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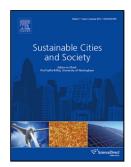
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A review of Agent-Based Modelling of Technology Diffusion with special

reference to residential energy efficiency

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Highlights

Energy efficiency is important for reducing carbon emissions

Policies are adopted to increase residential energy efficiency

Policy formulation in this space can be supported by analytical tools

Traditional equations based diffusion modelling is a limited approach

Agent Based Modelling addresses limitations of previous methods

Abstract

Residential energy efficiency is an important strategy for reducing greenhouse gas emissions. There are

many technologies that help improve residential energy efficiency, and in fact, increased energy

efficiency has already helped reduce global greenhouse gas emissions significantly in the past.

However, with greater innovation, further improvements can be made and improving energy efficiency

is an ongoing activity. Policymakers around the world are putting strategies in place to speed up the

adoption of energy efficient technologies and practices, but ultimately this process is based on choice

by residents themselves. Human decision making and choice however is a very complex issue, and

complex computational tools are required in order to analyse and/or predict the impact of various

policies. Traditionally, equation-based models such as Bass and Choice models have been used to

describe the diffusion of technologies in a population, but certain limitations have been identified. This

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