

To alter consumer behavior, some companies reach out to academics

April 03, 2011

The Washington Post:

At Arlington-based Opower, success is measured by the amount of energy homeowners conserve. But the company's software, which allows consumers to track their usage, cannot yield that result on its own.

The homeowners themselves have to flip the switch.

The company has sought to bridge that disconnect between product and intended result with the help of behavioral psychologists, whose research helps break down why people are motivated to make certain decisions.

Read the whole story: [*The Washington Post*](#)