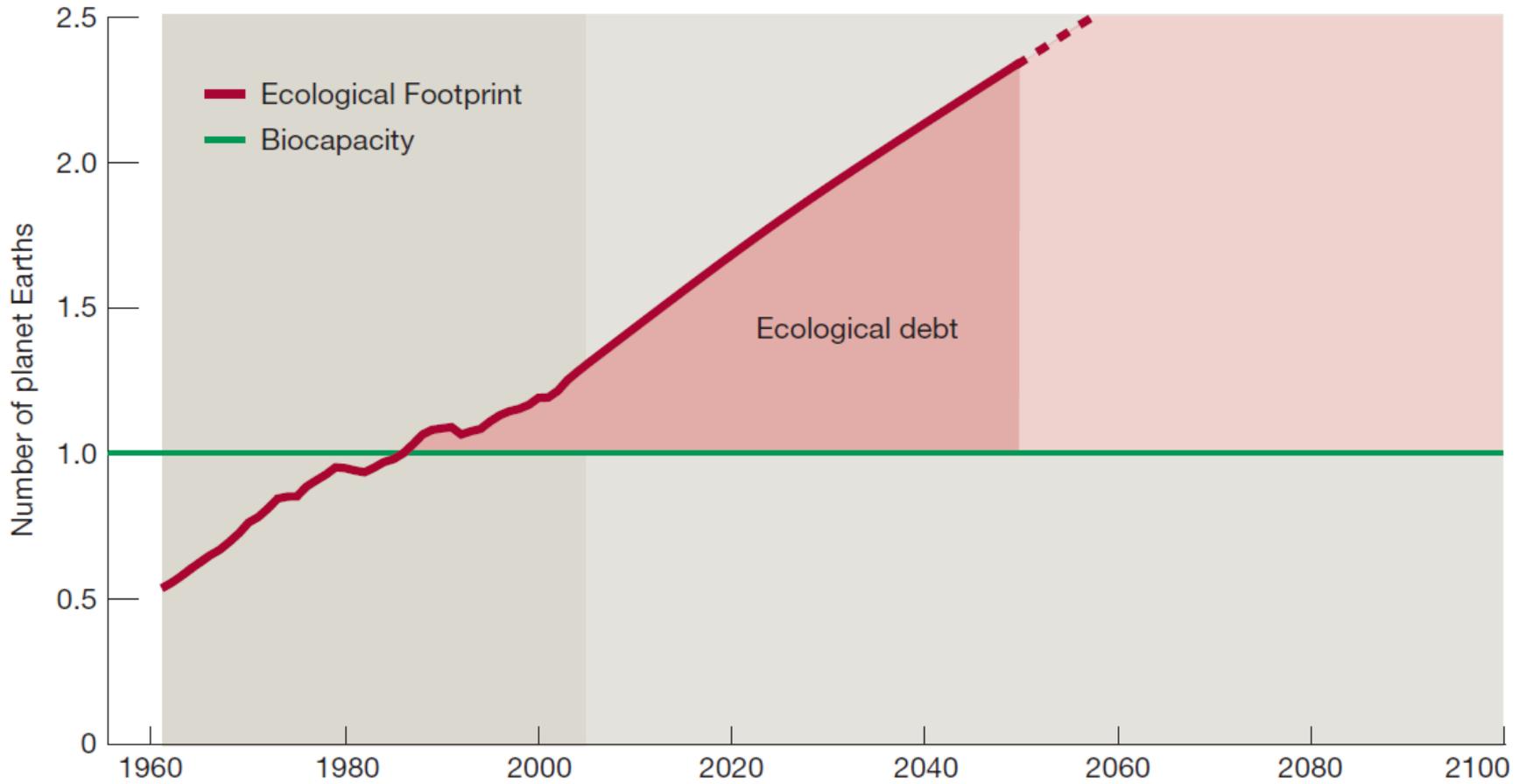
Professor and Research Director

University of Oslo

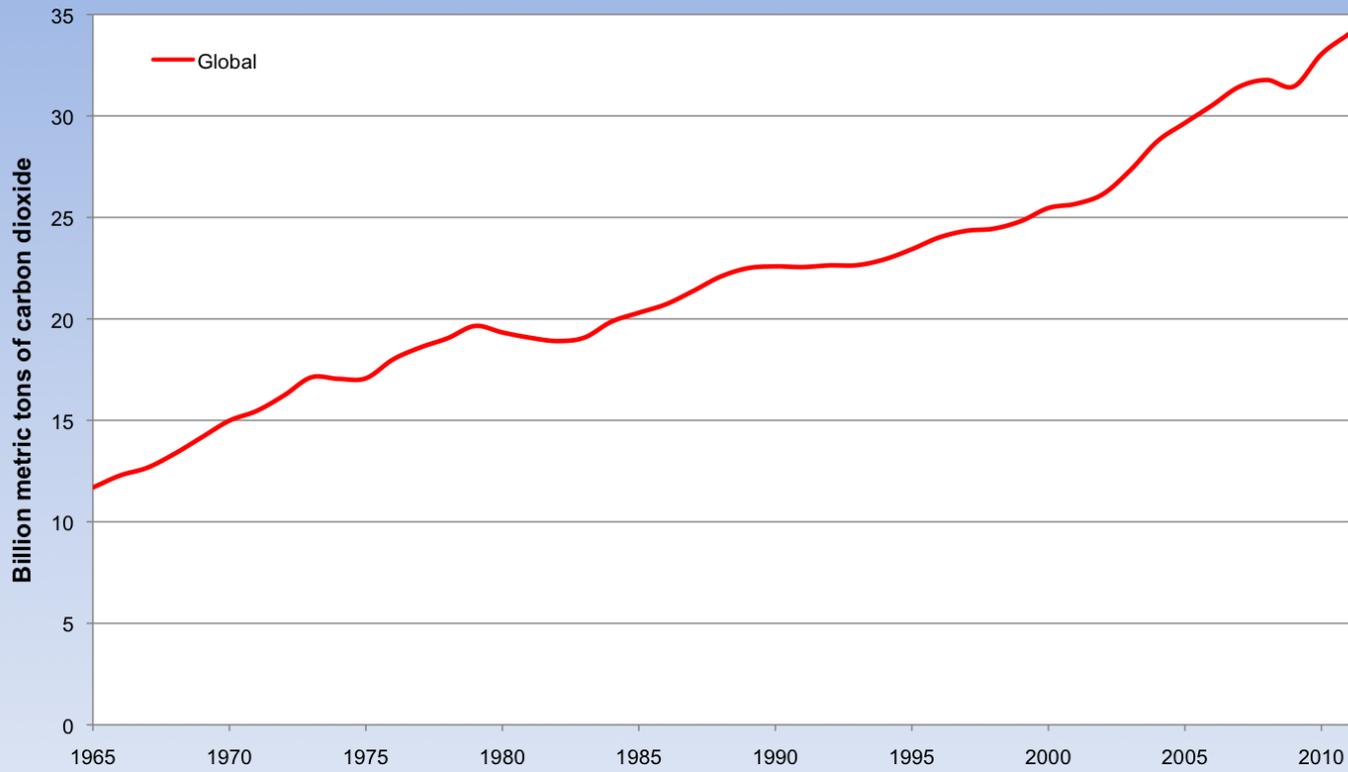
Centre for Development and the Environment

Source: WWF

Fig. 31: **BUSINESS-AS-USUAL SCENARIO AND ECOLOGICAL DEBT**



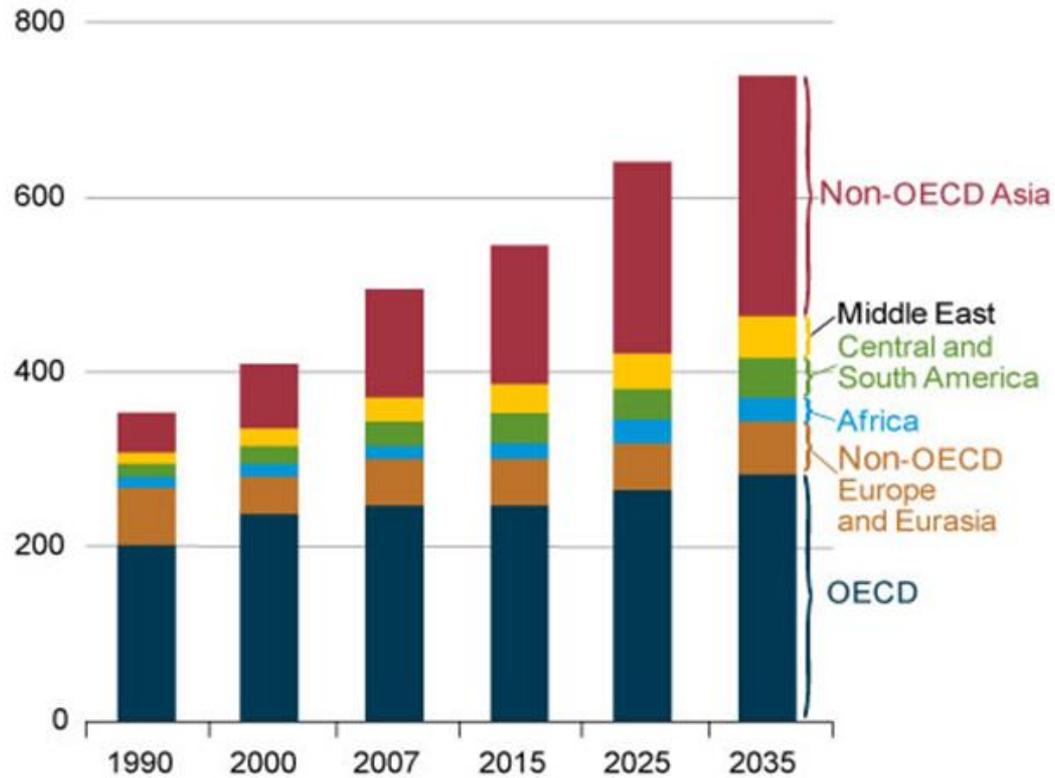
CO₂ Emissions 1965-2011



Data source: 2012 BP Statistical Review of World Energy

US EIA Outlook 2011

Figure 50. World energy consumption by region, 1990-2035 (quadrillion Btu)



Conventional framing of the energy consumption and savings

- Sovereign consumers
- Economically rational and persistently reflexive.
- Uninfluenced by social and material conditions of everyday life
- Focus on efficiency and not on size and volume which is for the most part treated as an indifferent variable

Cognitive reductionism



The change of frame

- From individual to socio-material
- From rational/reflexive experience-based (practical) knowledge
- From efficiency to reduction

A theory of habit

- Acknowledges the role of lived experience (history, both cultural and personal) in forming dispositions for future acts.
- Processes: emulation, enculturation, repetition, purposive training
- Examines two directional agency in human-technology interactions

Material Agency

- Things have knowledge (Akrich 2000; Dobres 2000, Appadurai 1986, Bikjer and Slaw 1992, Verbeek 2005)
- In materially dense lifeworlds this knowledge is highly agentive (Wilhite 2008)

Research questions from a habit perspective

- How can habits (not just individuals or efficient devices) be moved in a less energy intensive direction?
- At a meta-level can habituation to growth be unlocked?

Unlocking and reforming low energy habits

- Support for low energy infrastructures
- Social learning: exposure, experimentation and apprenticeship
- Study of and support for community-based initiatives
- Collaborative consumption