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Towards Environmental Inclusion: Fostering inclusive mobility behaviours through Internet of Things

Original

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Towards environmental inclusion: Fostering *inclusive mobility behaviors* through IoT

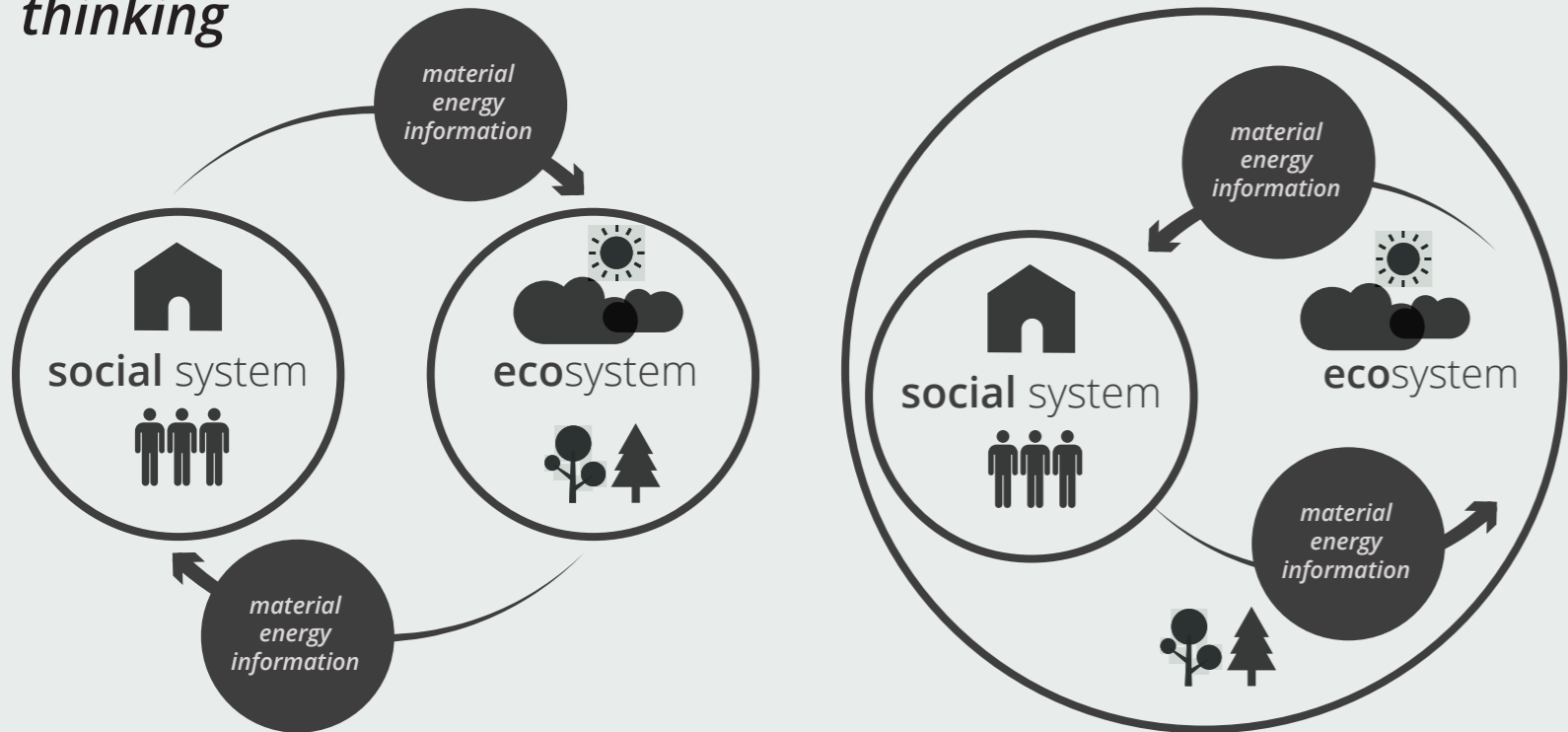
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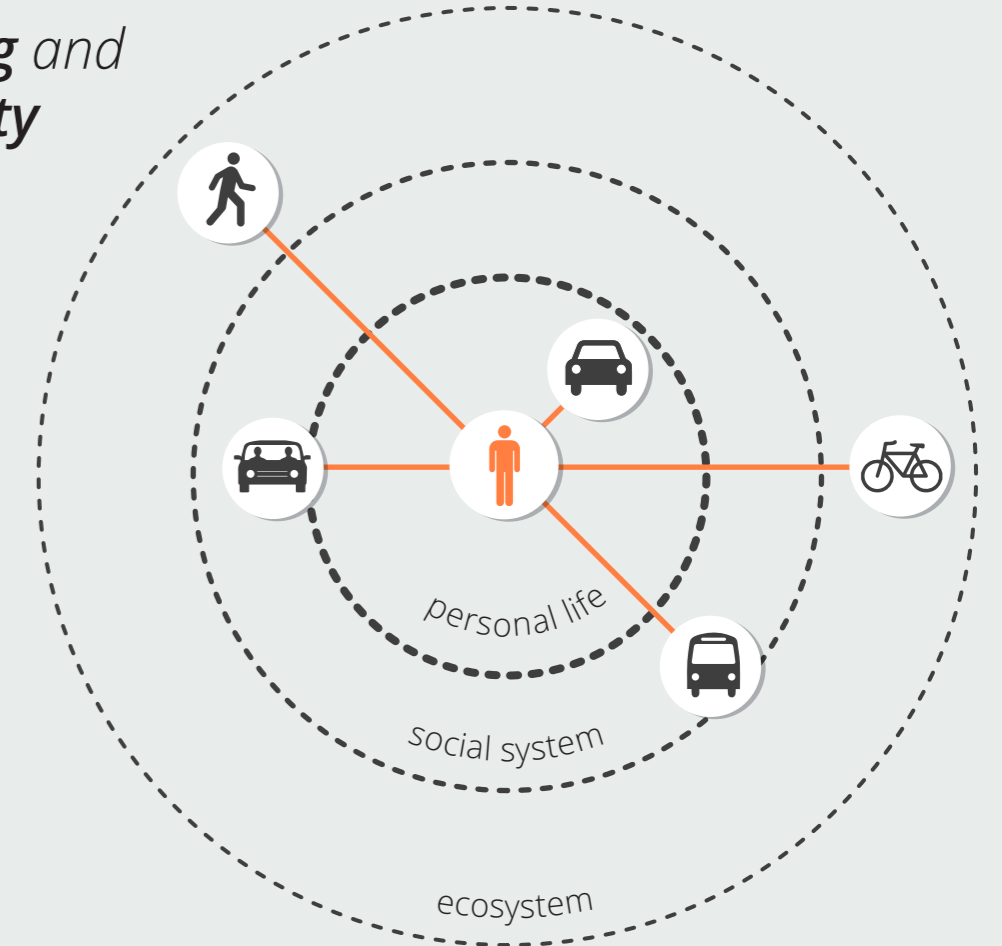
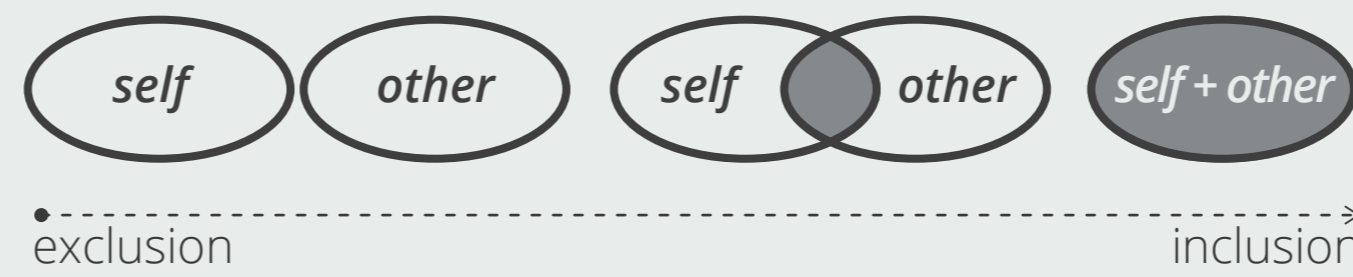
area of focus:

Broadly in psychology the term **'connectedness'** describes the extent to which individuals consider themselves parts of the universe and is defined as the extent individuals **cognitively include** natural ecosystems in their representation of selves. As an individual or group's **level of connectedness** directly affects their level of **sustainable behavior**, in this project we intend to broaden the principles of inclusive design to include the social and especially environmental aspects. To this end, we apply inclusive design principles to **multimodal mobility behaviors** in order to foster **ecological thinking**.

ecological thinking



ecological thinking and multimodal mobility behaviors

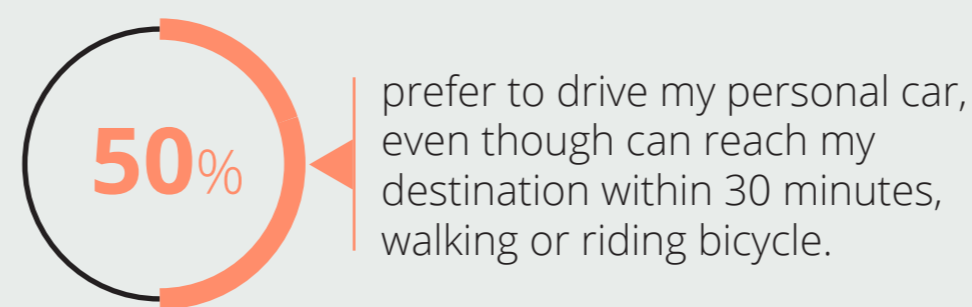
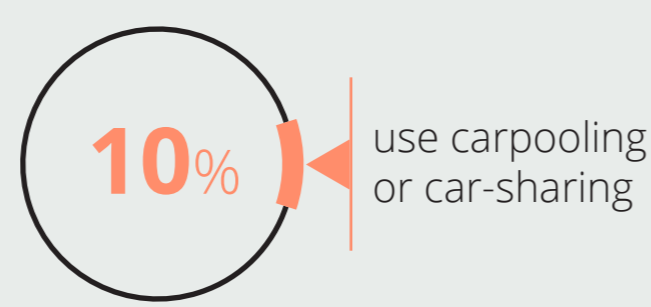


methodology:

Online Survey:

A **survey** has been conducted online since April 22nd 2015, among people who are living in **Piedmont region**, which is the largest Italian region situated in northwest of Italy.

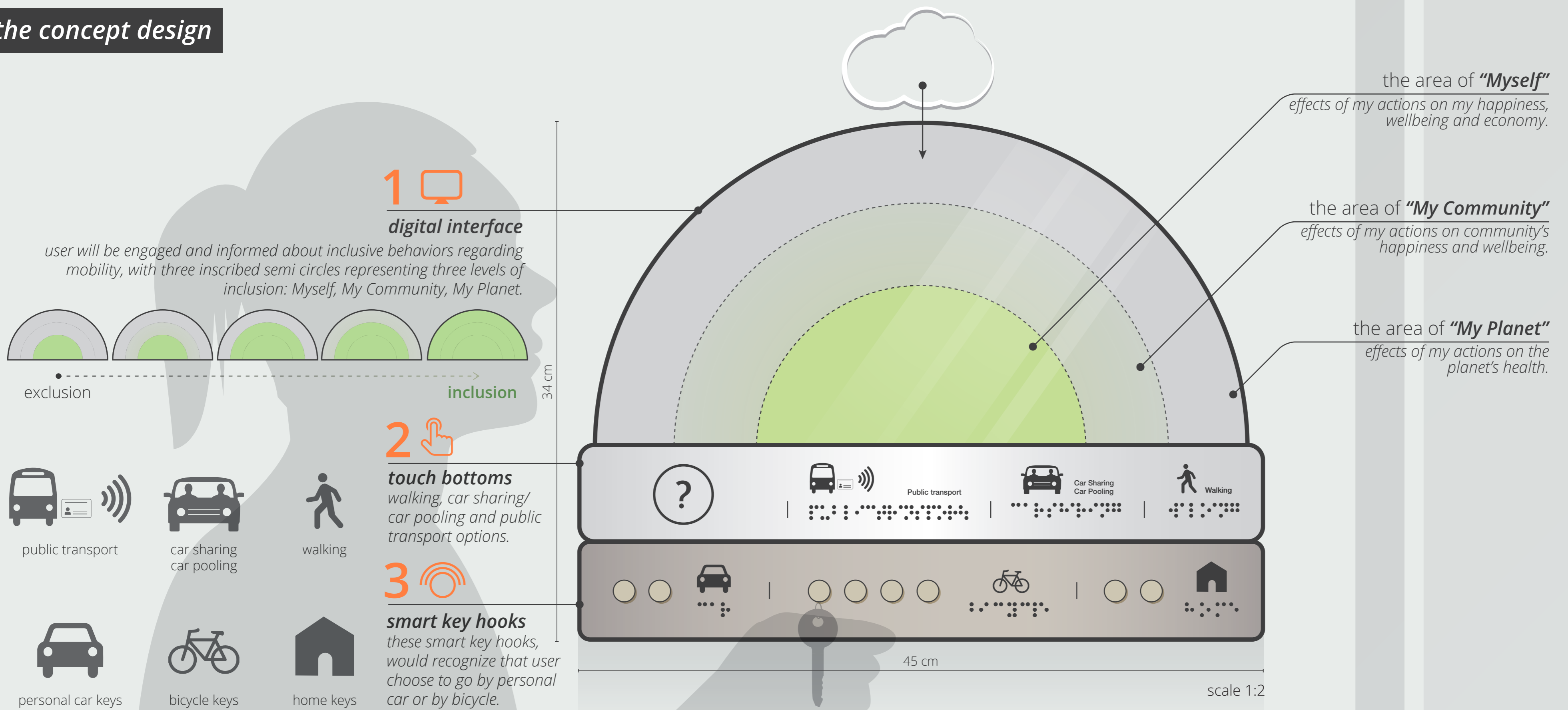
The objective of this survey is **evaluating and analyzing the level of ecological thinking and sustainable behaviors** among people in order to design appropriate product and services, which would help to change, **foster or maintain a certain behavior**.



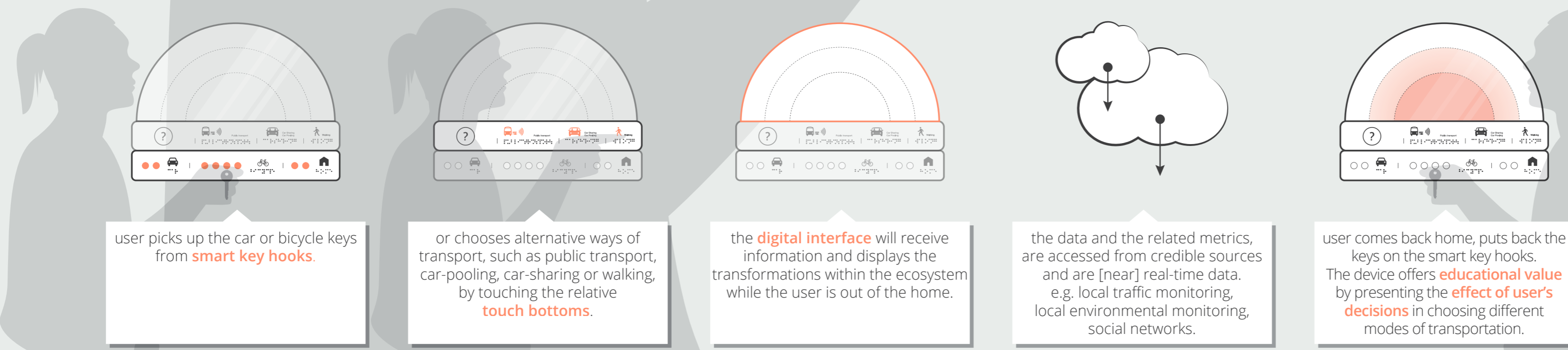
Participatory Design Tool:

For validation purposes and to discover other factors which may influence user's decisions and might not been expressed in the online survey, we have designed a specific generative tool, which will be demonstrated during the **participatory design session**.

the concept design



story board



resources:

Schultz, P.W. The structure of environmental concern. Concern for self, other people, and the biosphere. *Environmental Psychology*, Vol. 21, 2001
 César Tapia Fonllem, et. al. "Assessing Sustainable Behavior and its Correlates: A Measure of Pro-Ecological, Frugal, Altruistic and Equitable Actions". *Sustainability*, Vol. 5, 2013
 Victor Corral-Verdugo et. al. "Happiness as Correlate of Sustainable Behavior: A Study of Pro- Ecological, Frugal, Equitable and Altruistic Actions That Promote Subjective Wellbeing", *Human Ecology Review*, Vol. 18, No. 2, 2011
 Anthony W. Layne, *The Role of Connectedness Theory in Sustainable Architecture*, University of Minnesota, Minneapolis, Minnesota, ARCC, 2007