



## Assessing Green Web Applications From behavior to attitudes – or vice versa? Prague, March, 2013

European TA Conference: Technology Assessment and Policy  
Areas of Great Transitions

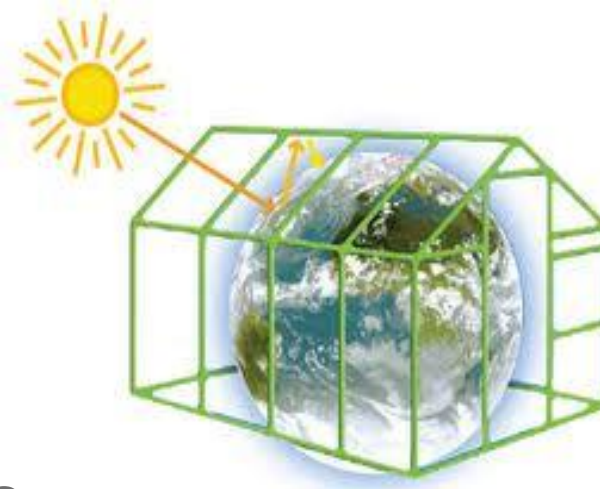
Session V. Participation within the Field of Climate Change –  
Chair: Dr. Georg Aichholzer

PhD Fellow Christian Elling Scheele

CIDEA – Institute for Political Science



# Problem



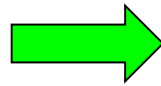
1 2



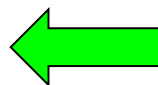
3 4



# From Attitudes to Behavior ...or from Behavior to attitudes?



Attitudes



Behavior

## Web app - "The House's Web"



The screenshot shows the Husetsweb Energi Beregning web app interface. The header features the Husetsweb logo (a house with a keyhole) and the text "Husetsweb ENERGI BEREGNING". Below the header is a navigation menu with links for Home, Energy Calculator, About HusetsWeb, Press, Partners, and Contact. The main content area has a teal background and contains the following text:

### Use energy calculator to save money

Over 50% of all houses in Denmark can save money on energy optimization - check if you live in one of them.

Click: CALCULATE if you live in detached, terraced house or a farmhouse on a farm.

Follow the instructions and get an impartial and independent energy action plan for your house - in under 15 minutes.

Have your heating, electricity and water bill for last year ready before you begin.

[Calculate my house](#)

On the right side of the main content area, there is a graphic of a house with a large orange cube on top, set against a background of a blue and orange map of Denmark.

**Home improvements. Aiming at changing behavior**

## Web app - "MapMyClimate.dk"

The screenshot displays the MapMyClimate web application interface. At the top, there are navigation tabs: "mit klima", "mit område", "CO2 slankeråd", and "Om MapMyClimate". The main interface is divided into several sections:

- SCENARIER:** A vertical slider on the left labeled "KLIMABÅRCIMETER" ranges from "Worst case" (top) to "I dag" (bottom). The "Mit klimascenarie" is selected.
- LYNTESTEN:** A section titled "Tag lyntesten!" with instructions: "Markér dit forbrug på 7 nedenstående områder med den sorte markør. Så får du din personlige klimaprofil i en fart." Below this, "Dit forbrug" is shown with three sliders:
  - Varmeforbrug: 0 to 20000 kr/år, set to 2556.
  - Elforbrug: 0 to 10000 kr/år, set to 3035.
  - Transport i bil: 0 to 10000 km/dag.
- EFFEKTER:** A section titled "Vis på kort" showing consequences for the year 2100:
  - sommertemp. °C: 21 (+3)
  - vandstand m: 0,44
  - Mit CO2-udslip: 8,25 ton/år
- FORKLARING:** A section titled "Sådan gør du" explaining the process: "I kolonnen 'lyntesten' til venstre kan du markere dit årlige forbrug af varme og energi til non-food (dvs. tøj, CD'er...)" and "Du kan flytte de sorte markører...". It also includes instructions on how to use the sliders and interpret the results.

Climate simulator –  
 "what does Greater  
 Copenhagen look like in  
 2100 if everybody  
 behaves like you"  
 Aiming at changing  
 attitudes

# Web app - "Climate Awareness"

Beta

SÅDAN VIRKER DET | OM PROJEKTET

LOGIN  
TILMELD GRATIS

klima  
bevidst  
virksomhed ▶



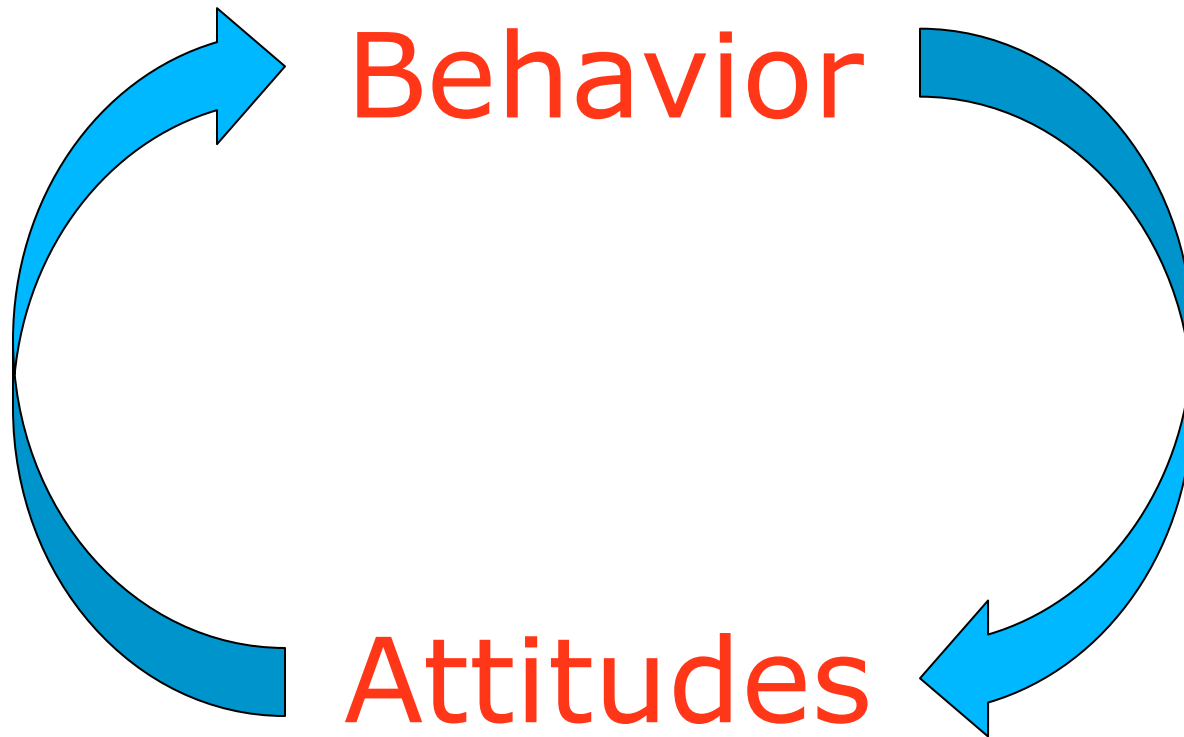
Bliv grøn. Spar penge.

- 1 Tilmeld gratis.  
Tryk [her](#).
- 2 Find inspiration.  
Mere end 200 idéer, der  
gavner klimaet og din virk-  
somheds økonomi.
- 3 Beslut og gennemfør  
Vælg de idéer, der passer jer  
bedst og følg vores konkrete og  
brugervenlige anvisninger.
- 4



Energy Savings Guides.  
Aiming at creating a more  
sustainable climate  
awareness **attitude and  
behavior**

# What affects what?



## From Attitudes to Behavior ...or from Behavior to attitudes? Conclusions

***Policy implication: Should web applications be designed to aim at changing behavior or changing attitudes?***

The preliminary conclusion from a quantitative study with apprx. 2000 respondents indicate that both strategies work:

There is a strong effect on attitudes towards climate change from climate friendly behavior (even when controlling for a string of background variables). This means that if you behave in a climate friendly way, you are likely to have more climate friendly attitudes. While this sounds intuitively reasonable the ***survey shows that the causality of the relationship between attitudes and behavior can run both ways, thus it is not possible to give priority to neither attitudes nor behavior a priori.***

