

# Where does electricity come from?



Australian National University

Australian National Centre for the Public Awareness of Science

Please draw a picture/diagram of where you think electricity comes from **today**.

- Please add text, labels, arrows, etc. showing the important parts of your drawing.

Please draw a picture/diagram of where you think electricity will come from in the **future**.

What do you think is the main challenge in moving from today's electricity system to this future system?

## About you (please tick)

What is your age?     18-24     25-44     45-64     65+

I am a:     female     male     prefer not to say     I prefer to self-describe: \_\_\_\_\_

I live in:     Canberra     Somewhere else, (please specify): \_\_\_\_\_

If from Canberra, approximately how many years have you lived there: \_\_\_\_\_

If you are willing to participate in a short (~15 minutes) follow-up interview, please write your details below:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

**After you have heard the story,** please draw another picture/diagram of where you think electricity comes from **today**. Please add text, labels, arrows, etc. showing the important parts of your drawing.

Please draw a picture/diagram of where you think electricity will come from in the **future**.

What do you think is the main challenge in moving from today's electricity system to this future system?

In the story, how important do you think the following features were for communicating the energy transition?

	<u>Un</u> important	Slightly Important	Moderately Important	Important	Extremely important
Narrative structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provoking emotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Metaphor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiar attributes of animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A hopeful message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visuals (colours, faces)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any comments about these features and/or how they influenced your ideas about energy transition?

Compared to other ways of communicating, what effect did the metaphor have?