

PSA Project (FSU)



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Title	Behavior/Technology	Appeal
Museum (6 versions)	CFLs	Save money, protect environment, efficiency is easy, social norms
Penguin Problem	Caulking, insulation, home energy audit	Save money, social norms
Random Acts (5 versions)	Caulking, sprinkler timers, CFLs, tire inflation	Save money, protect environment, energy independence, patriotism, self-esteem, efficiency is simple
Green Your Routine	Lower thermostat, hand-wash dishes, air-dry clothes, lights off, unplug	Family bonding, save money, fun
Not So Hard	Efficient clothes washer/dryers	Efficiency is easy/simple, save money, protect environment
Changing Bulbs (3 versions)	CFLs	Social norms, personal responsibility, protect environment, save money, energy independence, patriotism
Childs' Play	Non-specific	Efficiency is easy, intergenerational benefits