

iv2splus INFONET

ways2go, 4. Call (2011)

BewusstMobil

Mobility behaviour is mostly semiskilled and is developed in infancy or youth. The purpose of BewusstMobil is to raise awareness of sustainable mobility, by using modern information technology in a kids suitable way. For adolescent persons a computer game will be developed, which contains lots of positive learning effects and rewards sustainable mobility behaviour.

Mobility behaviour is formed during infancy and later on, as a teenager further trained and hollowed. Who is used to sustainable mobility behaviour during childhood will stick with those manners. This project aims to develop age-based educational measures by using modern information technology. We intend to use the popularity of computer and smart phone games for a pedagogic and consciousness educational purpose. The challenge is to not appear like a teacher but to motivated people to live sustainable mobility in their daily routine. Following the latest pedagogic and didactic guidelines we will develop measures, which are clarifying, and consciousness educational but also child friendly. For juveniles a game will be designed which contains learning effects as well as it detects and evaluates the actual mobility behaviour. The game's target is to connect and challenge with other teenagers. The more the player moves in a sustainable way, the higher the sensitisation and the higher the score. The combination of competition and gratification (e.g. the conversion of points for material values (frequent flier miles)) should be an appeal to integrate sustainable mobility behaviour in everyday routine. A team of experts including engineers, pedagogues, health scientists and sociologists will develop those measures. The development of an ambitious computer game will be accompanied by various schools, which are integrated in the conceptual design as well as during the test stage. Thereby it is guaranteed to meet juvenile needs and wants and to generate the highest learning effect possible. The project issue is to define the requirements, regarding content and technical realisation of child friendly measures and to design a prototype of a computer game for teenagers. With this prototype we intend to define all parameters needed for a purposeful and consciousness educational computer game.

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Project coordination

Project partners

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