

# Persuasive Cities for Sustainable Wellbeing

IAP 2016 Non-Credit Course (MIT Media Lab)

## Instructor

Dr. Agnis Stibe – Social Engineer at MIT Media Lab

## Guest Instructors

- TBD

## Austrian Institute of Technology

- *Stefan Seer* – Scientist in Crowd Dynamics
- *Alexandra Millionig* – Scientist in Human Factors
- *Matthias Wunsch* – PhD Candidate in Persuasive Urban Mobility project

## Course Description

Do I want to shape my behavior? Or influence behaviors of other people?

Have I ever tried to *change something in my behavior* or *to alter what others think or do*? Has my experience been successful so far? If you would like to improve your chances, then you are welcome to practice and learn ways to reshape human behaviors (at scale).

Can you imagine a city that feels, understands, and cares? Many of us live and work in an urban environment, however we often are not aware of how hugely our behavior is influenced by the environment. Future cities will alter human behavior in countless ways and Socially Influencing Systems (SIS) will play an important role in making urban spaces more livable and resource-efficient by addressing current environmental problems and enabling healthier routines.

In this highly interactive course, we will discuss ways for reshaping our current environments and designing future Persuasive Cities to help people become healthier and to acquire sustainable lifestyles. We will explore how good urban design can be combined with Socially Influencing Systems (SIS) to encourage healthy behaviors at scale. We will study how quality of life can be improved through the creation of persuasive cities, streets, buildings, homes, and vehicles.

Each session will delve into practical design issues through interactive presentations and collaborative work.

[TEDx talk](#) | [TEDx interview](#)

**Schedule** – Wednesdays (Jan 6 & 13) and Fridays (Jan 8 & 15): 10am-12pm

**Location** – E15-359, MIT Media Lab (20 Ames St, Cambridge)

**Website** – [cp.media.mit.edu/events/iappcsw](http://cp.media.mit.edu/events/iappcsw)

**MIT IAP** – [bit.ly/iap2016](http://bit.ly/iap2016)

**Enrollment** – Advanced sign-up [required by Jan 4, 2016](#). Class size limited to 20 participants.

**Sponsors** – Media Arts and Sciences, City Science Initiative, Changing Places Research Group

**Contact** – [Dr. Agnis Stibe](mailto:Dr.AgnisStibe), E15-368, [agnis@mit.edu](mailto:agnis@mit.edu)

# Persuasive Cities for Sustainable Wellbeing

IAP 2016 Non-Credit Course Schedule (MIT Media Lab, E15-359)

## Wednesday, January 6<sup>th</sup> – Persuasive Cities

- 10:00 Introduction and course logistics
- 10:30 Why Behavior Change Matters? – *Opening Discussion*
- 11:00 Persuasive Cities for Sustainable Wellbeing – *Brainstorming on the Future Cities*
- 11:30 Defining Behavior Change – *Interactive Class Exercise*
- 12:00 Closing

## Friday, January 8<sup>th</sup> – Socially Influencing Systems

- 10:00 Socially Influencing Systems (SIS) – *Key Elements of Persuasive Cities*
- 10:30 Persuasive Urban Mobility and Persuasive Electric Vehicle – *An Overview*
- 11:00 Biking Tourney Results – *Six Weeks of Riding to Work*
- 11:30 Designing Interventions for Urban Behavior Change – *Interactive Class Exercise*
- 12:00 Closing

## Wednesday, January 13<sup>th</sup> – Computer-Supported Influence

- 10:00 Computer-Supported Influence – Moderation Effects of Socially Influencing Systems
- 10:20 Persuasive Backfiring – Be Mindful when Designing SIS
- 10:40 Problem Domains – Health, Wellbeing, Energy, Water, Mobility, Waste, Safety
- 11:00 Ethics of Persuasive Applications – Autonomy, Morality
- 11:20 Advancing User Experience in Public Spaces – Engagement, Participation, Involvement
- 11:40 Implementing Persuasive Urban Systems – *Interactive Class Exercise*
- 12:00 Closing

## Friday, January 15<sup>th</sup> – Sustainable Wellbeing

- 10:00 Health Behavior Change at Scale – *Designing for Sustainable Wellbeing*
- 10:30 Wellbeing in Future Cities – *Urban Behavior Engineering*
- 11:00 Developing Actionable Prototypes – *Interactive Class Exercise*
- 11:30 Framing Future Persuasive Cities – *Closing Discussion*
- 12:00 Closing

## References

Stibe, A. (2015) [Towards a Framework for Socially Influencing Systems: Meta-Analysis of Four PLS-SEM Based Studies](#). In *Persuasive Technology* (pp. 172-183). Springer International Publishing [[PDF](#)]

Stibe, A. (2015) [Advancing Typology of Computer-Supported Influence: Moderation Effects in Socially Influencing Systems](#). In *Persuasive Technology* (pp. 253-264). Springer International Publishing [[PDF](#)]

Wunsch, M., Stibe, A., Millonig, A., Seer, S., Dai, C., Schechtner, K., & Chin, R. C. C. (2015). [What Makes You Bike? Exploring Persuasive Strategies to Encourage Low-Energy Mobility](#). In *Persuasive Technology* (pp. 53-64). Springer International Publishing [[PDF](#)]

Stibe, A. (2014) [Socially Influencing Systems: Persuading People to Engage with Publicly Displayed Twitter-based Systems](#). *Acta Universitatis Ouluensis*. PhD thesis [[PDF](#)]

Fogg BJ (2003) *"Persuasive Technology: Using Computers To Change What We Think And Do."* Morgan Kaufmann, San Francisco, CA. <http://www.persuasivetechology.com/>