

which we presented feedback on behavioural intentions.

from another wants



from you want



from another needs



item you need



on undesired item



on desired item



the time is 5

...ing savings: item another wants	PT + visualization: "Please picture some purchase that SOMEONE ELSE would V"
...ing savings: item you want	PT + visualization: "Please picture some to purchase for YOURSELF."
...ing savings: item another needs	PT + visualization: "Please picture some purchase that SOMEONE ELSE would
...ing savings: item you need	PT + visualization: "Please picture some purchase that YOU actually NEED"
...ing savings on undesired item	PT + "Now, we'd like you to visualize what you picture something that you would NOT really li
...ing savings on desired item	PT + "Now, we'd like you to visualize v money...please picture something tha
...nalised total + collective info	"On a national basis, vampires accou annual energy costs."
...nalised total	"Per year the appliances you leave pl use (i.e., in standby mode) are costin
...arative (higher)	PT + "Your energy vampire costs are HIGHER home."
...arative (average)	PT + "Your energy vampire costs are com home."
...arative (lower)	PT + "Your energy vampire costs are LOWE American home."
...ative framing	 "Bad news!' You are wasting _ your appliance plugged in whe
...ve framing	 "Good news!' You could save __\$ pe unplugging your appliances when the
+ vanquishing advice	PT + Vanquishing Advice (e.g., enable energy power management settings, use power strips
+ appliance specific costs	PT + "Here is a detailed breakdown of the each of your appliances"