

ABSTRACT

The present invention provides a technique for improving the cooling performance of a cooling tower in a circulating cooling water system having the cooling tower. The present invention provides a method for improving cooling performance of a cooling tower in a circulating cooling water system having the cooling tower, wherein cooling water used in the circulating cooling water system is cooling water to which an agent including a surfactant is added, and the cooling water satisfies (a) a dynamic contact angle of 55° or less and (b) a bubble bulkiness of 250 mL or less.