

## ANTHROPOLOGY

**Gender and energy use***Energy Res. Soc. Sci.* **22**, 115–124 (2016)

Energy renovations to the home, such as new insulation, have greater potential for reducing energy consumption than behavioural changes, such as turning off lights, because they involve a one-time effort. Initiatives to increase the number of energy renovations have typically focused on financial incentives. However, understanding why people choose to perform energy renovations requires an understanding of how people live their daily lives. To investigate this, Lise Tjørring from the University of Copenhagen, Denmark, conducts an anthropological fieldwork investigation of ten Danish families and their decision-making processes while receiving free energy advice from an energy advisor.

Qualitative analysis of interviews reveals that energy renovations are perceived differently by men and women based on differences in their daily practices, which are in turn a consequence of cultural gender role norms. The sample size is too small to draw conclusions about specific gender practices and particular energy decisions. However, the results broadly show that discussed energy renovations are related to home improvements that overlap with house maintenance (for example, replacing windows), therefore placing energy renovation within the man's sphere of interest. Indeed, the energy advisor reported that he emphasized technical aspects of energy renovations when talking to men but not women. Developing energy renovations that focus on daily living aspects of the home may promote interest in energy renovations in women, and thus help increase future energy renovation projects. □

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