




Chapter 7

Green IT and Personal Change

Chandara Chea & Valentin Poirot



Introduction

- How IT can help enable personal change
- Behavior: personal & cultural
- To enable behavioral change::
 - Convincing people to try
 - Getting people to adopt as new habit
- Impacts of behavioral changes on environment:
 - Direct environmental effects
 - Change the person's quality of life
 - Influence on social partner

Green IT for Personal Change

- Information -> environmental ramification
- Analysis -> IT tools to help people interpret and analyse information
- Action
- Mobile IT

Example project:Trackulous

- Web tool to help track, analyse and share information (related to environment or not)
- Started as a Green IT project, but users mostly use it for personal health and life maintenance
- Most of the users gave up quickly
- People tracking the same topics can help each other to meet their goals
- Tracking data lifestyle could help raise awareness

Questions

1. Technology facilitates people's decision or desire to change. However, is it possible that technology can trigger the change inside people or make people want to change ?
2. Can having information about the impact of what we do help us change our behavior?
3. Is convincing someone to try a new lifestyle enough to get them to adopt it as a new habit?

“thank you for
your **ATTENTION**
:)”