TRANSLATING SUSTAINABLE VALUES
Clockwise from upper left: Short doc about off-grid energy solutions in the Navajo nation, pop ecoculture series graphic 1, pop ecoculture series graphic 2, short journalistic video piece about Sustainability and Design
What we set out to do: Combine the fields of art, media design, and sustainability to create a digital interactive experience.
GAME TIME

Keep your hand raised if your answer is “yes” to the following questions

Do you recycle?

Are you conscious of the amount of water you use?

Do you know where and/or how your power is generated?

Do you use alternative or low emissions transportation?

Do you eat meat?

Do you belong to a community group, volunteer, or activity group etc.?

Do you actively participate in your local governance/policy?

Are you aware of or do you attempt to limit your consumer behaviors?

Ready to find out what you’ve won?
WHAT CAN WE LEARN FROM THIS ACTIVITY?
1) The prioritization of your individual value system.
2) Your perception of what the commonly held values in this room might be.
OUR VALUE SYSTEM IS A MAJOR DRIVER OF BEHAVIOR
The sustainability problem is systemic, so corrective actions must address the whole system, including its fundamental driver—human values.

(Horkheimer, 1941)
KEY QUESTIONS FOR EXPLORATION

➤ How do people demonstrate or reflect their values visually or behaviorally?

➤ In what ways can the underlying drivers of sustainability problems be gamified or visualized?

KEY INTERESTS FOR DESIGN

➤ How can technology be used to drive interpersonal interaction and cooperation?

➤ How does experimenting with real-time audio/visual manipulation effect user engagement?
FOUNDATIONAL THEORY

- Shalom Schwartz Cultural Value Orientation Theory
- 3 bi-polar domains:
  - Autonomy vs. Embeddedness
  - Egalitarianism vs. Hierarchy
  - Mastery vs. Harmony
THE PROCESS

Group ideation, research, exchange of knowledge

Design Question

Prototyping → Stakeholder engagement

Testing

Presentation/feedback
Early results
CHALLENGES

Limited time to test and develop in the display space

Visually interpreting values

Communicating with stakeholders
OUTCOMES AND FUTURE RECOMMENDATIONS

- Further development already ongoing (presentation May 5)
- Concentrated time in exhibition space or detailed specifications are required to avoid costly calibration time
- Development/programming of engagement metrics
- Research more extensively, the potential use of cooperative gaming and video game data collection methods (length of time with eyes engaged, verbal communication, social and team flow episode research)
Thank you