

Decision Processes Colloquia

Monday, December 09, 2013

Where: JMHH 255

When: 12:00 noon to 1:20 PM

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Using Choice Architecture to Design Better Energy Metrics

ABSTRACT: There is growing interest in how to design effective “nudges” for improving important every day decisions. This talk will propose four principles for presenting energy information to consumers. The talk will use the EPA fuel economy label for automobiles as a motivating example, but will also consider applications in other energy (and non-energy) domains. The four principles are:

- Provide comparative information to facilitate evaluation of energy use
- Provide energy information in terms of consumption rather than efficiency to improve intuitive math involving nonlinear relationships
- Provide energy information on expanded scales (such as gas consumption over 100,000 miles) rather than contracted scales to increase attention to energy use
- Translate energy information to “end objectives” such as cost and environmental impact to ensure attention to these objectives

Research will be offered in support of each principle. Finally, the principles will be discussed in terms of two goals: The degree to which the principle facilitates accurate individual decisions and the degree to which it influences individual decisions to promote societal welfare.