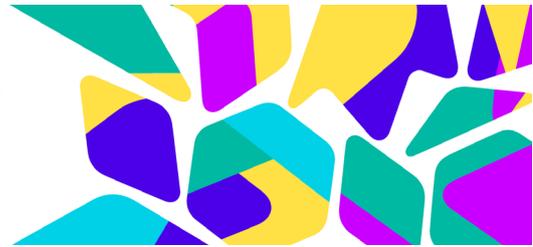# Editorial: Designing for Responsible Action in Times of Need – the Design for Behaviour Change SIG

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doi: https://doi.org/10.21606/drs.2020.122

Human behaviour is perhaps the single biggest factor that impacts our lives, our environment and our world as a whole, creating significant challenges from climate change to the Covid-19 pandemic. The last half year has clearly demonstrated this in regards of both. Whether one believes that Covid-19 is an unavoidable evolutionary development or a result of careless human action, differences in how individual nations have handled the pandemic have shown clear differences in results. Where precautions were taken early, the rise and spread of cases was significantly slowed and reduced. Where not, the reverse has been the case, as for example in the USA and Brazil, resulting in large numbers of casualties (WHO, 2020a, 2020b).

The events of the last half year have shown that behaviour change is vital. Not only regarding the immediate effects of the pandemic, but that drastic actions to change behaviour can be taken, and quickly, and that they can affect other areas, such as climate change, in that the lockdown in many countries has led at least to a temporary reduction of CO_2 emissions, improvements in air quality, and a recovery of fauna and flora (Arora, Bhaukhandi and Mishra, 2020, Upadhyay Yadav, 2020). This demonstrates that action can be taken, that we can change our behaviour to make our world a better and safer place - if only there is a will!

However, behaviour change is not a mechanistic thing. Rather it is fluid, and to enable behaviour change requires constant assessment of oneself in relation to one's environment to engender and maintain responsible action. We all need to play our part in this, do our bit, whether for sustainable action to halt climate change, or to improve safety, or health. This section track of the Design for Behaviour Change SIG and related papers, investigates and offers philosophical underpinnings, strategic approaches and practical examples of how design can aid and help us implement behaviour change whether on individual or global levels.

In her paper 'Strange bedfellows: Design research and behavioral design' (paper 252), Ruth Schmidt examines the application of behavioural economics principles to real-world

challenges and its shortcomings. She proposes that the synthetic nature of design research positions it well as a complementary partner to behavioural economics to address complex behavioural challenges. Together, its systems orientation and humanity-centered perspective enable design to address issues of context, evidence, and problem framing and thus to address "wicked problems," (Buchanan, 1990) that otherwise may resist analytical efforts.

The paper by Ferrarello, Hall, Anderson, Cooper and Ross on 'Designing Cross-Disciplinary Relationships for Improving Safety' (paper 129) expands on the idea of design for behaviour change with regard to its strategic implementation. Based on two cross-sector collaborations involving over 200 stakeholders, the authors present the resulting design-led strategy for preventing and mitigating future global risks through a new culture of safety. Its co-production-based development draws on people's capability for resilient through adaptation and creativity.

The last two papers in this session offer examples for practical implementation of design for behaviour change. Investigating how to translate intentions into actions, they present two closely related and complementary examples on health and exercise.

Daphne Menheere, has conducted 'A Diary Study on the Exercise Intention-Behaviour Gap: Implications for the Design of Interactive Products' (paper 329). A small scale, qualitative study, Menheere has investigated the barriers and enablers that affect the discrepancy between people's intentions and final actions, and why any changes to the original actions occurred. Insights include how experiences either enable or inhibit intended actions and are exemplified through three design proposals to promote positive action.

Also concerned with increasing physical activity to facilitate a healthier lifestyle, in her paper 'Meeting Afoot – A Step Towards Transforming Work Practice By Design Of Technical Support' (paper 262), Helena Tobiasson reports on her research into ways of reversing the gradual shift towards a more sedentary lifestyle. Researching how to adapt current work practises to allow people to be more physically active, she presents the case study of 'Meeting afoot', a system, which has been co-designed to support walking-meetings, which allow for physical activity during working meetings.

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For more information on the Behaviour Change SIG, please visit the SIG's webpage at https://www.designresearchsociety.org/cpages/behaviour-change-sig. To find out whether the SIG is organising a satellite event to the DRS2020 conference, or just to get in touch with members and see news on the SIG, please visit the SIG webpage.