Persuasive Urban Systems
Healthy and Sustainable Routines (MAS.S60) Fall 2015

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Advisors – Kent Larson, Rosalind Picard, Ryan Chin, Kevin Slavin

Class Description — We all live and work in an urban environment. Oftentimes, we are not aware of how hugely our behavior is influenced by the environment. For example, if stairs are inconveniently located, we take an elevator. If bicycle lanes are dangerous, we prefer to drive a car. Future cities will alter human behavior in countless ways. Persuasive urban systems will play an important role in making cities more livable and resource efficient by addressing current environmental problems and enabling healthier routines.

In this course, we will work on reshaping our current environments and designing future spaces to help people become healthier and to acquire sustainable lifestyles. We will explore how good urban design might be combined with socially influencing systems to encourage healthy behaviors (such as walking, bicycling, stair-use) at scale. We will study how quality of life and the health of the individual and communities might be improved through the creation of persuasive cities, streets, buildings, homes, and vehicles.

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Class Days – Tuesday, 4-5:30pm (E14-633), Thursday 2-3:30pm (E15-359) – First Class September 10th
Expectations

• Knowledge & Tools for Behavior Change
  • Persuasion
  • Social Influence

• Materialize Ideas
  • Specific Contexts
  • Publish Research

• Engage & Fun
Class 3 – Sep 24

• Socially Influencing Systems

• Persuasive Technology

• Presentations of Student Projects Idea(s)

• Forming Pairs for Student Projects

• Assignment 3
Albert Bandura’s theory

Behaviour

Personal factors:
(Cognitive, affective, & biological events)

Environmental factors
Elaboration Likelihood Model

Petty & Cacioppo

High-Involvement Processing → Cognitive Response → Belief & Attitude Change → Behaviour Change

Communication → Attention & Comprehension

Low-Involvement Processing → Belief Change → Behaviour Change → Attitude Change

Central Route

Peripheral Route
Social Influence

The study of how thoughts, feelings and behaviour of individuals are influenced by the actual, imagined or implied presence of others.
Defining Behavior Change

There is [this group of people] who currently [do this unsatisfactory behavior].

In the future, I would like them to [do this new behavior].
There are MIT faculty members who currently commute alone in private cars.

In the future, I would like them to commute by bicycles.
There are Star Market shoppers who currently purchase mainly semi-processed food.

In the future, I would like them to buy more vegetables and fruits.
There are my colleagues who currently drink only coffee at work. In the future, I would like them to drink water too.
There are my friends who currently always use elevators and escalators.

In the future, I would like them to use stairs instead.
Class 3 – Sep 24

- **Socially Influencing Systems**
- **Persuasive Technology**
- Presentations of **Student Projects** Idea(s)
- **Forming Pairs** for Student Projects
- Assignment 3
SOCIALLY INFLUENCING SYSTEMS
Socially Influencing Systems (SIS)

Social Influence

- Social learning (SL)
- Social comparison (SC)
- Normative influence (NI)
- Social facilitation (SF)
- Cooperation (CR)
- Competition (CT)
- Recognition (RE)

Users
Interaction
Interfaces
Information

Information Systems
Would you consider buying an electric or hybrid car next time when deciding to buy a new one?

- *Use twitter and include #tehnologi in your tweet!

*Yes, I think that very belongs to the future* agstl

*Yes, why not? They are more eco-friendly. More fresh air around us!* sajtek
Competition

Recognition

Cooperation

Social learning

Social comparison

Normative influence

Social facilitation

"mark presence at the airport before actual check-in to the flight, if you're late - letting know that you intend to fly" dearbeart 2012-10-08 18:41

"Gates, check-in, a map with all the airport services" LadyKristia 2012-10-08 18:40

"information about provided local services, useful information - maps, flights, gates etc" selebrei 2012-10-08 18:40
PEOPLE USUALLY GIVE AT LEAST 1 RESPONSE TO EACH QUESTION!

Current Ratio: 1.03

- agsti: 0.17
- darwelty: 1.00
- dzalitis: 1.00
- flyhighlier: 1.00
- groudlift: 1.50
- GuntarsReidzans: 1.17
- IlzeLes: 1.00
- jlaizans: 0.83
- LadyKristia: 0.83
- marisozols: 1.17
- bartelago: 1.00
- dearbearty: 1.67
- excaliburize: 1.00
- freefarride: 1.00
- guntafeifere: 1.00
- ibelflood: 1.17
- janagavare: 1.17
- klousmoo: 1.00
- lingerfiel: 1.00
- me_dagnija: 1.17

Diagram:

- SF: Social facilitation
- CT: Competition
- RE: Recognition
- CR: Cooperation
- NI: Normative influence
- SL: Social learning
- SC: Social comparison
@agsti

CURRENTLY
30 PARTICIPANTS

agsti  selebrei  groudliyt
jlaizans  freefarride  flyhighlier
mariozolos  sunternate  dearbearty
powergrain  UnaEndzina  excaliburize
klousmoo  me_dagnija  guntafeifere
janagavare  dzalitis  bartelago
saluttes  GuntarsReidzans  rigaliga
lingerfiel  IlzLes  ibelflood
Badgers at Work

Eric Informational Literacy Badge
Committee Members:
Mrs. Godwin
Mrs. Levine
Mrs. Trudell
Mrs. Epstein
- Effectively assess and evaluate information and comprehension individually.

Messenger Collaboration Badge
Committee Members:
Mrs. Stanton
Mrs. Fish
Mrs. Leisau
Mr. Bellagio
- Work well with others on shared tasks.

Elie Acceptance Badge
Committee Members:
Mr. Ehrman
Mrs. Friedman
Mr. Enz
Mrs. Wallace
- Defend diversity and stand up against prejudices.

Kagan Empowered Learner Badge
Committee Members:
Mr. Price
Mrs. Berendt
Mrs. Shreiber
Mrs. Call
- Can learn independently.
Class 3 – Sep 24

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The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places

Byron Reeves and Clifford Nass

Please note: This book is now available from the University of Chicago Press. Please call them to order this book: 1-800-621-2736.

According to popular wisdom, humans never relate to a computer or a television program in the same way they relate to another human being. Or do they? In an extraordinary revision of received wisdom, Byron Reeves and Clifford Nass demonstrate convincingly in The Media Equation that interactions with computers, television, and new communication technologies are identical to real social relationships and to the navigation of real physical spaces.
Persuasive design is the process of creating persuasive technology, or “technology that is designed to change attitudes or behaviors of the users through persuasion and social influence, but not through coercion.”
Persuasive Technology
Using Computers to Change What We Think and Do

B.J. Fogg
Class 3 – Sep 24

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Student Projects

• Demo
  • Computer Animation
  • Video
  • Animated Visuals

• User Study
  • Recruit Participants
  • Experiencing Demo
  • Questionnaire / Interview