

SOCIAL INNOVATION THROUGH GAME & TEAM BASED MOBILE LEARNING

Research Question

Can we harness the competitive nature of the real estate sector to influence home owners toward adopting low carbon products?

Can team and game based mobile learning increase motivation and learner engagement, for real estate agents?

Can the real estate industry, (through game and team based mobile learning), increase consumers knowledge and inclination to choose low carbon living products and services?

To develop a team & game based learning App with an embedded evaluative tool, applying experiential sampling methodology. Data analysis will inform future design iterations - to optimise motivation and engagement through effective application of game based learning elements.

To gather empirical data to evidence any change in perceived value of low carbon living products or services through increase in home sale price or reduced time on market.

Preliminary Research

include interviews, surveys and focus groups to understand the user needs, current activities in the job and motivations as a professional and as a learner.

Anticipated Results

This mobile learning app is one element of an ecosystem behaviour change approach. The game and team based strategy will help drive consumer demand through the influence of the real estate agent (sales staff, property managers etc.), at defined touch points such as property appraisals and open inspections (rental & for sale). Consumer demand will affect market demand (met by builders, trades-persons and industry.)

Methodology

Mixed methods including in depth interviews, surveys, focus groups, data collection through experiential sampling methodology and longer term empirical data collection.

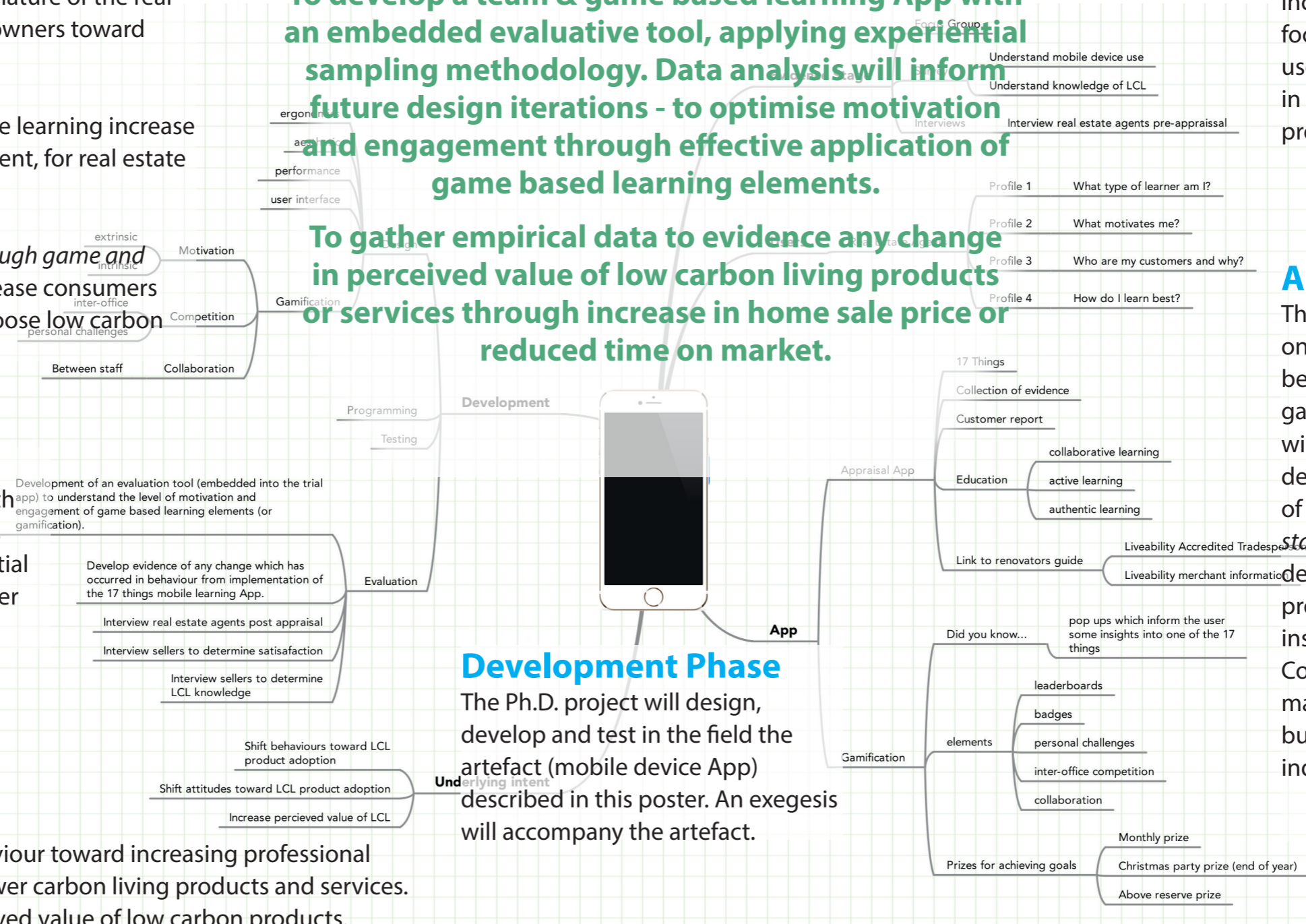
Anticipated Impacts

High Level Impact

- To impact attitudes and behaviour toward increasing professional and consumer demand for lower carbon living products and services.
- To increase the socially perceived value of low carbon products.

Functional Impacts

- Provide an effective mobile learning 'liveability' appraisal experience to real estate agent.
- Educate the consumer through the influence of the real estate agent at point of engagement.
- Support the learning of the real estate agent through an applied learning journey within the App.
- Professionalise the real estate Industry.



Development Phase

The Ph.D. project will design, develop and test in the field the artefact (mobile device App) described in this poster. An exegesis will accompany the artefact.

Conclusions

The project is in it's early stages and therefore draws no conclusions at this stage of the project.

Contact

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