Socially Influencing Systems (SIS) for Improved Urban Mobility

IAP 2015 Non-Credit Course

Instructors
Dr. Agnis Stibe – Postdoctoral Associate, MIT Media Lab, City Science Initiative
Emily G. Martin – Assistant, MIT Education Arcade

Guest Instructors
Nicole Freedman – MIT Road Cycling Coach and Director of Boston Bikes
Scot Osterweil – Computer Game Designer & Creative Director at MIT Education Arcade
Jinhua Zhao – PhD, Edward H. and Joyce Linde Assistant Professor, DUSP at MIT
Dr. Sebastian Deterding – Assistant Professor, Game Design Program, Northeastern University
y.t. – SCUL Controller and Project Manager at MIT Education Arcade

Schedule – Jan 21, Jan 23, Jan 28, Jan 30 – each day 9am-12pm
Location – E15-359, MIT Media Lab
Syllabus – http://bit.ly/SISsyllabus
Website – http://cp.media.mit.edu/workshops

Enrollment – Advance sign-up required *by Jan 16, 2015*.
Class size limited to *20 participants*.

Contact – *Agnis Stibe*, E15-368, agnis@mit.edu
Register – http://bit.ly/SociallyIS

Course Description Do I want to shape my behavior? Or influence behaviors or other people?

Have you ever thought of ***changing*** *something in your behavior* or *influencing what others think or do*? Has your experience been successful so far? If you'd like to have more success, then you are welcome to take this course to practice and learn about shaping ***human behaviors***. This highly interactive course combines an extensive body of knowledge from ***social psychology*** – focusing on *social influence*, *behavioral change*, *persuasion*, and hands-on development of socially influencing systems for *urban mobility* in modern cities. The course explains the role of ***persuasive technologies*** and their applications to various problem domains, such as mobility, health and wellbeing, energy conservation and efficiency, safety, education, etc. Each session will delve into practical design issues through interactive presentations and collaborative work. The course will address the following questions:

How can I *design technologies* to influence what people think and do?
How can people be *persuaded to increase their* ***bicycling*** *behavior*?
What kind of socially influencing systems has greater potential to *shift people's attitudes and behavior*?
How can these systems ***improve city living*** and other aspects of modern times?