

Showering SMARTLY



showeringsmartly.com



learn more!!

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IN TOURISM ACCOMMODATIONS A SOCARXIV PREPRINT

1 Context

- Current freshwater shortages are predicted to get worse, partly resulting from human behaviour
- Tourism contributes to 8% of CO2 emissions and hotels use an average of 350 litres of water per guest/night
- Most direct water consumption in tourism accommodations occurs in the bathrooms



2 Aim

Fostering pro-environmental showering behaviour among tourism accommodation guests through smart technology and persuasive messages

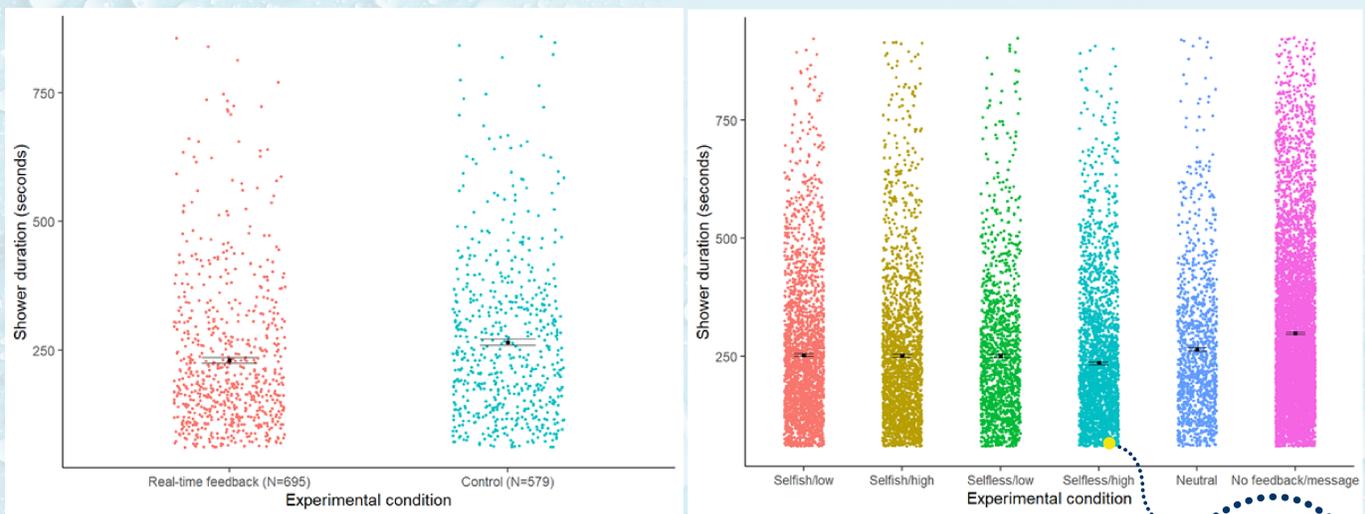
3 Covert randomised control trial

- 2 field experiments
- 6 tourism accommodations
- 3 countries
- 108 rooms

<p>Aguardio informs you how long the water runs for. Turn on the water and the timer starts; turn off the water, the timer stops.</p> <p>Enjoy your shower!</p>	<p>Water is essential for life! A typical shower here has water running for 4:50mins.</p> <p>Will you beat the clock? Water conservation starts with you.</p> <p>Make a difference!</p>	<p>Water is essential for life! A quick shower here has water running for 3:30mins.</p> <p>Will you beat the clock? Water conservation starts with you.</p> <p>Make a difference!</p>	<p>You can choose to feel great! A typical shower here has water running for 4:50mins.</p> <p>Will you beat the clock? Water conservation starts with you.</p> <p>Be proud!</p>	<p>You can choose to feel great! A quick shower here has water running for 3:30mins.</p> <p>Will you beat the clock? Water conservation starts with you.</p> <p>Be proud!</p>
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4 Results



5 Conclusions

- The average shower was 318 sec (vs 397 sec in UK households)
- 13.56% reduction in shower length with the real-time feedback, increasing to 21.27% with the most effective message

6 Open research

- First steps towards openness, collaboration, sharing, and transparency in research
- Preprint available to all, free, forever
- Data available after peer-review to all, free, forever

ASK ME A QUESTION!

What is a preprint? 🔍

What is preregistration? 🔍

Where to start? 🔍

