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Developing Energy and Environmental Planning Scenarios Based on Ethnomethodology:
a Case Study Conducted for the Residential Sector in Geneva

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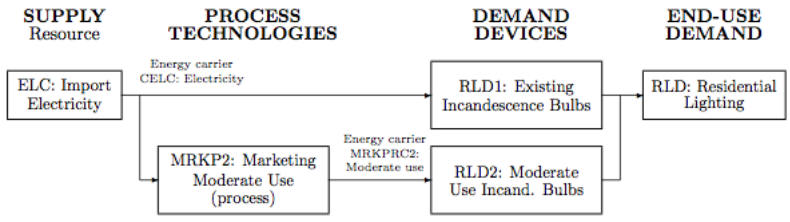
Socio MARKAL definition (1)

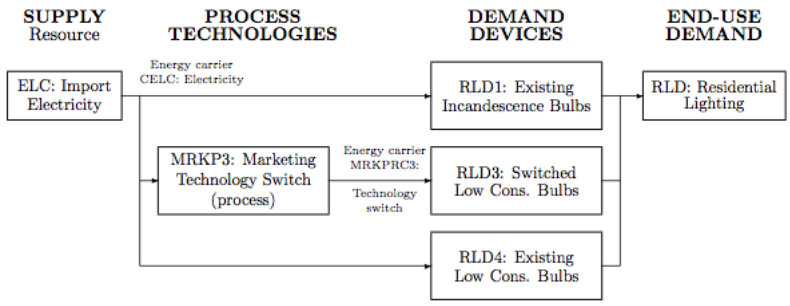
- At least one demand technology with irrational use
- At least one virtual process technology : info/marketing in favour of rational use



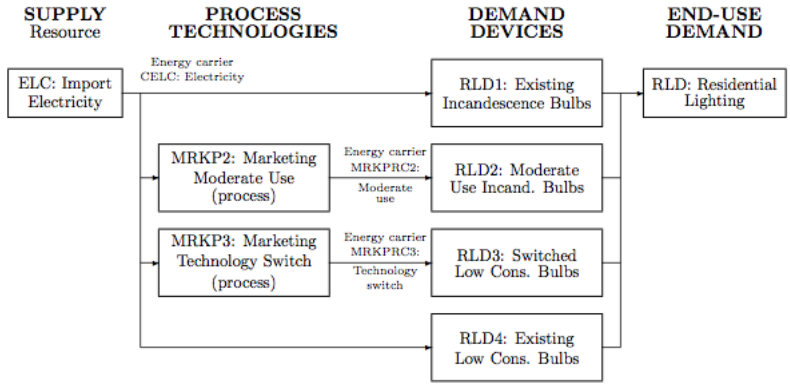
Assessing and elimination of deviation of observed behaviour from the hypothesis of
•Perfect information
•Perfect economic rationality

Socio MARKAL definition (2)

- At least two demand technologies in competition: a traditional and a new one
- One of them is rational choice but is not always selected
- At least one virtual process technology: info/marketing for technology switch

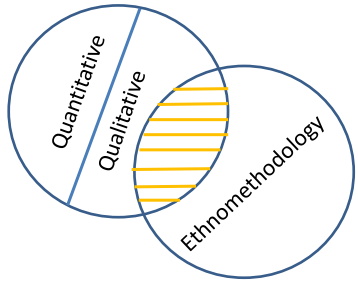


Nyon lighting case



- Two «real» technologies :
  - Old incandescence bulbs
  - Low-cons bulbs
- Two «virtual» technologies :
  - Rational use
  - Technology switch

Ethnomethodology



Ethnomethodology shares some attributes with classical qualitative sociology.

Purpose : marketing, business, source of hypotheses for measuring quantitatively

Parameters of survey

- October 2010 through June 2011
- 22 interviews, 5 open questions, narrative responses
- 15 Men, 6 Women, 1 Unknown
- Transcriptions
- Processing

Interesting hypothesis (1)

- People are more sensitive to energy consumption when it is visible:
  lights on, running a car engine, energy bill…

(what you see is what you try to save)

Interesting hypothesis (2)

- Advertising campaigns encouraging more consumption are prevailing over energy saving campaigns.

(visibility, efficiency, budget, …)

Interesting hypothesis (3)

- Savings in domestic energy consumption is financially not interesting enough to be brought to practice.

  (electricity is too cheap compared to phone bill, TV plans, gasoline…)

How to process these hypotheses

- Design a quantitative survey to measure:
  - Part of people who already behave rationally
  - Part of people who could change their behaviour if better informed
  - Part of people who do not want to change
- Identify barriers to change in order to try to remove them
- Find proxy parameters characterising the behaviour

Conclusion

- Through the use of ethnomethodology survey, one can identify properties to measure, as well as hypotheses to test with classical sociological survey to extract technical coefficients for MARKAL

- Ethnomethodology points out the real world issues from the perspective of the consumer