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Research Agenda:
- Understanding risk perceptions, human motivation & responses to environmental and health-related interventions; related technologies.
  - Avoid information deficit assumption: lack of knowledge rarely the only problem.
  - Motivation and risk perception problems
    - Not all care or perceive health/environmental risk
    - Some perceive few benefits and unsubstantiated risk of new technologies
    - Not all who care act or inadvertently undermine interventions
- Testing theory-based messages to encourage health & pro-environmental behaviors, policy acceptance;
  - use of messages: user-generated videos, entertainment programs, promotional messages, or
  - information technologies (educational video games, apps, smart meters)

Potential Project Roles :
- Survey research to predict citizen and/or organizational risk perceptions, needs and motivation to participate in smart city initiatives and services;
- Theory-based message and incentive strategies to encourage citizen and organizational participation (outreach and awareness building);
- Analysis of smart city citizen/organizational participation and satisfaction.

Collaborative Collision: Smart Cities 2018

Recent, related work:

Role of values, norms, group identity, & risk perceptions in predicting behaviors, message response, policy acceptance.

- Moral motivations for renewable energy for home use.
  - Responses to promotional messages emphasizing caring, justice, loyalty, or authority and willingness to pay more for green energy.

- Motivations and risk perceptions associated with use and acceptance of smart meters in the United States.

- Saving money vs. the environment? Short-term vs. long-term gains?
  - Responses to messages promoting reduced residential energy use.

- The role of values, moral norms, and descriptive norms in building occupant responses to an energy-efficiency pilot program and to framing (norms vs. personal responsibility) of related messages.

- Motivating the skeptical and unconcerned: Considering values and norms when planning messages encouraging energy conservation and efficiency behaviors.

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