



**EPP and Center for Climate and Energy Decision Making  
Sponsored  
Seminar**

Rick Larrick

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Professor of Management and Organizations

Fuqua School of Business

Duke University

Presenting on:

**“Designing Better Energy Metrics for Consumers”**

February 2<sup>nd</sup>, 2015

12:00 Noon

(Lunch Served at 11:45 AM)

Baker Hall 129 Conference Room

Department of Engineering and Public Policy

**Seminar Abstract:**

Research shows that consumers are often poorly informed about the energy consumed by different technologies and products. Traditionally, consumers have been provided with limited and flawed energy metrics such as “miles per gallon” to use in their decisions. We propose four principles for designing energy metrics: Provide consumption information, not efficiency information; translate information to important goals, such as cost and environmental impacts; provide information on expanded scales; and provide comparative information. The paper reviews the psychology underlying each recommendation and empirical evidence for their effectiveness. We argue that these interventions should be attractive to a broad political spectrum because they are low-cost interventions designed to improve consumer decision making.

**Speaker Bio:**

Rick Larrick is the Michael W. Krzyzewski University Professor in Leadership and a Professor of Management and Organizations at Duke University's Fuqua School of Business. He serves as the faculty director for Fuqua's Center for Energy, Development, and the Global Environment (EDGE) and is a faculty affiliate of the Center for Research on Environmental Decisions (CRED) located at Columbia University.