

MMIS Departmental Recruitment Seminar 2023



Encouraging Eco-Driving with Post-Trip Visualized Storytelling: An Experiment Combining Eye-Tracking and a Driving Simulator

Miss Zhiyin Li
Ph.D. Candidate
Nanyang Technological University

09:30 AM **9**
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Venue (Zoom):
Meeting ID: 944 6875 7603
Password: WLB726

Abstract

Visualized storytelling has been broadly employed to help individuals understand complex environmental issues, increase green awareness, and encourage sustainable behaviors. However, sustainability awareness does not always transpire to actual green practices. In this study, we develop and test a model that explains how eco-driving behaviors can be promoted with post-trip visualized storytelling. Drawing on the human-computer interaction literature, we consider the impact of post-trip visualizations on eco-driving behaviors. We further integrate the moral norm perspective to reveal individuals' awareness of consequences and feelings of responsibility after viewing visualized narratives. We test our hypotheses in an experiment involving eye-tracking and driving simulation. Results show that animated illustration and prospective narratives elevated eco-driving behaviors. In addition, awareness of consequences and feelings of responsibility were shown to be important mediators. Overall, this study contributes to information systems literature by uncovering the effects of post-trip visualized storytelling on eco-driving behaviors.

About the Speaker

Zhiyin LI is a Ph.D. candidate in Information Systems at Nanyang Business School, Nanyang Technological University. Her research focuses on understanding persuasive visualizations, designing digital nudges for sustainability, and human-computer interactions. Zhiyin's studies utilized both laboratory experiments and field experiments. She has previously presented her work at International Conference on Information Systems, Pacific Asia Conference on Information Systems, China Summer Workshop on Information Management, the Pre-ICIS Workshop on HCI Research in MIS, and the MISQ Author Development Workshop.