

# **Decision Processes Colloquia**

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**Monday, January 23, 2017**

Where: 260 JMHH

When: 12:00 – 1:15 pm

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## **Encouraging Energy Efficiency: Product Labels Activate Temporal Tradeoffs**

**ABSTRACT:** Many consumers have a latent "long-term cost minimization" goal. Normally, when consumers are making purchases, they do not think about long-term costs. However, through a "10-year energy cost" label, we activate this "long-term cost minimization" goal, thus increasing the proportion of energy efficient choices, benefiting consumers, firms, and the environment.