

## **Who adopts solar PV technology and how?**

### **Background**

A worldwide transition towards more sustainable electricity production requires that a variety of actors decide to invest and start using renewable electricity technologies. Solar PV technology is for instance adopted by households, tenant organizations, associations, municipalities or companies. What these actors have in common is that they do not have a long experience and background in energy production. It is therefore relevant to wonder what background, networks and/or resources they have that drive them to take the step to adopt solar PV and how they gather relevant information and knowledge to pursue their adoption process.

The aim of this thesis is to increase the understanding of adopters of solar PV technology with regards to their characteristics (e.g., background, networks and resources), their drivers and their adoption strategies.

This master thesis will be connected to an ongoing project related to the role of information and advice directed to adopters of solar PV in Sweden. Within the project, one objective is to better understand what needs adopters have during the adoption processes and how adopter support should be designed.

The students will be supervised by researchers Hanna Rydehell and Ingrid Johansson Mignon at TME department at Chalmers University of Technology.

### **Examples of master thesis objectives**

- Understand the main characteristics of solar PV adopters and how these characteristics impacted the adoption process.

And/or

- Identify the main needs of solar PV adopters prior, during and after the decision to adopt solar PV technology and investigate how adopters have managed to cope with those needs.

And/or

- Identify key adopter networks and the role that they take in supporting adopters of solar PV technologies.

The objectives will be discussed and formulated by the students in collaboration with supervisors.

### **Requirements**

- Knowledge of innovation and interest in sustainability transition.

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