

Social Electricity

Energy Awareness through Social Comparisons



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Problem Statement



In most European countries, including Cyprus, people receive an electricity bill once every month. It is not easy for them to perceive their electricity footprint, i.e. to understand whether their consumption is low, medium or high.

Citizens need an effective way to realize the “semantics” of their electrical consumption!



Motivation

Social Norms

“People tend to follow what other people do and adapt their behaviour and practices according to the stimuli received by their friends, relatives and neighbours”.

“Social norms can motivate people to question their attitude, if they discover it is not ”normal”.



“Social influence is an important factor that motivates people to change their lifestyles”.

“People are willing and capable to adapt their behaviour to energy-saving lifestyles if given the necessary feedback, support, and incentives”.

General Idea



Energy Awareness through Social Comparisons



Social comparisons may enable people to perceive the amounts of their consumed electrical energy, by comparing it with their social and local environment!



Online social networking sites constitute promising platforms to locate people and discover their social networks.

Social Electricity

The application interface shows a user profile for Anastasia Georgiou. The left screenshot displays personal information and energy consumption data for the user and their friends:

| Name | Town/Village | Ave. Consumption(kWh) | Ave. Cost(€) |
|--------------------------|--------------|-----------------------|--------------|
| Anastasia Georgiou | ΑΕΥΚΩΣΙΑ | 522.06 | 132.06 |
| Makis Kazakeos | ΑΕΥΚΩΣΙΑ | 571.09 | 144.27 |
| Nikolas Antoniou Viridis | ΛΑΚΑΤΑΜΙΑ | 581.76 | 146.92 |
| George Taliadoros | ΣΤΡΟΒΟΛΟΣ | 594.13 | - |

The right screenshot displays the 'TOP 10 greenest areas' in ΑΕΥΚΩΣΙΑ:

| Area | No. of houses | Ave. Consumption(kWh) | Ave. Cost(€) | Standard Devi |
|------------------------|---------------|-----------------------|--------------|---------------|
| ΜΟΥΤΟΥΛΛΑΣ | 8 | 443.75 | 110.49 | 98.68 |
| ΣΥΝΟΙΚΙΣΜΟΣ ΑΝΘΟΥΠΟΛΗΣ | 494 | 521.13 | 131.83 | 208.11 |
| ΠΥΡΓΟΣ ΚΑΤΩ ΤΙΛΙΡΙΑΣ | 251 | 567.49 | 143.37 | 275.12 |
| ΠΕΔΟΥΛΑΣ | 7 | 578.28 | 146.06 | 478.37 |
| ΦΛΑΣΟΥ ΚΑΤΩ | 32 | 599.84 | 151.42 | 357.5 |
| ΦΛΑΣΟΥ ΠΑΝΩ | 44 | 602.95 | 152.20 | 321.01 |
| ΑΓΙΟΣ ΔΟΜΕΤΙΟΣ | 3484 | 604.57 | 152.60 | 345.17 |
| ΠΑΛΑΙΧΩΡΙ ΟΡΕΙΝΗΣ | 74 | 607.01 | 153.21 | 273.28 |
| ΓΑΛΑΤΑ | 142 | 608.18 | 153.50 | 305.04 |
| ΦΑΡΜΑΚΑΣ | 77 | 608.46 | 153.57 | 219.79 |

A pie chart below the table shows the distribution of energy consumption across these areas, with values ranging from 443.75 to 608.46 kWh. A legend identifies the areas by color.

Social Electricity Facebook application helps Cypriot citizens to understand their consumed energy, through comparisons with their own neighbourhood and their online friends!



Electricity data is real and accurate, provided by the Electricity Authority of Cyprus.



Electrical information is aggregated in neighbourhood level (PO code, street).

Data Volume

300,000 domestic premises

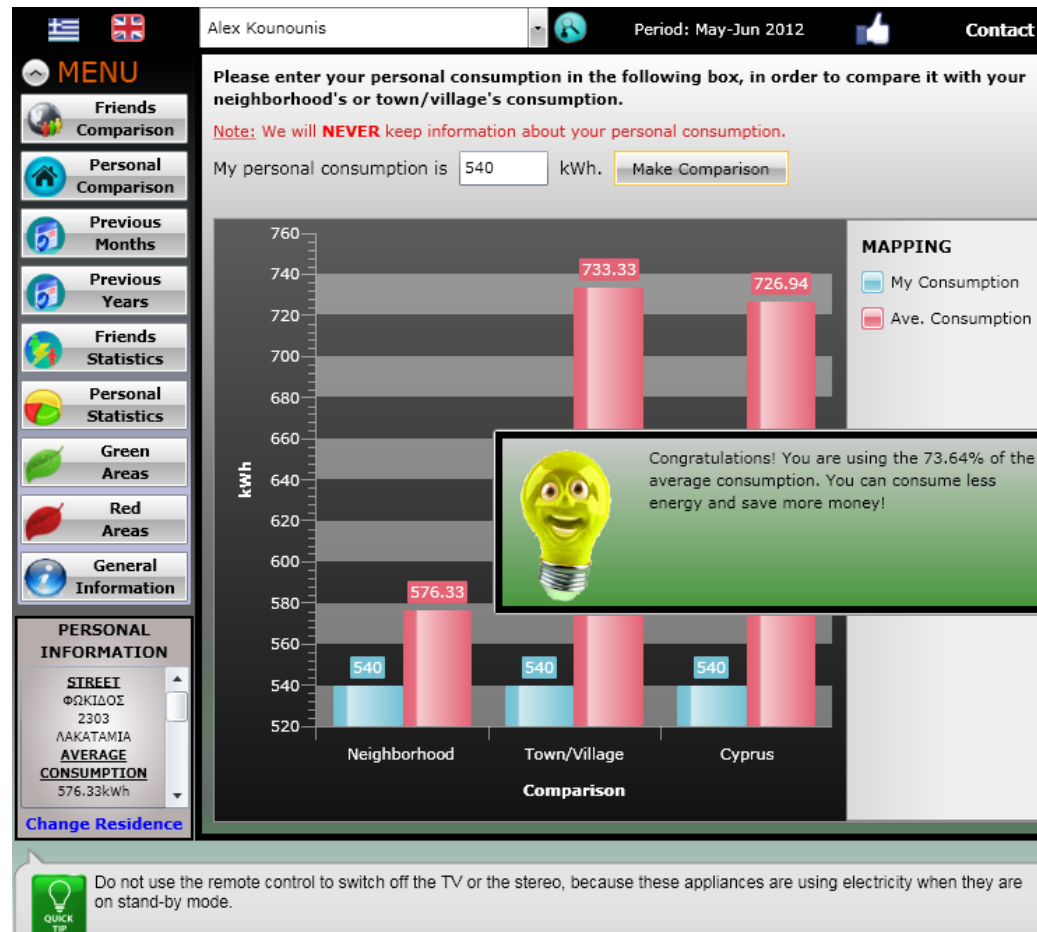
2-month periods



2-year historical information

7.200,000 electricity measurements

Functionalities I



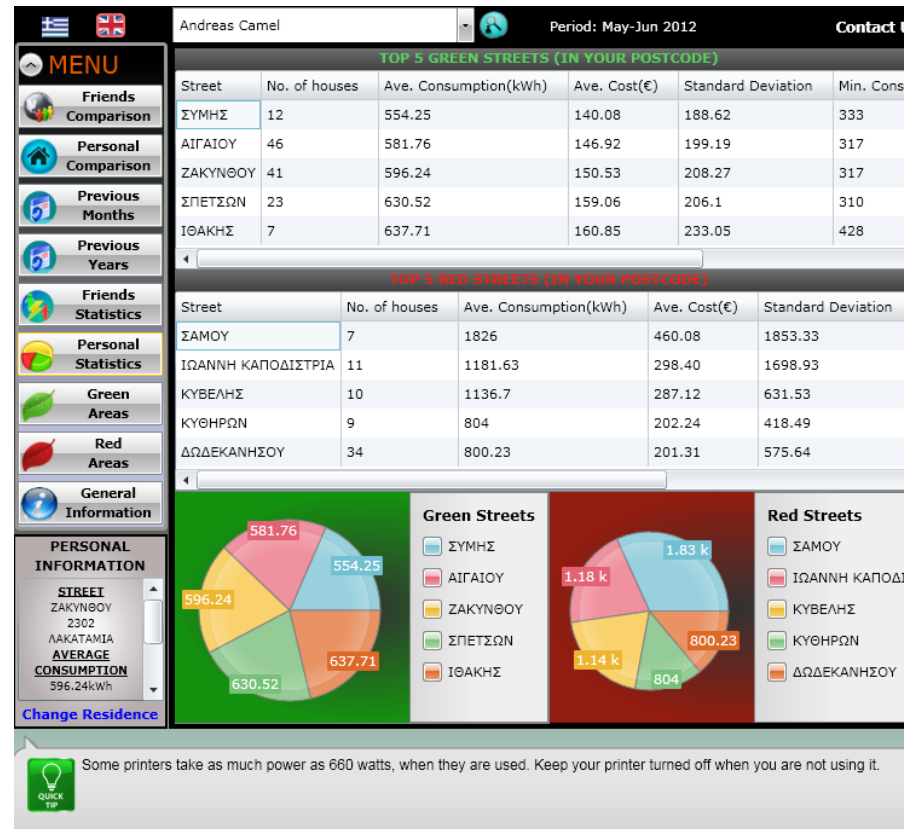
Personal Comparisons: Compare your own electricity footprint with the average amount of electricity consumed at your neighbourhood, village/town or the whole of Cyprus.

Functionalities II

The screenshot shows a web application interface for energy consumption data. The main map displays Cyprus with various locations marked. A sidebar on the left contains a 'MENU' with options like 'Search Friends', 'Friends Comparison', 'Personal Comparison', 'Previous Months', 'Friends Statistics', 'Personal Statistics', 'Green Areas', 'Red Areas', and 'General Information'. Below the menu is 'PERSONAL INFORMATION' with fields for 'STREET' (ZAKYNΘΟΥ 2302 ΛΑΚΑΤΑΜΙΑ), 'AVE. CONSUMPTION' (1009.1kWh), and 'AVE. COST' (€88.82). A detailed view of a street is shown in a green-bordered box, displaying a car icon and the following data: 'Street: 1ΗΣ ΑΠΡΙΛΙΟΥ', 'Town/Village: ΛΥΜΠΡΑ', 'Number of Houses: 4', 'Average Consumption: 407.50kWh', and 'Average Cost: €34.92'. A 'quick tip' at the bottom left states: 'A 10,000-BTU air conditioner consumes 1,200 watts per hour. If you are using it for 12 hours a day, and only for one room, that consumes energy of 12000 watts. You can save money by using a floor fan that consumes 100 watts or a ceiling fan that consumes 15-95 watts.'

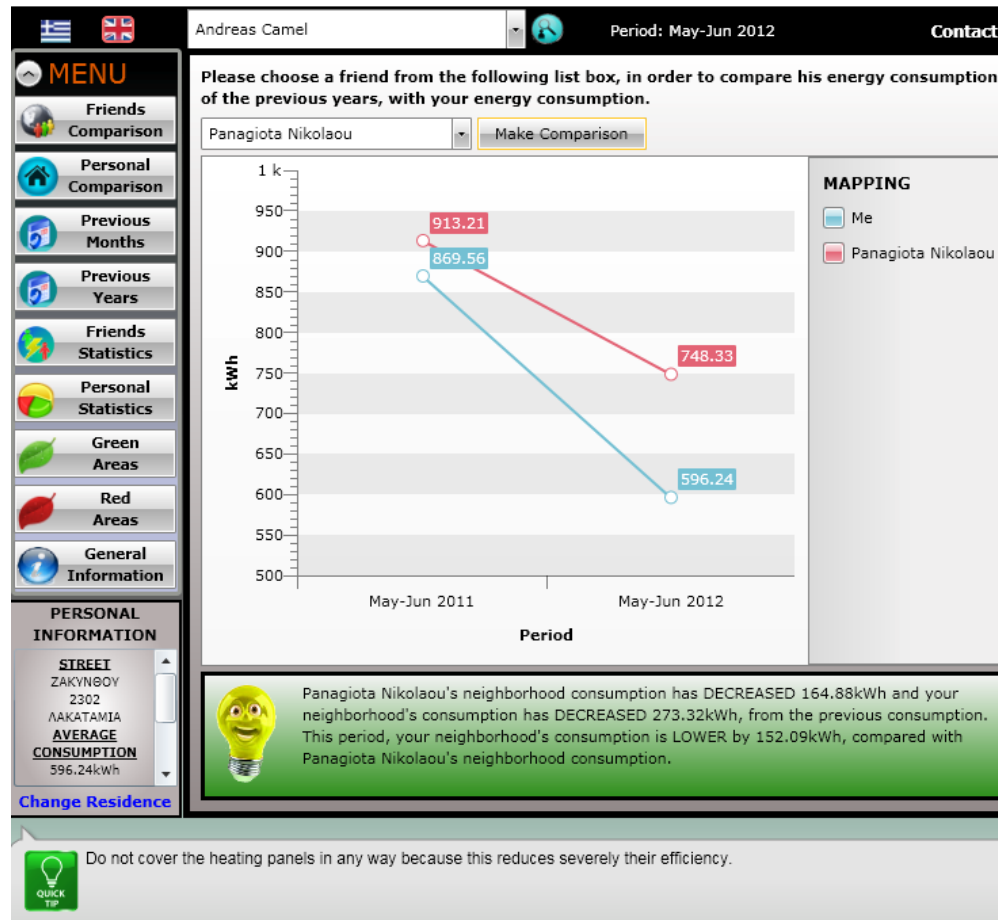
Social Comparisons: Compare the electrical consumption at your street with that consumed by the streets of your friends, who are tagged on the map of Cyprus where they live.

Functionalities III



Location-based Statistics: Observe the most and least energy efficient streets in your neighbourhood as well as the most and least energy efficient areas and villages around Cyprus.

Functionalities IV



Historical Comparisons: Compare the energy behaviour of your street in previous months or at the same month in previous years. Make this comparison more social by including the energy behaviour of your friends' streets.

Some Initial Facts



The application started officially at 1st August 2012.



More than 550 users after 1.5 months, 570 likes in our Facebook page.



Eponymous supporters like the Interior Minister Mrs Eleni Mavrou and the Commissioner for the Environment Mr Charalambos Theopemptou.



Extensive reportages and publicity in large media of Cyprus (TV channels, radio channels, newspapers, magazines, online blogs).



The application was invited to be presented at the East meets West Congress, Session “Innovative Cities”, Nicosia, Cyprus, 2012.



Various conference and journal publications.

Some Initial Findings



54.9% Male, 44.6% Female.



The most popular group of users (39%) is between 25-34 years old. Younger people between 18-24 are also highly interested (32%).



65% of users live in an urban environment, 28% in the suburb, 17% in rural areas.



48% of users live in the capital of Cyprus, Nicosia.

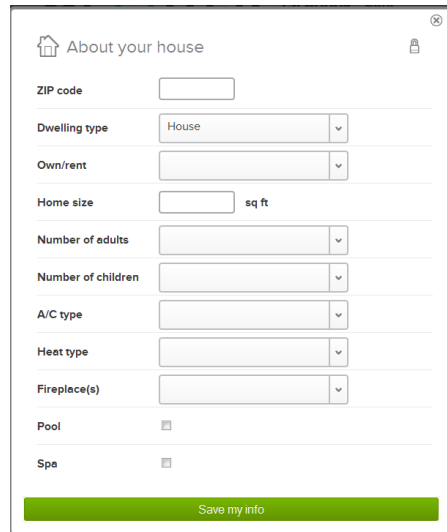


Average visit duration is 6 minutes, 40 seconds. 32.18% of users used the application more than once.



29% of users checked also their own personal consumption.

Next Steps I



A screenshot of a web form titled "About your house". The form contains the following fields:

- ZIP code:
- Dwelling type:
- Own/rent:
- Home size: sq ft
- Number of adults:
- Number of children:
- A/C type:
- Heat type:
- Fireplace(s):
- Pool:
- Spa:

At the bottom of the form is a green button labeled "Save my info".

More **effective electrical comparisons** between people that share common house preferences (e.g. home size, number of residents, heat type).

More **effective statistics** including a colour map of Cyprus according to the electric behaviour in different areas of the country. Discussion for building-specific statistics.



Next Steps II



A **newsletter** sent by email to the users of the application every two months, to inform them about their electricity footprint, comparing it with their local and social environment.

Access to Social Electricity by people who do not have Facebook **through a Web site** that offers location-based statistics and general information to Cypriot consumers of electricity.



Envisioning the Future



By 2020, the 80% of houses in Europe need to be equipped with smart meters.



Social Electricity can be extended into a **real-time platform** for electrical energy awareness and electricity-related comparisons.



Electrical energy **competitions** between friends, neighbourhoods and areas in real-time.



Awards to energy-efficient citizens and locations.



Financial motives to individuals, organizations and municipalities to save energy.



Live Demo



Πανεπιστήμιο Κύπρου
Τμήμα Πληροφορικής



Ασπίς
Ηλεκτρονικού
Κυπρίου

NETwork
research
laboratory