

PROGETTO DI RICERCA

Titolo della ricerca dottorale <i>Title of the doctoral research</i>	Behavioural Change by Persuasion. Shaping digital technologies through design fiction to foster individual and social challenges.
Docente proponente <i>Proponent professor</i>	Venere Ferraro
Abstract	<p>Nowadays digital and smart technologies are changing the way artefacts behave and interact with the surroundings. Smart technologies can be “persuasive”, i.e. they can modify humans’ habits and behaviours without coercion. Persuasive technologies have been defined as “<i>computer-based tools designed for the purpose of changing people’s attitudes and behaviours</i>” (Fogg 09). They are spreading in different spheres of individual and social life such as health and well-being (i.e. to encourage users towards healthy life), sustainability (i.e. to foster sustainable behaviours), social responsibility (i.e. to avoid potentially dangerous behaviours).</p> <p>The PhD research will focus on the exploration of how digital products can be designed to persuade users towards responsible behaviours in order to accomplish the current social and environmental challenges. This means to use design as a technological “enabler”, able to exploit the potential of digital technologies in order to involve users in an emotional and meaningful way.</p> <p>The research will start with a literature review on the area of design for behaviour change. Then, a research-through-design approach will be applied, based on design fiction, a practice aiming at exploring and criticizing possible futures by creating speculative scenarios narrated through designed artifacts. Physical prototypes will be developed during hackathons and co-design sessions, exploiting the possibilities offered by advanced manufacturing technologies. In order to answer the main research question, the prototypes will be tested with users in a way useful to confirm or refuse the initial research assumptions.</p>
Parole chiave <i>Keywords</i>	Design for behaviour change, persuasive design, design fiction.