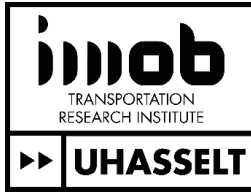




Behaviour change in real-time & post-trip interventions H2020 i-DREAMS project

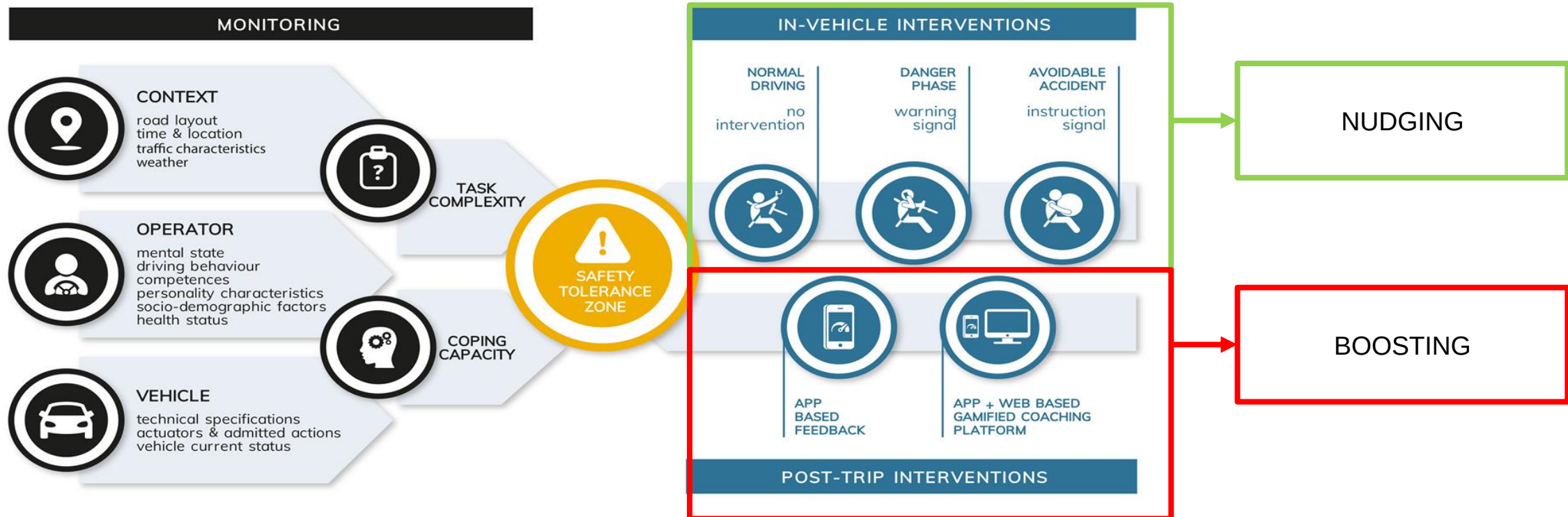
Kris Brijs, Veerle Ross, Bart De Vos, Ashleigh Filtness, Rachel Talbot, Graham Hancox, Fran Pilkington-Cheney, Christos Katrakazas, Eva Michelaraki, George Yannis, Susanne Kaiser, Gerald Furian, André Lourenço, Geert Wets, Tom Brijs

i-DREAMS Consortium



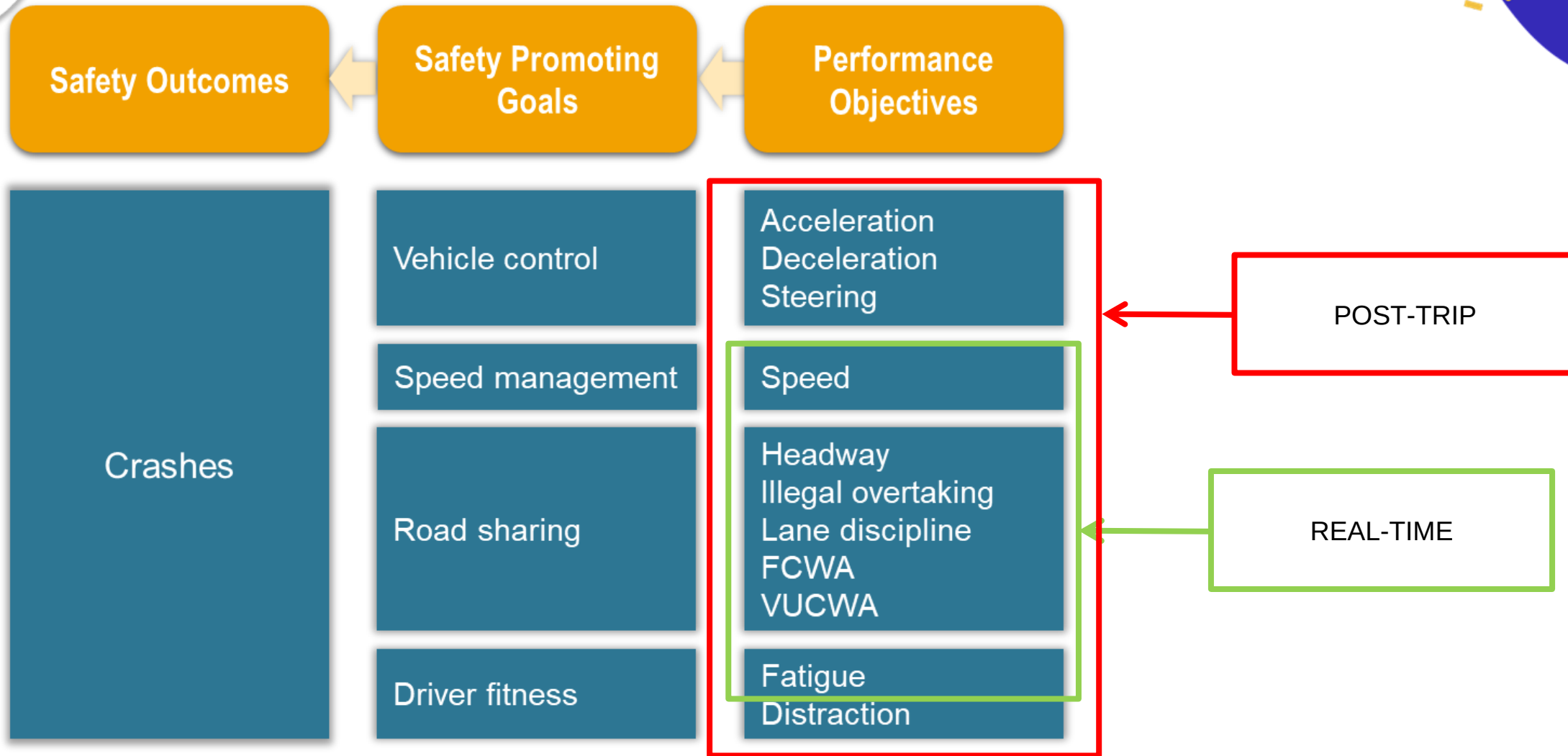
Background

Brijs et al. (2020)



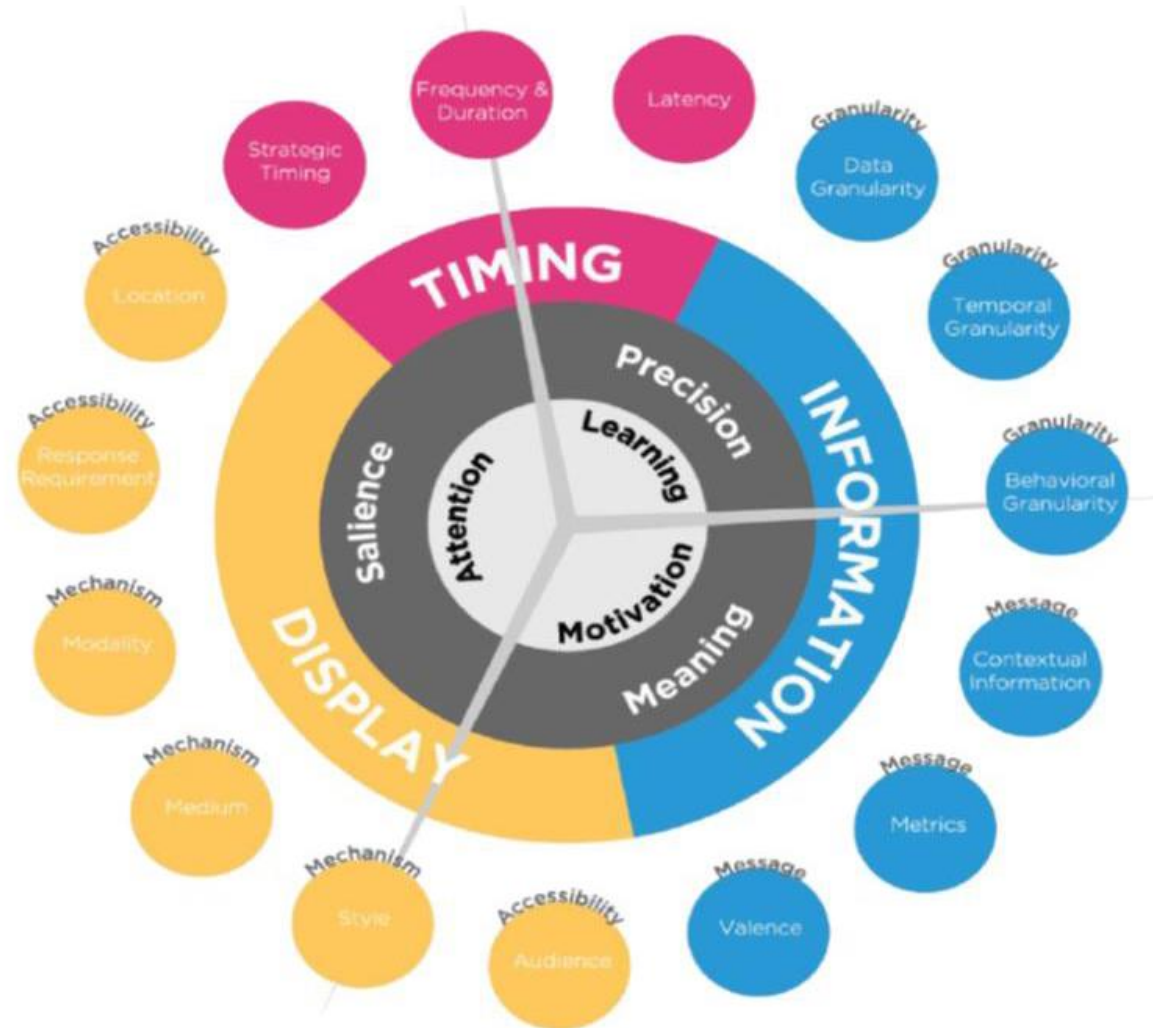
Logic model of change

Brijs et al. (2020)



Eco-feedback design behaviour framework

Sanguinetti et al. (2018)



Real-time interventions: DISPLAY

Lourenço et al. (2020)



Real-time interventions: TIMING

Katrakazas et al. (2020)

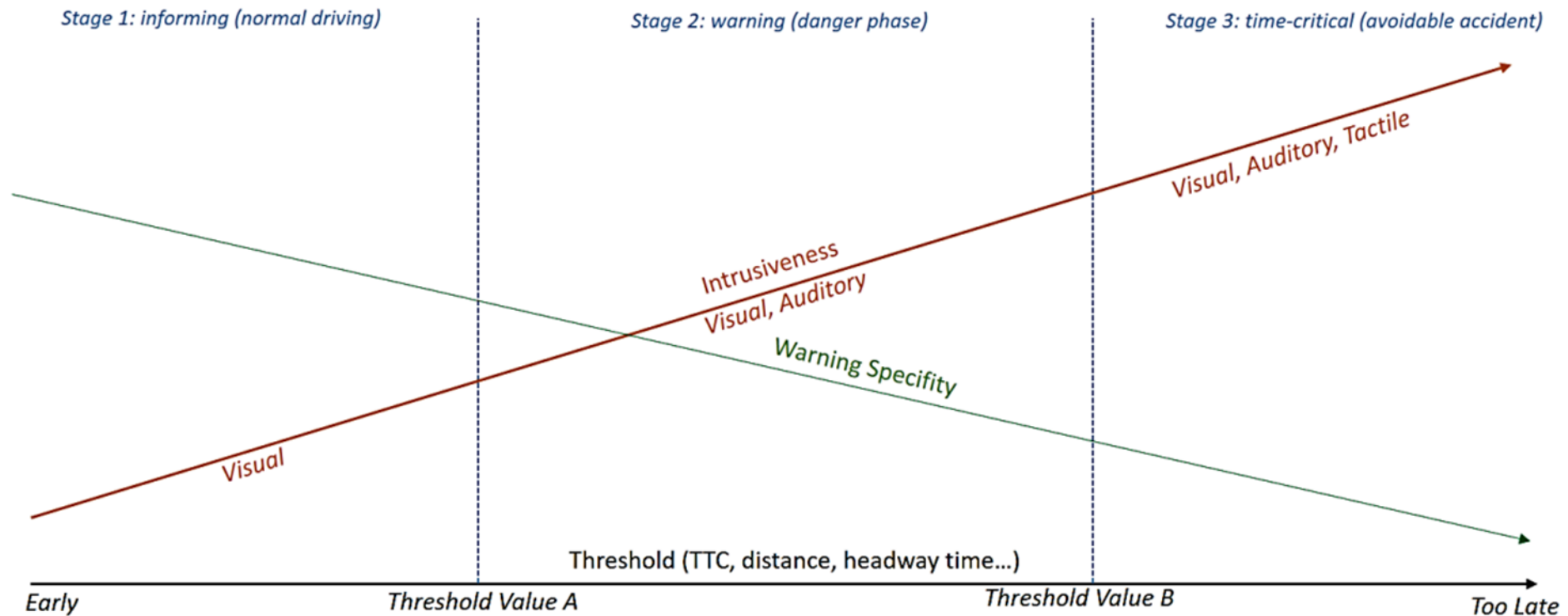


Illustration of the proposed warning strategy

Real-time interventions: INFORMATION

Lourenço et al. (2020)



Avoidable accident ahead, brake immediately!

Flashing icon, accompanied by auditory signal.

Post-trip interventions: COM-B Model

Michie et al. (2014)



COM-B Model (Michie et al., 2014)

Post-trip interventions: GAMIFICATION

Marczewski (2017)

Periodic Table of Gamification Elements

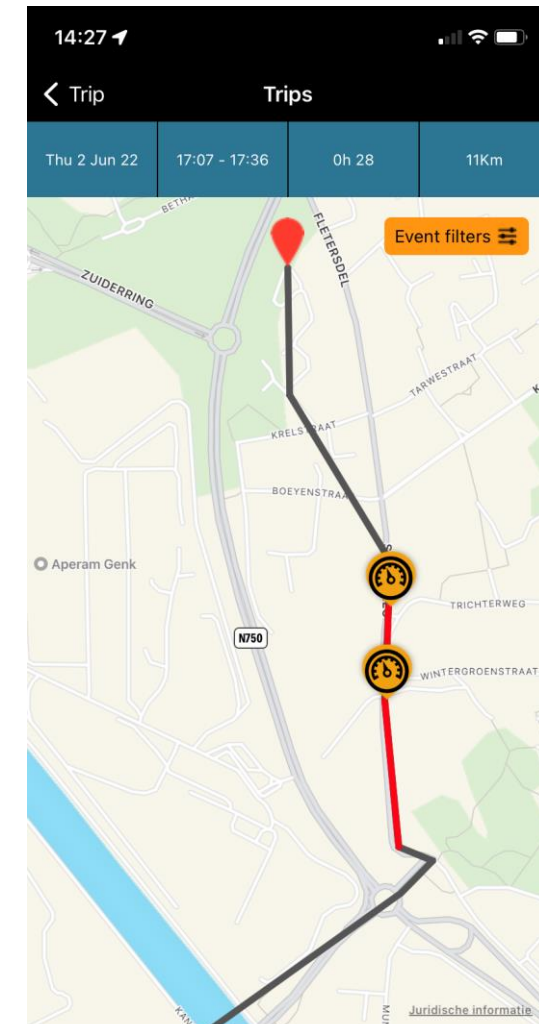
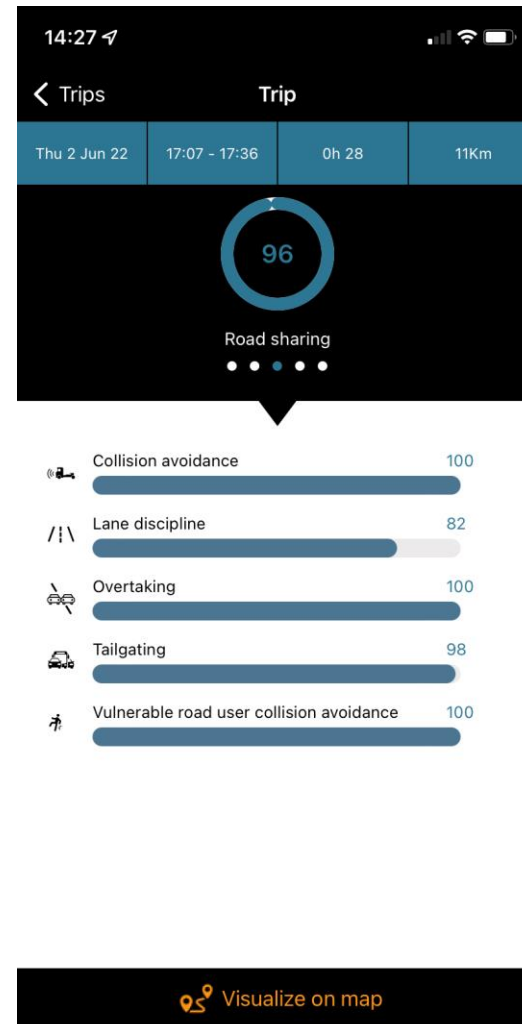
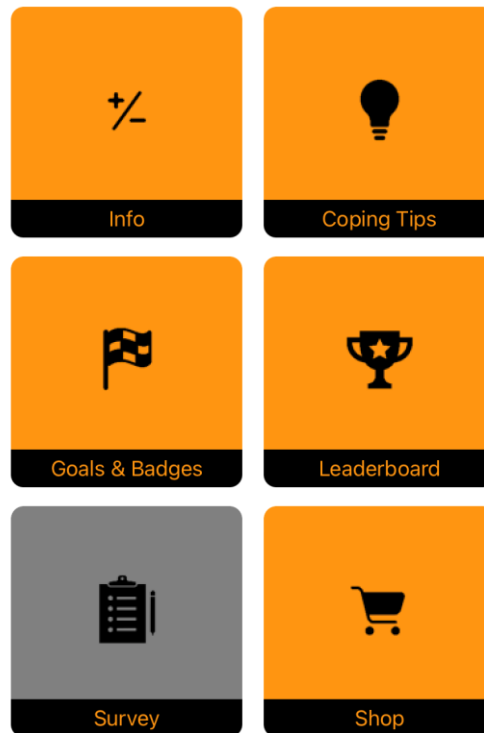
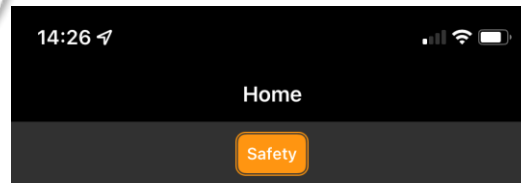


1 Rr Random Rewards										2 Fr Fixed Reward	3 Td Time Dependent
4 Ob On-boarding	5 Si Signposting	6 La Loss Aversion	7 I Investment					8 Pf Progress / Feedback	9 T Theme	10 N Narrative	11 C Curiosity
12 Tp Time Pressure	13 S Scarcity	14 St Strategy	15 F Flow	16 Co Consequences	17 Gt Guilds / Teams	18 Sn Social Network	19 Ss Social Status	20 Sd Social Discovery	21 Sp Social Pressure	22 Cm Competition	
23 Ch Challenges	24 Ce Certificates	25 L Learning	26 Q Quests	27 Lp Levels / Progression	28 Bb Boss Battles	29 E Exploration	30 Bc Branching Choices	31 Ee Easter Eggs	32 U Unlockables	33 Ct Creativity Tools	
34 Cu Customisation	35 Ap Altruistic Purpose	36 Cg Care Taking	37 A Access	38 Cn Collection	39 Gs Gifting / Sharing	40 Ks Knowledge Share	41 P Points	42 Pr Prizes	43 Le Leaderboards	44 B Badges	
		45 Ve Virtual Economy	46 Lo Lottery	47 Ip Innovation Platform	48 V Voting	49 Dt Development Tools	50 A Anonymity	51 Lt Light Touch	52 An Anarchy		

Reward Schedule	General	Socialiser	Achiever	Free Spirit	Philanthropist	Player	Disruptor
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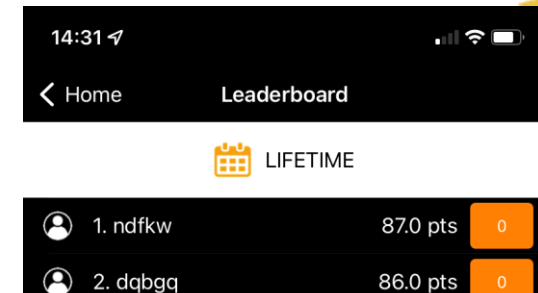
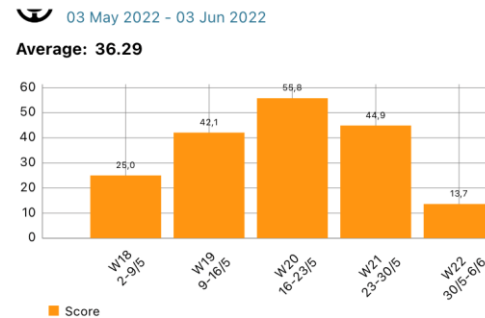
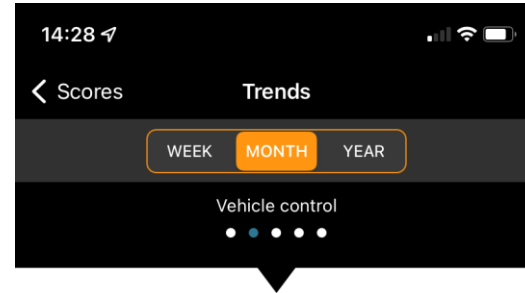
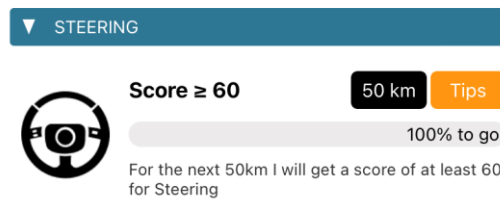
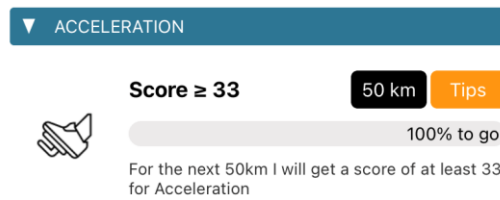
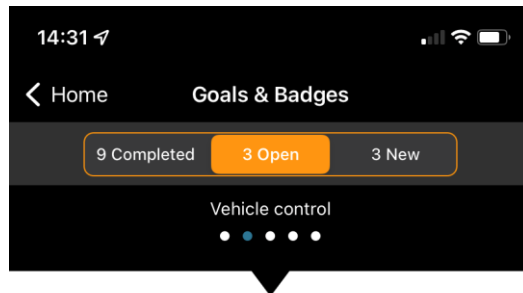
Post-trip interventions: mock-up screens app

Van Rompay et al. (2020)



Post-trip interventions: mock-up screens app

Van Rompay et al. (2020)



1. ndfkw	87.0 pts	0
2. dqbgq	86.0 pts	0
3. gaerf	84.0 pts	0
4. davsx	84.0 pts	0
5. uhtbc	82.0 pts	0
6. cpswd	81.0 pts	0
7. exesh	81.0 pts	0
8. disei	79.0 pts	0
9. fnyvb	78.0 pts	0
10. cblni	78.0 pts	0
11. dsyys	77.0 pts	0
12. ccxcu	77.0 pts	0
13. dzcpd	77.0 pts	0
14. crtbd	77.0 pts	0
15. fggfj	76.0 pts	0
16. gzsgt	76.0 pts	0
17. fibxy	76.0 pts	0





Thank you!

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