

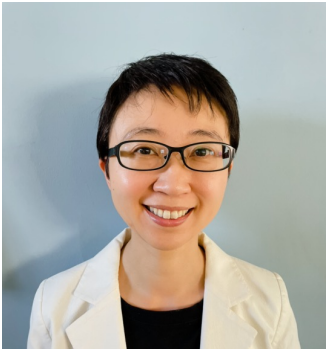
Department of Environmental Science and Policy Seminar Series

Theory-based Interventions Using Emerging Technologies for Promoting Pro-Environmental Habits

Ching-Hua Chuan
University of Miami

DATE: Friday, 4/12/2024 TIME: 10:30 am ROOM: Ungar 230-E

Zoom: <https://miami.zoom.us/j/92964807674>



Abstract: Despite the increasing public recognition of climate change crisis, peoples' attitudes often fail to align with actual mitigation behaviors, referred to as the attitude-behavior gap. In this talk, I will present a theory-based mobile app intervention that received the 2022 Page Legacy Scholar award on sustainability communication to address the prevalent attitude-behavior gap in environmental activism. The app first informs users of interconnected environmental problems and offers various pro-environmental behavioral goals to practice in daily lives. The app then nudges users toward achieving their behavioral goals through personalized daily reminders, progress-tracking, empowering messages that celebrate their achievements, and reaffirmation of the beneficial impacts of their actions to facilitate eco-habit formation. Quantitative and qualitative evaluations confirmed the effectiveness of this intervention. I will also share my recent projects that capitalize on the interactive and immersive technologies of Augmented Reality and Mixed Reality for environmental communication.

Bio: Ching-Hua Chuan is an Assistant Professor of Interactive Media at the University of Miami. She received her Ph.D. in computer science from the University of Southern California (Los Angeles, CA, USA) Viterbi School of Engineering, and her B.S. and M.S. degrees in electrical engineering from the National Taiwan University. Dr. Chuan's research interests include artificial intelligence (AI), human-centered computing, computational communication research and music information retrieval. Her interdisciplinary research explores the applications of AI and emerging technologies such as augmented/mixed reality for social change. Dr. Chuan and her team won the 2022 Page Legacy Scholar Grant on sustainability communication with their mobile app intervention for facilitating pro-environmental habits. She was the recipient of the best paper award from the Journal of Current Issues and Research in Advertising in 2022, and the best new investigator paper award at the Grace Hopper Celebration of Women in Computing in 2010. She is also the founder of Women in Music Information Retrieval (WiMIR).

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