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Information Acquisition and Residential Electricity Consumption: Evidence from a
Field Experiment

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Highlights

- I measure the effects of information acquisition on residential electricity usage.
- I use a simultaneous equation model of information acquisition and electricity usage.
- I find that information acquisition could raise electricity consumption.

ABSTRACT

This article uses hourly data on household usage of an in-home display (IHD) in a randomized field experiment to investigate how acquiring information from IHDs affects electricity usage of households. Providing IHDs, which enables households to see a graph of their half-hourly electricity consumption in real time, is a promising policy intervention that corrects for biases associated with inattention and limited information-processing capacity by promoting salience and learning. The immediate effect of providing an IHD is heightened household attention to information on

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