RP3015

SOCIAL INNOVATION THROUGH MOBILE CREDENTIALING

Figure 1. Screenshot of Global Corporate Challenge iPhone App.

Challenge

How do we motivate professionals and tradespersons to increase their uptake of low carbon living products and services in the built environment utilising 'credentialing' within a mobile or game based learning context?

This project will research key learning motivators utilised within contemporary mobile apps, (chosen specifically as they target positive shifts in social behaviour).

For example, the Global Corporate Challenge (GCC) provides a mobile and browser based system to *'get the world moving'.* The GCC uses individual and team based goals to increase participant's fitness levels over a 100 day period. This system leverages peer support and team based competition, whilst also feeding individual motivators to the participants at critical points along a virtual journey across a new continent each year.

Solution

This project will trial a system of 'credentialing' through a yet to be devised mobile and game based learning system. The project will investigate credentialing such as those found within the GCC or Mozilla Open Badges, to evidence the key learning motivators incorporated into a low carbon living mobile learning system.
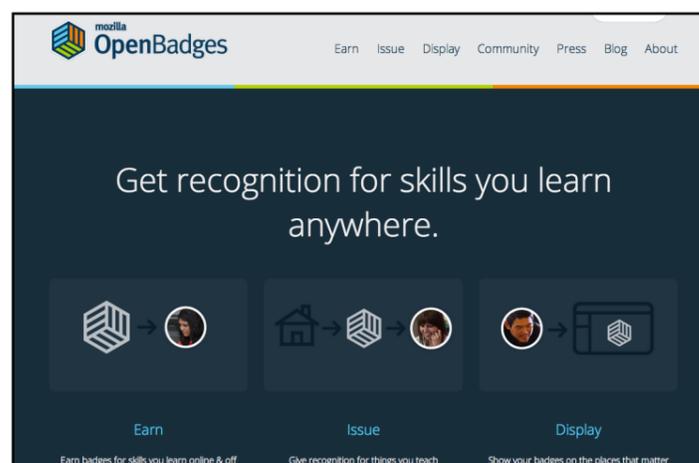
How can game & team based mobile learning be used to increase the knowledge, motivation and capability of professionals & tradespeople to implement LCL solutions in the built environment?

Benefits

The benefit of this PhD project will be to inform the design brief of a learning system intended to stimulate a positive behavioural shift, to increase the uptake of low carbon living products and services within the built environment.

The outcome from the research will provide recommendations to incorporate into the design brief for a mobile learning system. The ultimate intention is to deliver a deeper learning experience and a consequent effect on participant engagement, with a view to shifting decision-making to support low carbon choices.

Figure 2. A screen capture from the Mozilla Badging site.

Contact

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