

Moving beyond simple experiments (04-04)

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Optimization experiments vs Understanding experiments

Optimization experiments + Understanding experiments

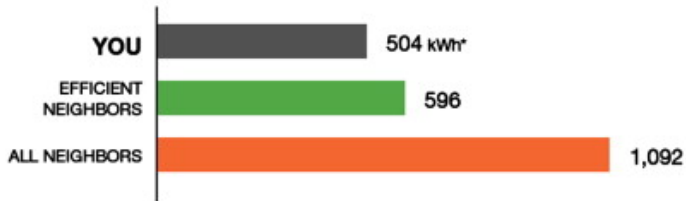
The Constructive, Destructive, and Reconstructive Power of Social Norms

P. Wesley Schultz,¹ Jessica M. Nolan,² Robert B. Cialdini,³ Noah J. Goldstein,³ and Vidas Griskevicius³

<http://dx.doi.org/10.1111/j.1467-9280.2007.01917.x>

Last Month Neighborhood Comparison

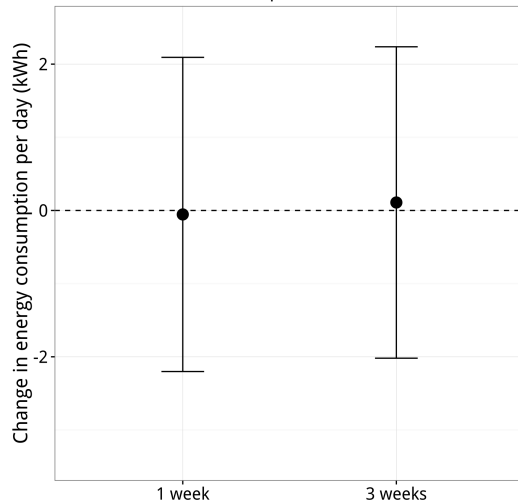
Last month you used **15% LESS** electricity than your efficient neighbors.

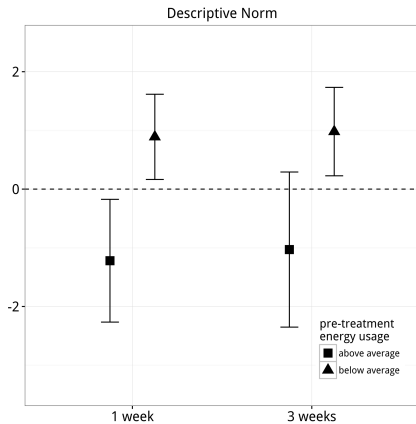
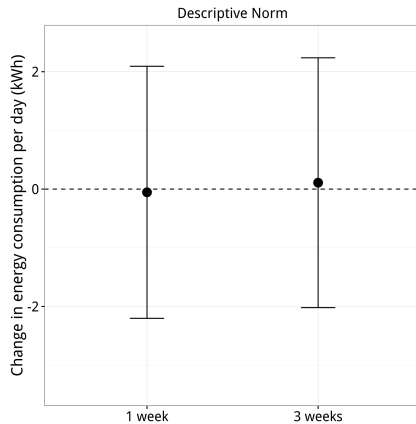


* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

Figures from Allcott (2011)

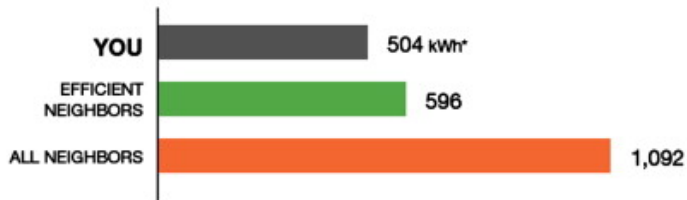
Descriptive Norm





Last Month Neighborhood Comparison

Last month you used **15% LESS** electricity than your efficient neighbors.



* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

YOUR EFFICIENCY STANDING:



GREAT 😊😊

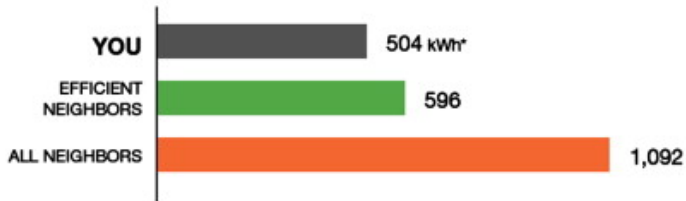
GOOD 😊

BELOW AVERAGE

Figures from Allcott (2011)

Last Month Neighborhood Comparison

Last month you used **15% LESS** electricity than your efficient neighbors.



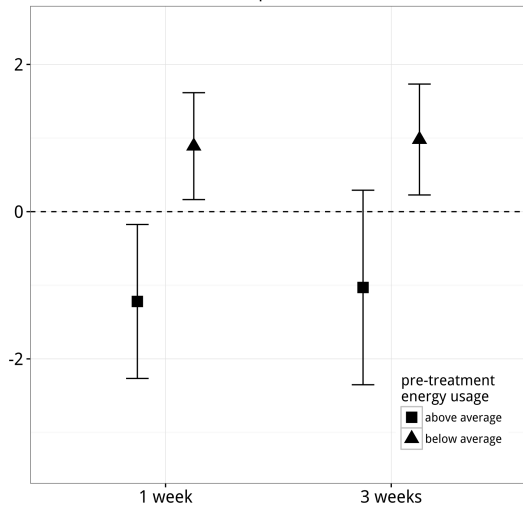
* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

YOUR EFFICIENCY STANDING:

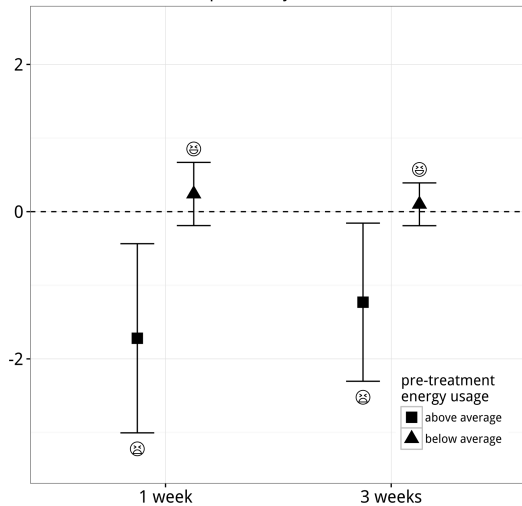


Figures from Allcott (2011)

Descriptive Norm



Descriptive + Injunctive Norm



If you want to move beyond simple experiments:

- ▶ Heterogeneity of treatment effects
- ▶ External validity
- ▶ Mechanisms