

# Information-Seeking Behavior between Energy Policy and Energy Saving

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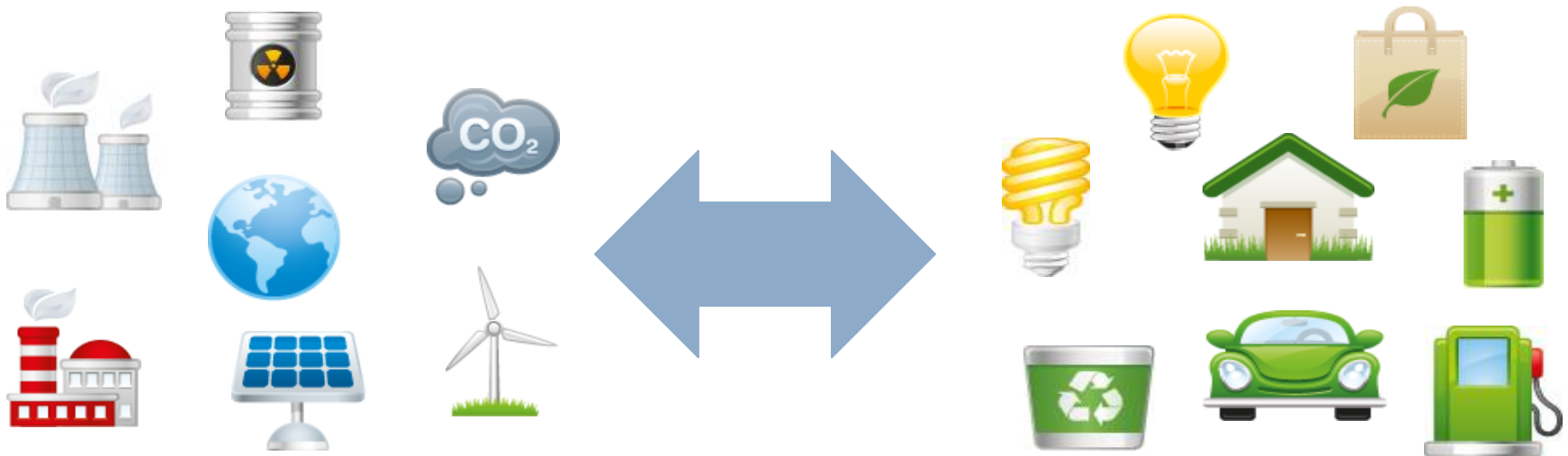
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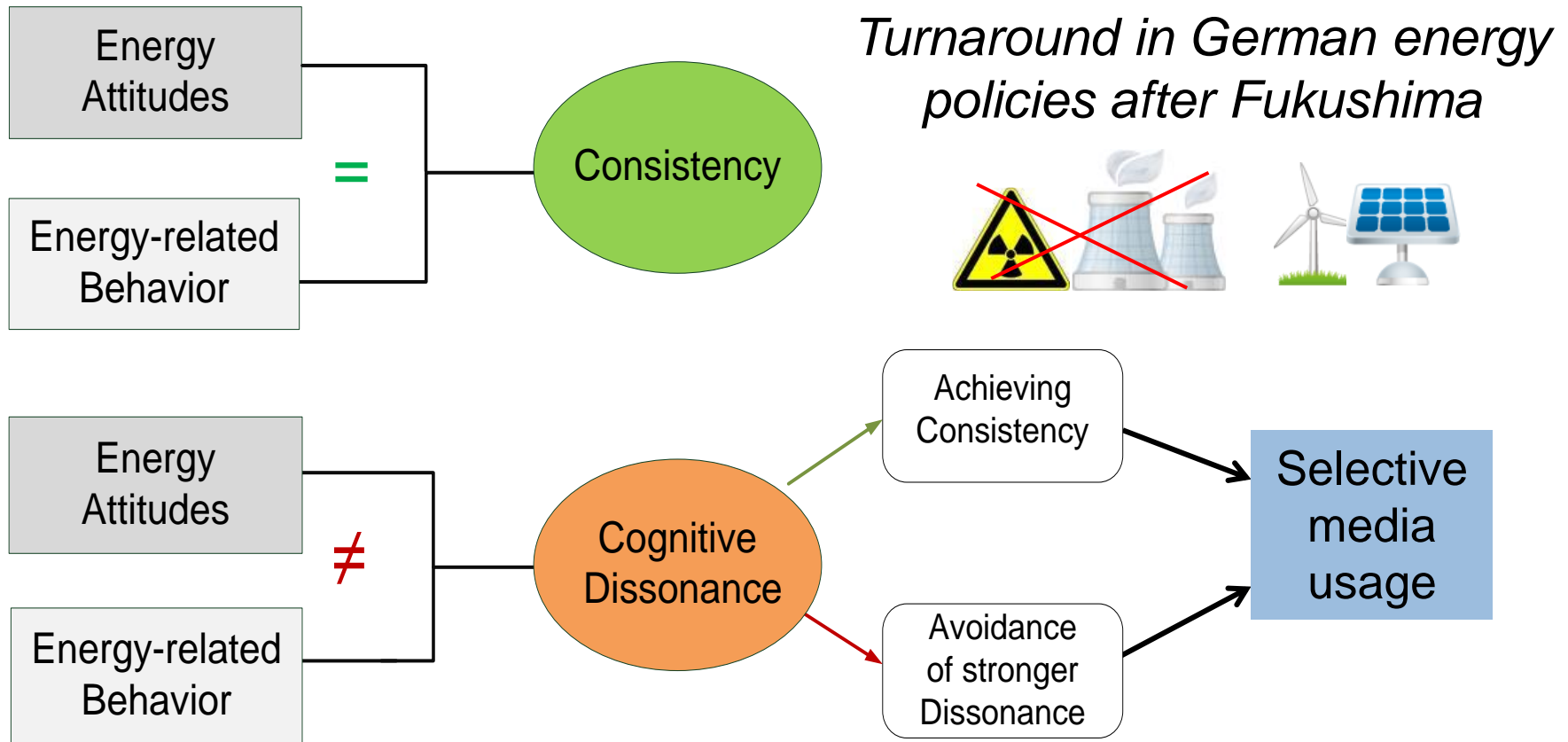
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## Research Interest

What effect do energy-related Attitude-Behavior-Relations have on an active Information-Seeking-Behavior for information on energy issues?



# Theory of Cognitive Dissonance

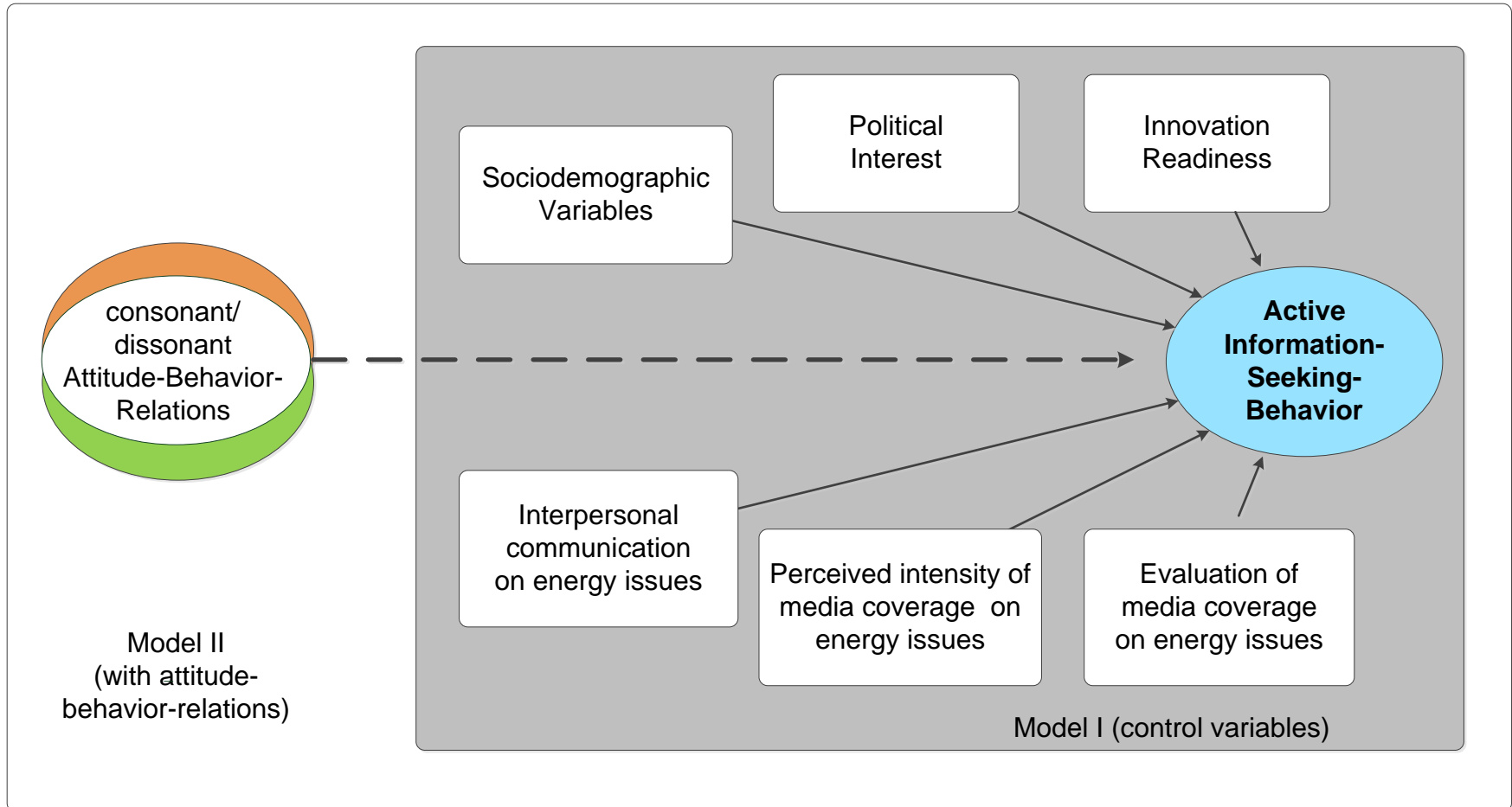


(Festinger 1954, 1957)

# Energy-related Dissonance and Consistency

Types of Energy-related Attitude-Behavior-Relations		<u>Energy-related Behavior</u>	
		No Energy-saving Behavior	Energy-saving Behavior
<u>Energy Attitudes</u>	Low Energy Awareness	Energy Ignorants	Attitude-Unattached Energy-Savers
	High Energy Awareness	Energy Rhetoricians	Consequent Energy-Minders

# Research Model



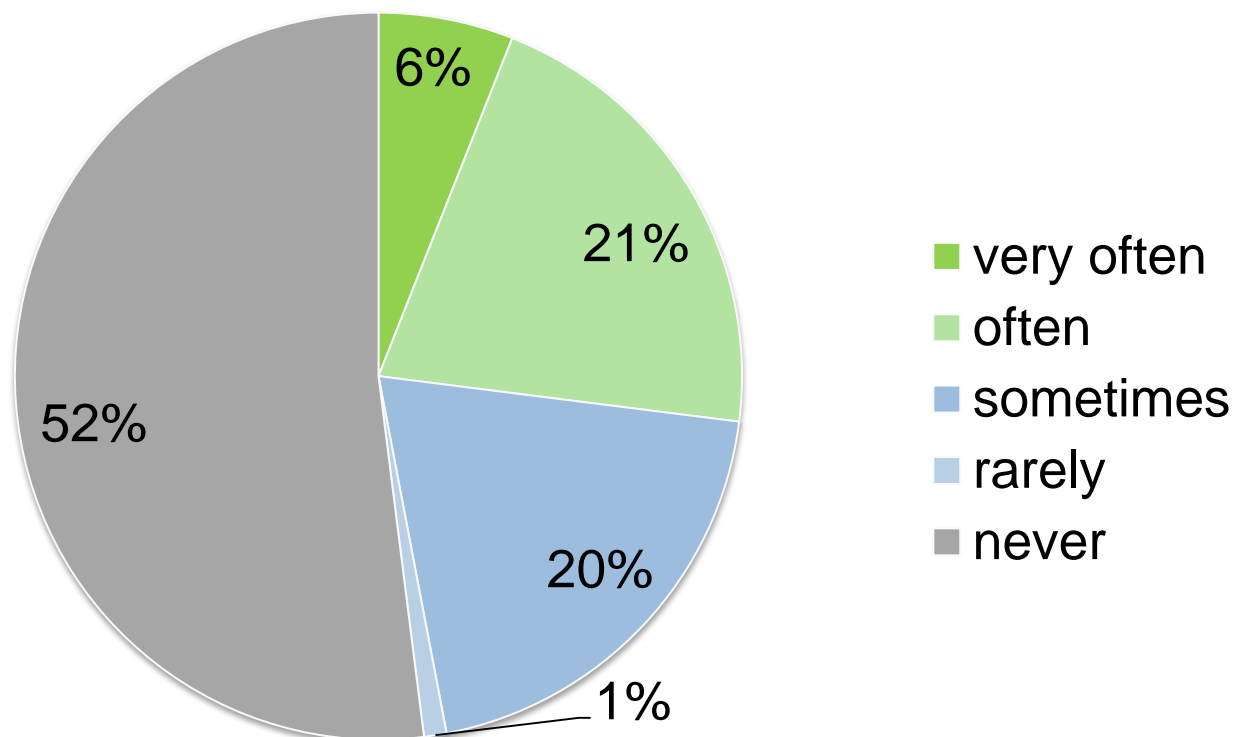
## Methods and Sample

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- > Telephone Survey in a panel design
- > Standardized questionnaire
- > Two-stage sampling process (RLD & Next-Birthday)
- > Representative sample of people in private households in German state (Thuringia) older than 18 years
- > Data collection 08-09/2010 and 05/2011
  
- > Panel data of N=341 people
- > 49% women; 51% men
- > 19 and 88 years old (average age: 52 years)

## Active Information-Seeking-Behavior

How often often did you actively seek for information on energy, energy consumption or energy-saving options within the last year?



# Energy Attitudes: Two Factors

## Pro-Renewables (Factor 1)

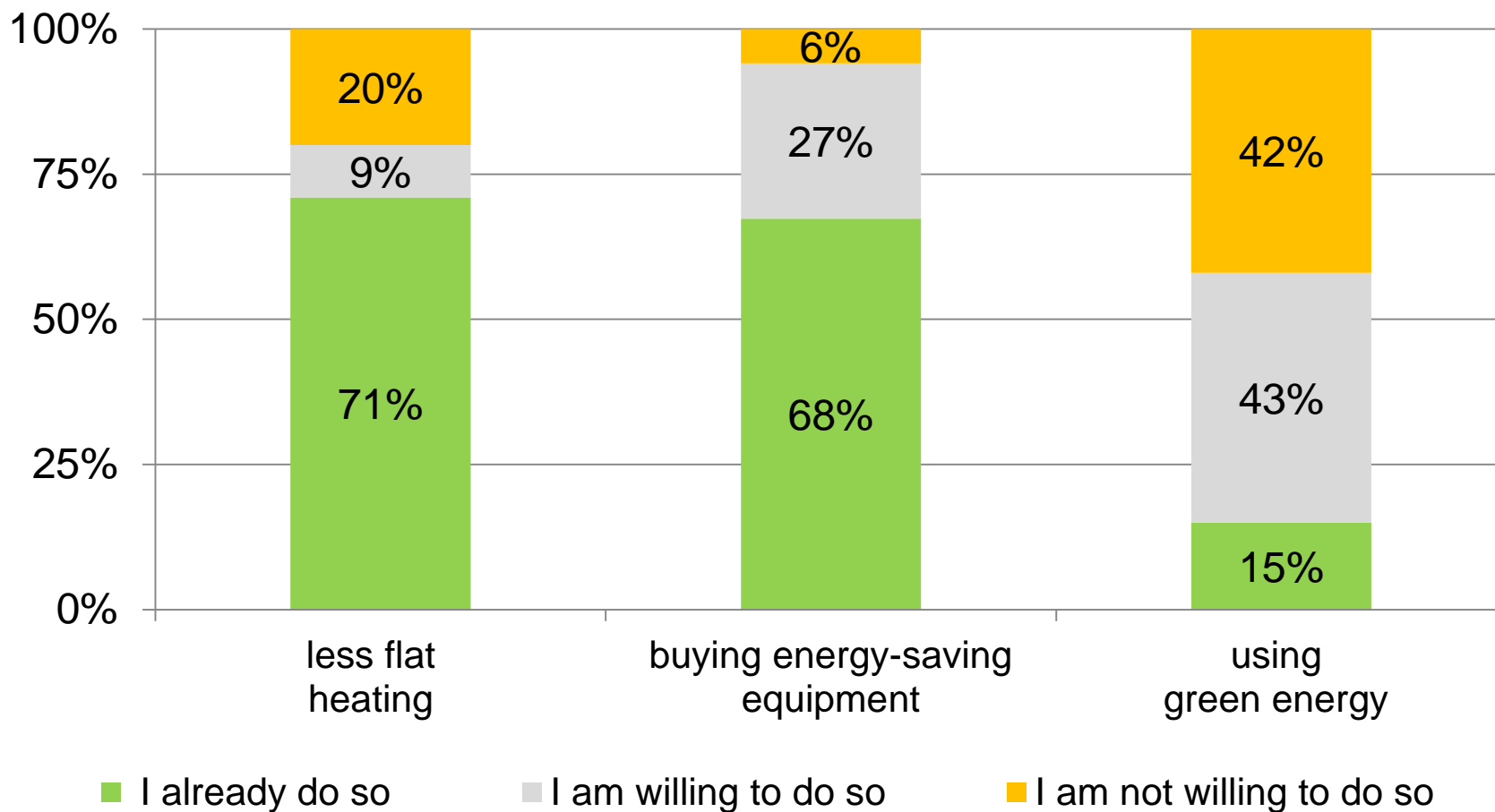
- > More wind turbines should be approved in Thuringia.
- > Higher energy prices are acceptable, if thereby the roll-out of solar energy is fostered.
- > It is necessary to expand the energy grid through the Thuringian Forest in order to foster the roll-out of renewable energies.
- > N=341; M=2,3

## Nuclear-Alternatives (Factor 2)

- > Without nuclear energy the German energy needs can not be covered permanently. (*reversed*)
- > In the long term renewable energies will be cheaper than nuclear energy.
- > In the next 20 years enough energy will be produced by renewable energy resources to disclaim nuclear power completely.
- > N=337; M=2,7

Remarks: Measurement on a 4-point scale from 1 “totally disagree” to 4 “totally agree”;  
Factor Analysis achieved 56% variance explanation (KMO = .72)

# Energy-Saving Behavior Patterns



# Results for Attitude-Behavior-Relations

		<u>Energy-related Behavior</u>	
		No willingness to adopt any of the three behavior patterns	Willingness to adopt at least one of the three behavior patterns
<u>Energy attitudes</u>	Means of both attitude factors $\leq 2,5$	Energy Ignorants (11%)	Attitude-Unattached Energy-Savers (22%)
	Mean of at least one attitude factor $> 2,5$	Energy Rhetoricians (37%)	Consequent Energy-Minders (30%)

# Results of Regressions Models

Models to Explain Active Information-Seeking-Behavior on energy-issues	M I	M II
	beta-coefficients (stand.)	
Interpersonal Communication on Energy (high)	.18	
Political Interest (high)	.12	
Innovation Readiness (high)	.16	
Age (high)	.17	
Gender (men)	.13	
Income (high)	.13	
R <sup>2</sup> =	.16	
n =	317	

# Results of Regressions Models

Models to Explain Active Information-Seeking-Behavior on energy-issues	M I	M II
	beta-coefficients (stand.)	
Interpersonal Communication on Energy (high)	.18	.19
Political Interest (high)	.12	.12
Innovation Readiness (high)	.16	.14
Age (high)	.17	.13
Gender (men)	.13	.12
Income (high)	.13	.14
Energy Ignorants (consistent)		n.s.
Attitude-Unattached Energy-Savers (dissonant)		n.s.
Energy Rhetoricians (dissonant)		-.13
R <sup>2</sup> =	.16	.17
n =	317	317

# Conclusions

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- > Active information-seeking is
  - mainly affected by interpersonal communication, innovation readiness and sociodemographic variables
  - slightly affected by attitude-behavior-relations
- > „Energy Rhetoricians“ seek less for information
- > In general: people with consonant attitude-behavior-relations seem to seek for more information
- > Limitation: small, regional sample

# Thank you for your attention.

## Contacts

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# Dissonance Theory based Hypothesis

What effect have these *four* Attitude-Behavior-Relations on active Information-Seeking-Behavior for information on energy issues?

- > Hypothesis 1:  
People with *dissonant Attitude-Behavior-Relations* seek less for information on energy issues than people with *consistent Attitude-Behavior-Relations*.
- > Hypothesis 2:  
*Energy Rhetoricians* seek less for information on energy issues than *Attitude-Unattached Energy-Savers*.
- > Hypothesis 3:  
*Consequent Energy-Minders* seek for more information on energy issues than *Energy Ignorants*.