

research in brief

Home Energy Conservation Information

Home energy conservation information in 219 articles in 503 issues of selected women's magazines, published during July, 1972, and June, 1978, were analyzed. The magazines were: *Better Homes and Gardens*, *Family Circle*, *Good Housekeeping*, *House and Garden*, *House Beautiful*, *Sunset*, and *Woman's Day*. Less than .5% of the 99,226 pages printed in these magazines were devoted to energy conservation information.

A magazine analysis instrument was developed to determine how much and what kinds of energy conservation information were included in the selected magazines. Accuracy of information, however, wasn't analyzed. A majority of the articles (n=128) referred to both the finite supply of energy sources and the cost of utilities as justification for conservation.

Review of literature includes information on innovation adoption, consumer behaviors, information sources, and information use by consumers.

All of the seven magazines had at least one article on energy noted on the cover during the six-year period. Frequency of articles ranged from 70 articles on space heating to only 4 articles on water heating.

Major implications for Extension from this study are:

1. Extension educators must teach evaluation of consumer information and information sources.

2. *Agencies (including Extension) need to provide more evaluative and background information on products, services, and methods.*
3. *Consistent and constant information is necessary to encourage consumer adoption of home energy conservation practices.*

"Home Energy Conservation Information in Selected Magazines, July 1972-June 1978." Janice Gazzoli Nixon. Master's thesis, Colorado State University, Fort Collins, 1978.

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