DESIGNING PERSUASIVE SYSTEMS FOR SUSTAINABILITY – A COGNITIVE DISSONANCE MODEL

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Abstract

One of the major challenges in changing human behavior is dealing with the large gap between our action and its consequences. Persuasion for sustainable action is a complex and long procedure since changing the behavior for the benefits of collective society rather than the individual is a challenge. Although several design principles have been derived for the ease of persuasive system design, no specific principles have addressed the goal of persuasion to be sustainable. In this paper we have proposed design principles for persuasive system design for sustainability. We also have proposed a cognitive dissonance model to show how these principles can work from a psychological incentive. Success of sustainability through persuasive system design (PSD) can be triggered by following the model in design procedure that focuses on reducing individual dissonance towards changing a specific target behavior for society.

Keywords: Persuasive technology, Design principles, Cognitive dissonance model, Sustainable HCI.


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