

Appendix

Table 1: Summary Statistics of Hourly Electricity Consumption (kWh/h)

Type	Observations	Mean	Std. Dev.	Min	Max
Overall	26,576	0.248	0.294	0.0015	2.903
Control	13,190	0.248	0.290	0.0015	2.903
Norm	13,386	0.249	0.298	0.005	2.666

Table 2: Model Estimation including dwelling size as an explanatory variable

VARIABLES	(1) BV(1)	(2) BV(2)	(3) MV(1)	(4) MV(2)
socialcompar	0.0319 (0.0436)	0.0315* (0.0184)	0.0174** (0.00773)	-0.0611*** (0.00862)
2._refurbishment_entry_type			-0.133*** (0.00667)	
occupant_number			0.0711*** (0.0183)	
mean_house			0.00182 (0.00123)	
mean_age			0.00625*** (0.000849)	
N_children			-0.133*** (0.0124)	
N_mature			-0.114*** (0.0153)	
N_female			0.00362 (0.0140)	
size_m2	0.00415*** (0.00121)	0.00415*** (0.000512)	0.00525*** (0.000250)	-0.00881*** (0.000897)
env_identity				-0.0526*** (0.0153)
trust				0.0319*** (0.00351)
reciprocity				-0.229*** (0.0159)
altruism				-0.113*** (0.00980)
time_pref				0.129*** (0.00834)
ener_lit				-0.147*** (0.0103)
group_identity				0.0348*** (0.00348)
Constant	-0.0562 (0.0941)	-0.144*** (0.0407)	-0.526*** (0.0634)	1.873*** (0.185)
Observations	26,576	26,576	26,576	22,160
Number of apt_id	12	12	12	10

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Note: Dependent variable is energy consumption of apartment i at hour t (t=1-2233). BV(2), MV(1), and MV(2) control also for hourly and monthly variations by including hour and month dummies in the regression (suppressed in output). MV(2) drops observations from two apartments for which we do not have survey data

Table 3: Note: Results from GLS random effects regression including only weekdays.

VARIABLES	(1) BV(1)	(2) BV(2)	(3) MV(1)	(4) MV(2)
Social	0.00830 (0.0621)	0.00813 (0.0755)	0.120*** (0.00688)	-0.0568*** (0.00999)
latermovein			-0.187*** (0.00737)	
OccupantNumber			-0.191*** (0.0145)	
HoursAtHome			0.0103*** (0.00135)	
MeanAge			-0.00786*** (0.000559)	
N children			-0.0157 (0.0128)	
N > 65			0.142*** (0.00983)	
N female			0.220*** (0.00996)	
EnvSelfId				0.0270* (0.0156)
TrustPref				0.0288*** (0.00406)
ReciprocityPref				-0.0729*** (0.00533)
AltruismPref				-0.0545*** (0.00981)
TimePref				0.0493*** (0.00272)
EnerLit				-0.0563*** (0.00398)
GroupId				0.0216*** (0.00343)
Constant	0.239*** (0.0439)	0.151*** (0.0544)	0.593*** (0.0362)	0.0665 (0.0766)
Observations	18,624	18,624	18,624	15,534
Number of Apartments	12	12	12	10

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Note: Dependent variable is energy consumption of apartment i at hour t ($t=1-2233$). BV(2), MV(1), and MV(2) control also for hourly and monthly variations by including hour and month dummies in the regression (suppressed in output). MV(2) drops observations from two apartments from which we do not have survey data

Table 4: Interaction Effects of Number of Clicks & treatment

VARIABLES	(1) ener_cons	(2) ener_cons
1.socialcompar	0.00384 (0.194)	0.00268 (0.340)
N_clicks_electrical	-0.00187 (0.00413)	-0.00191 (0.00725)
socialcompar#N_clicks_electrical	-0.00547 (0.0314)	-0.00544 (0.0551)
Constant	0.267*** (0.0867)	0.176 (0.153)
Observations	17,652	17,652
Number of apt_id	8	8

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Note: Dependent variable is energy consumption of apartment i at hour t (t=1-2233). BV(2) also controls for hourly and monthly variations by including hour and month dummies in the regression (suppressed in output). We do not include MV(1) and MV(2) as the output is omitted due to issues of multicollinearity