



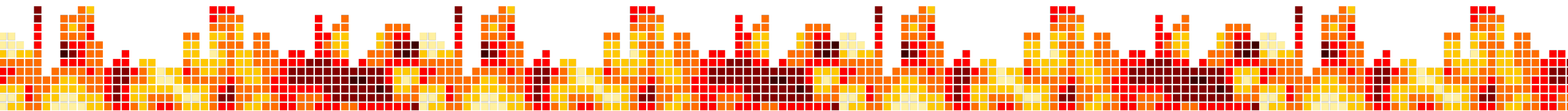
Assessing the role of digitalisation of daily life on energy efficiency and climate crisis - A technology acceptance perspective

Mariana Gaytan Camarillo and Charlie Wilson

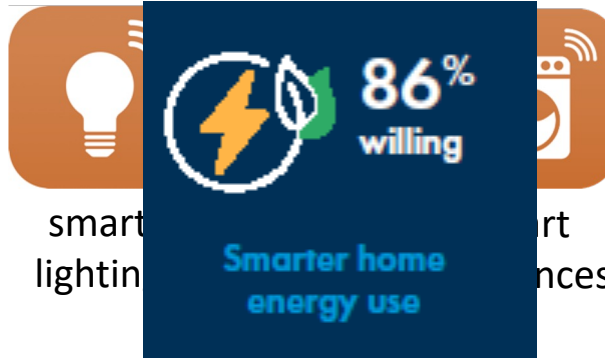
iD**POWER**DDLE

The Impacts of Digitalised Daily Life on Climate Change

Digitalisation and climate change



Greening homes



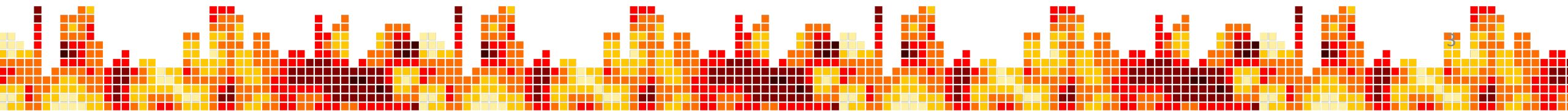
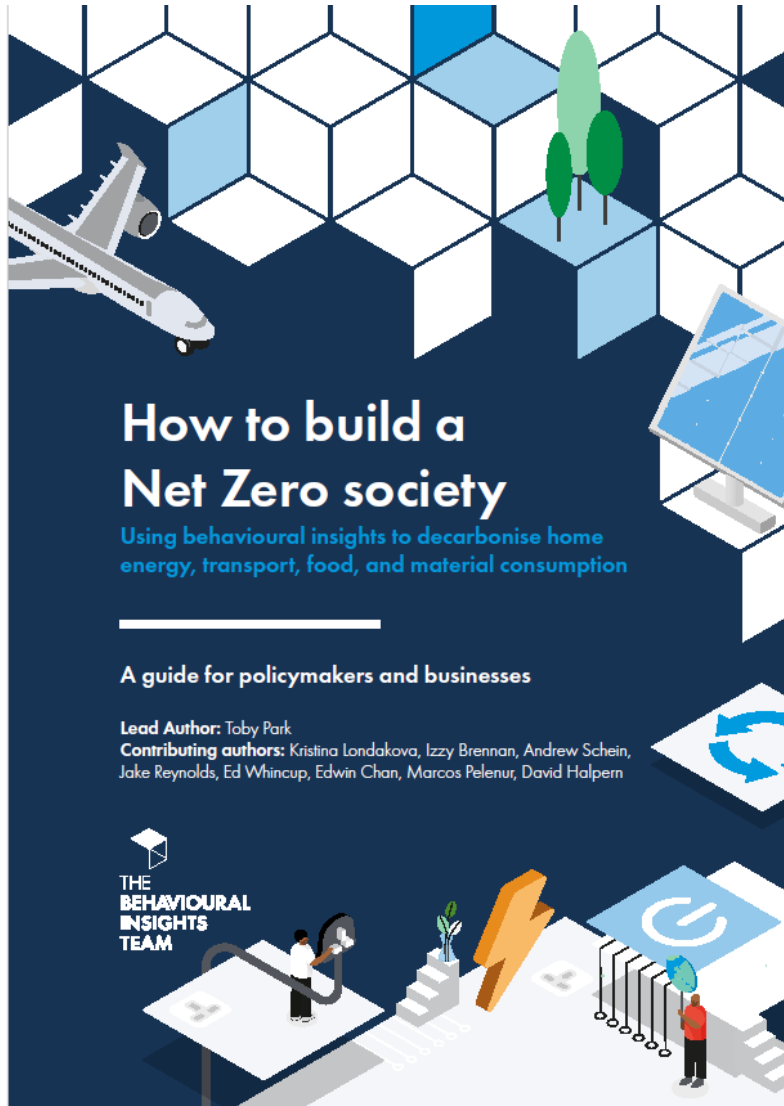
Greening transport



Greening food

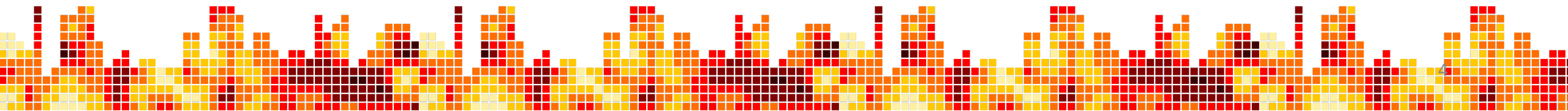


Greening consumption

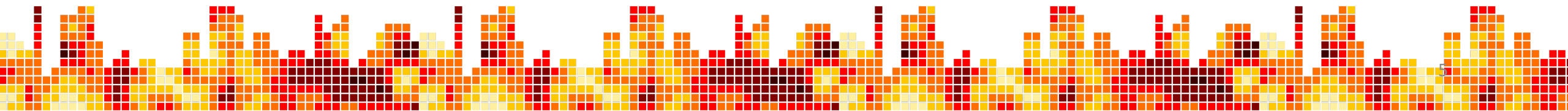
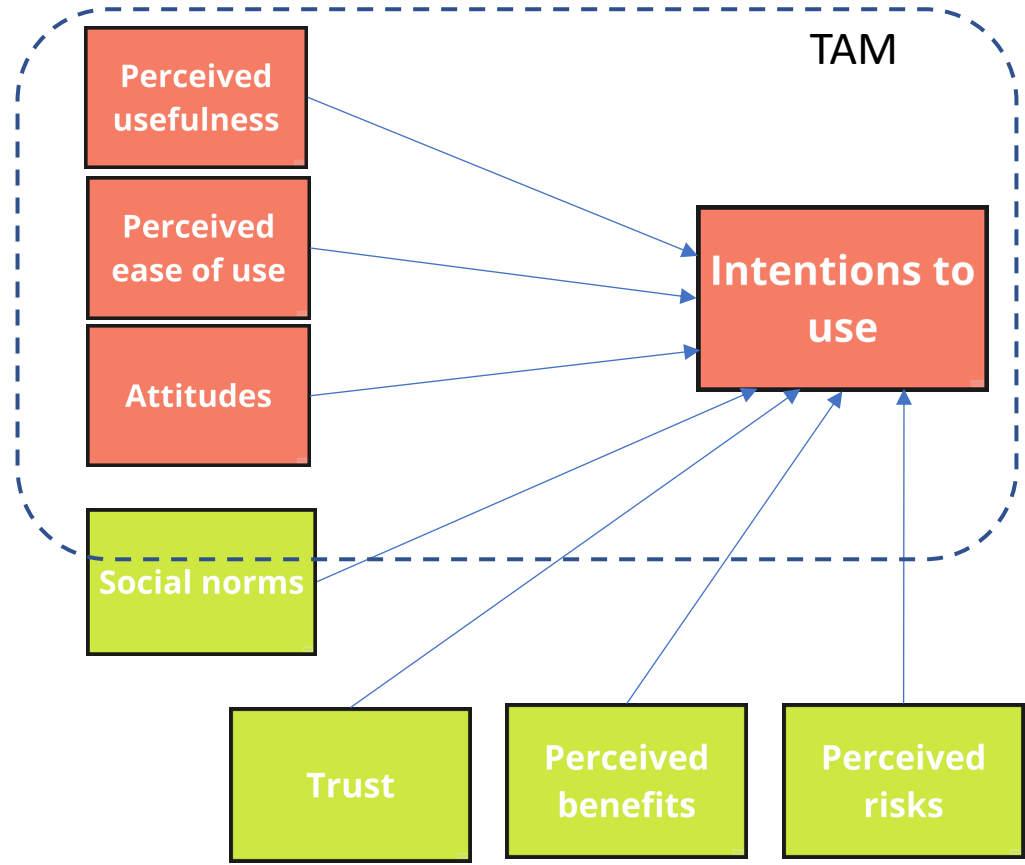




Do people integrate digital technologies to their daily life? Do they intend to use digital technologies to reduce their impact on climate change?



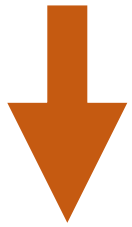
Technology Acceptance Model (TAM) and digitalisation of daily life



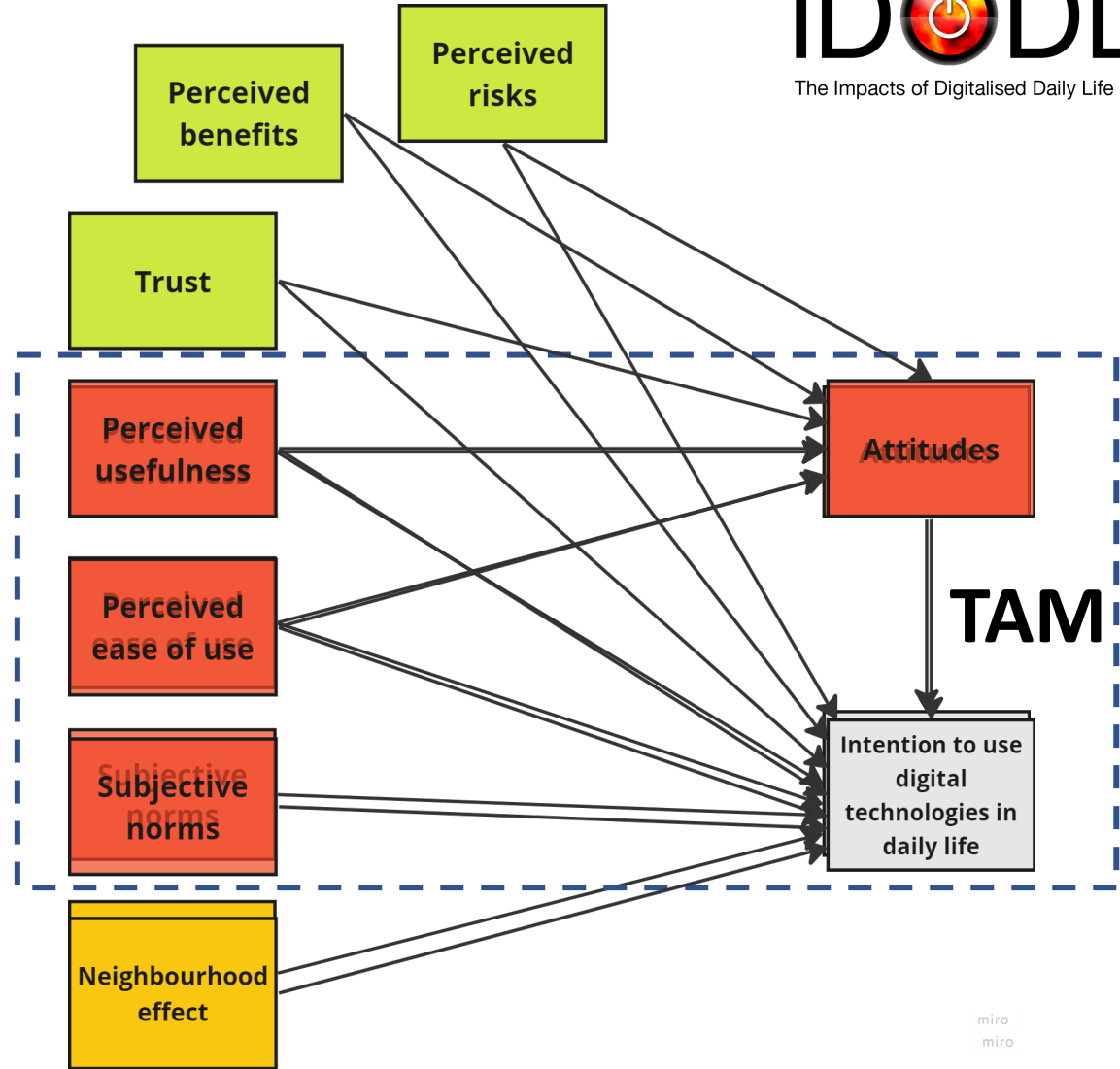
Method



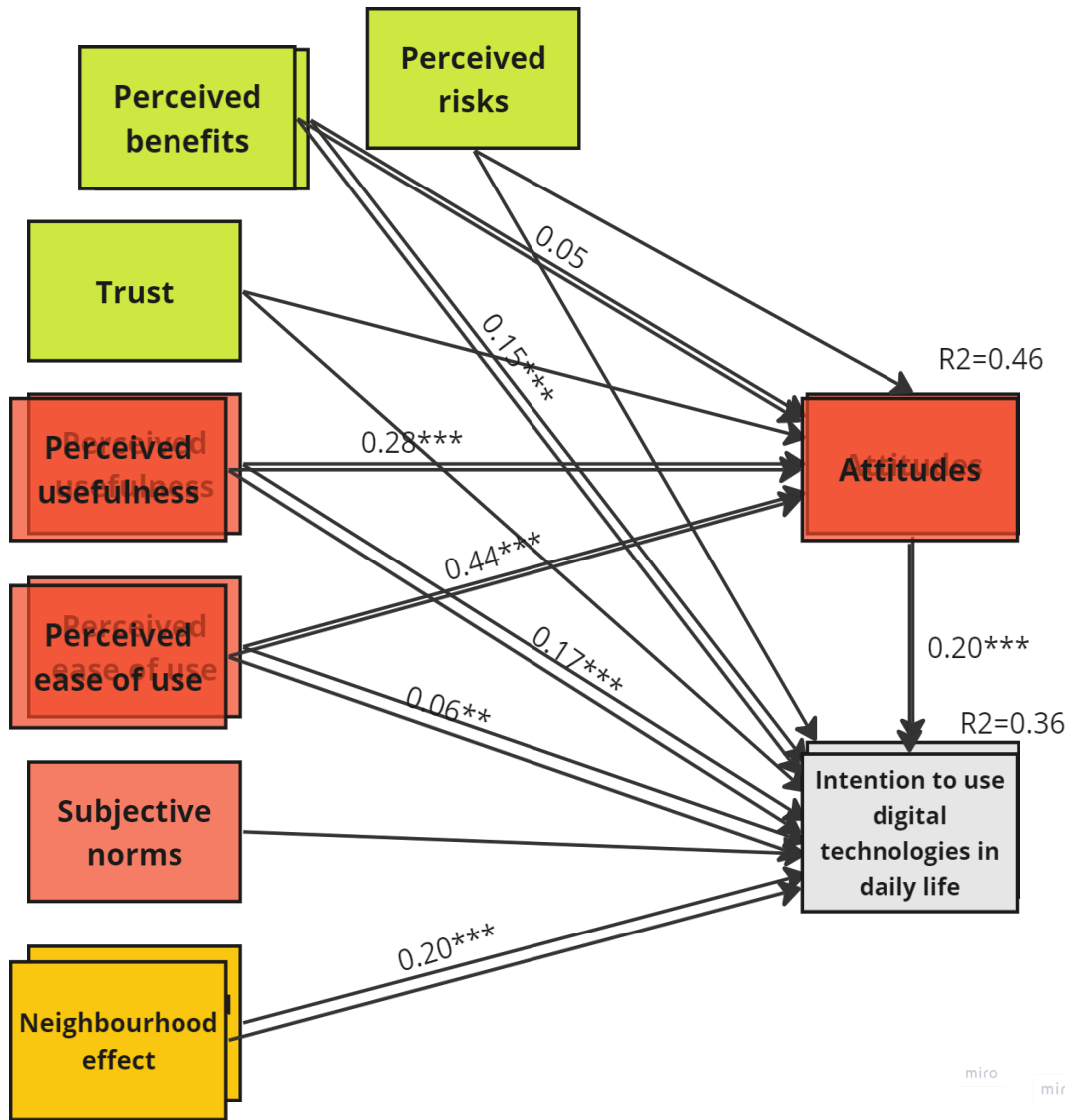
National survey in the UK N=2013



Digital technologies in daily life



Results



Mediation analysis- Attitudes

Pathways	Direct effects	Indirect effects
PEU -> Intentions	.06**	.08** CI [.060,.112]
PUS -> Intentions	.17***	.05*** CI [.037, .076]
Pbenefits -> Intentions	.15***	.009 CI[-.005,.024]

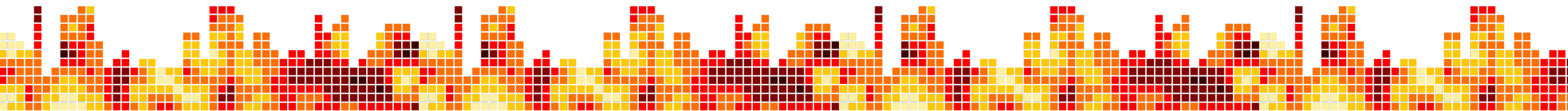
Significance level (***p<0.001, **p<0.05, *p<0.10)

Model fit:

CFI =.998

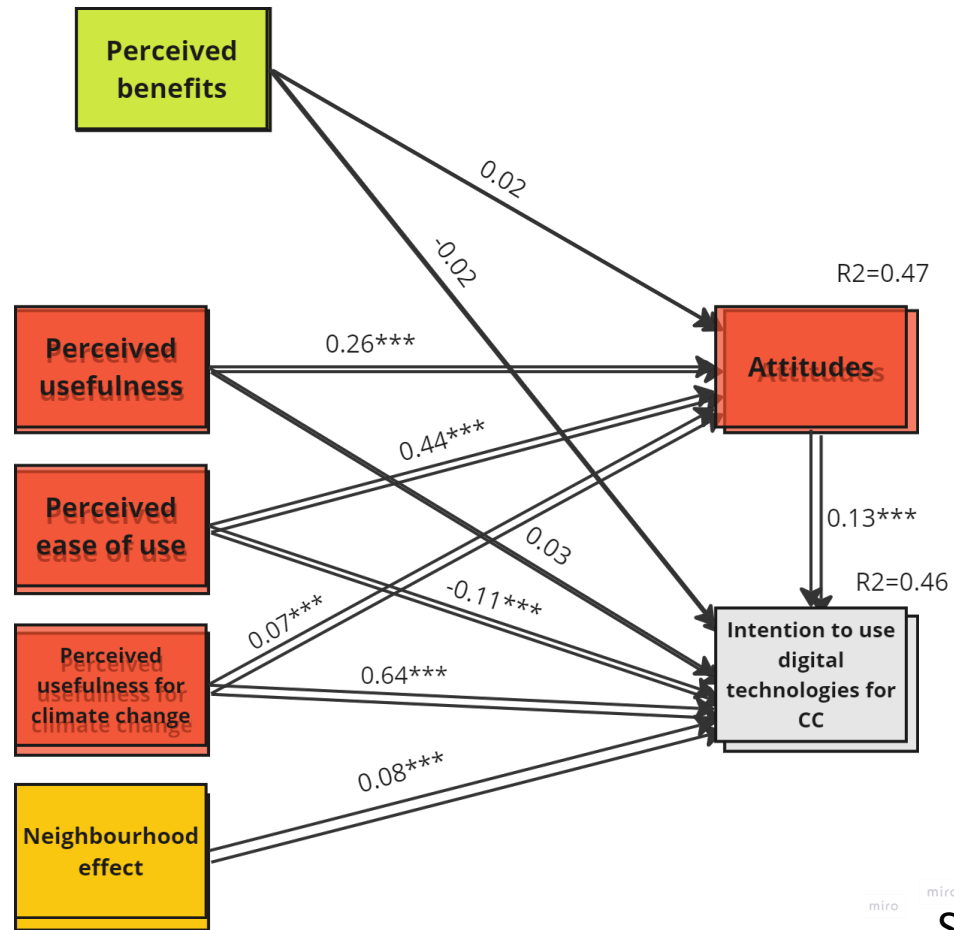
TLI=.973

RMSEA=0.072 (Awang, 2012)



Study 2- TAM and intentions to use digital technologies in daily life to reduce impact on climate change (CC)

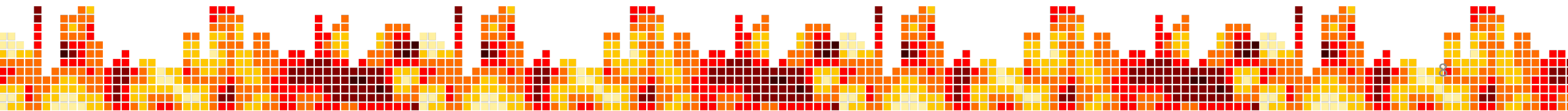
Model fit:
CFI =.998
TLI=.967
RMSEA=0.074
(Awang, 2012)



Mediation analysis- Attitudes

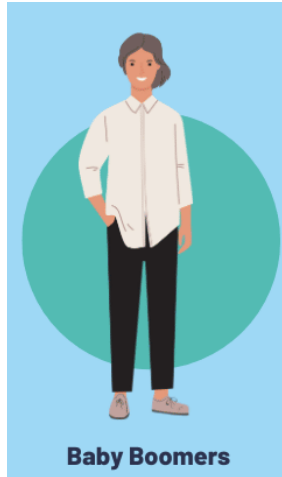
Pathways	Direct effects	Indirect effects
PEU -> Intentions for CC	-0.11***	.059** CI [.039,.084]
PUS -> Intentions for CC	.03	.034** CI [.022, .054]
PUSCC -> Intentions for CC	.64***	.009** CI [.003, .017]
Pbenefits -> Intentions for CC	-0.02	.003 CI [-.006,.014]

Significance level (***p<0.001, **p<0.05, *p<0.10)



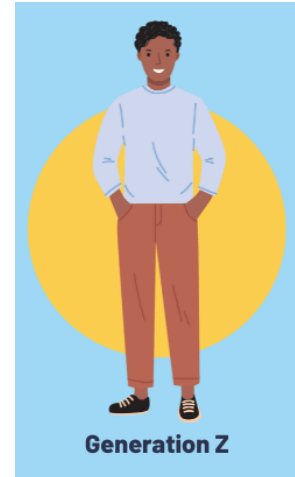
Results- TAM and intentions to use digital technologies in daily life to reduce impact on climate change (CC)

Age generations



55+ years old

VS



18-24 years old

$\chi^2=33.964$ df= 10 p=.000 ***

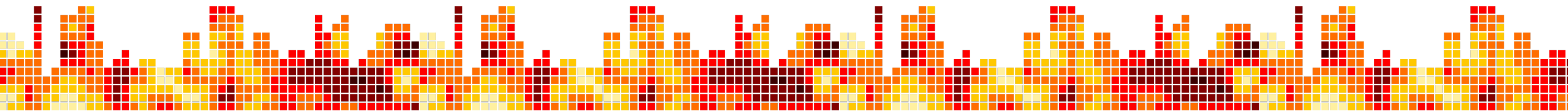
Gender



VS

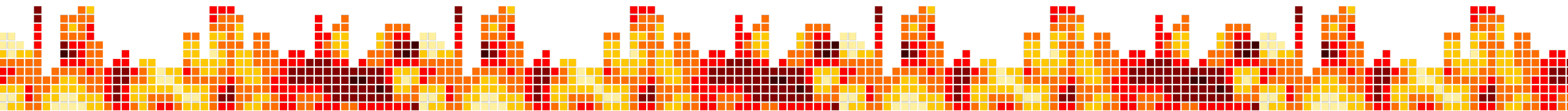


$\chi^2= 19.85$ df= 10 p=.031 **



Summary

- TAM can be adapted to assess general intentions to use digital services and products in daily life. Relevance to understand perceptions of how digital tech is integrated in our daily life and not of specific innovations.
- Trust and Perceived risks are not a great predictor of intentions to use digital technologies in daily life.
- The way people perceive various aspects of technology has a greater influence on their intentions to integrate technology into their daily lives than on their intentions to use digital technologies specifically to mitigate the impact on climate change.
- Different age and gender groups prioritize distinct factors when contemplating the use of digital technologies to mitigate their impact on climate change.





Charlie Wilson
Principal Investigator



Emilie Vrain
Researcher, and coordinator of the living labs



Mariana Gaytan Camarillo
Researcher, and coordinator of the cross-national surveys



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Poornima Kumar
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Marcel Seger
DPhil researcher

Thank you for listening

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Question examples – digital technologies in daily life

Many of the questions in this survey are about your use of digital technologies, apps and the internet in your daily life.

By "daily life" we mean when you're at home or on the move ... but not in the workplace.

By "digital technologies", we mean devices like smartphones, computers, smart watches and other devices in the home that connect to the internet.

By "apps", we mean any application, programme, platform, website or software that can be accessed using digital technologies.

Now we would like you to think about **what you use** digital technologies, apps, and the internet **for in your daily life?**

- [1] Used instant messaging (e.g., WhatsApp)
- [2] Participated in social networks (e.g., Facebook)
- [3] Used online banking, paid bills, or transferred money
- [4] Given things away for free online (e.g., Freecycle)
- [5] Bought food or groceries online for delivery (e.g., Ocado)

