

# Method–Objective Matching Framework

## 1. Measuring general attitudes, sentiments, and stated preferences

→ Cross-sectional survey

Used to estimate population-level support, awareness, trust, perceived fairness, and stated willingness.

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## 2. Measuring change in attitudes or normalization over time

→ Longitudinal survey (panel or repeated cross-section)

Used to track shifts in opinion, adaptation to policies, and evolving acceptance.

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## 3. Estimating trade-offs, choices, and willingness to pay

→ Discrete Choice Experiment (DCE) / Conjoint analysis

Used to isolate how respondents weigh cost, comfort, autonomy, environmental impact, or risk.

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## 4. Measuring actual behaviour and behavioural response

→ Field trials / Pilot programs

Used to observe real participation, load shifting, enrolment, persistence, and rebound effects under real-world conditions.

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## 5. Evaluating lived experience and performance after implementation

→ Post-Occupancy Evaluation (POE)

Used to assess satisfaction, comfort, usability, unintended consequences, and performance gaps after heating or renovation interventions.

Particularly suited for studying comfort–performance paradoxes and long-term user adaptation.

This is distinct from general “field trials” because it focuses on post-implementation experience rather than immediate behavioural response.

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6. Understanding mechanisms, resistance, and in-depth meaning

→ In-depth interviews

Used to uncover inertia, trust dynamics, risk perception, perceived hassle, identity effects, and the intention–action gap.

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7. Exploring diverse or contested perspectives and social dynamics

→ Focus groups

Used to capture disagreement, collective framing, normative tensions, and group-level meaning-making.

Particularly useful when studying controversial policies or community-level interventions.

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8. Co-producing knowledge, testing framing, or developing policy solutions collaboratively

→ Workshops / Participatory workshops

Used to explore stakeholder interaction, scenario testing, and co-design of policy instruments.

Particularly suited for transition governance contexts and multi-actor environments.

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9. Synthesizing existing knowledge

→ Systematic literature review

→ Meta-analysis