

Collaborative Collision

An Innovative Approach to Interdisciplinary Networking



What is Collaborative Collision?

There are two types of Collaborative Collision: a large poster-session based event, and a smaller presentation-style event similar to the Three Minute Thesis competition. Collaborative Collision's goal is to foster personal connection between researchers of various disciplines who are working on similar topic areas.

How is Collaborative Collision different from other poster sessions or presentations?

Collaborative Collision is unique in its focus on **who you are as a researcher**, rather than what your latest project is. This builds personal connections centered on shared research interests.

How does Collaborative Collision work?

Collaborative Collision topics are developed in response to faculty suggestion, or direction from the VP for Research. The Office of Proposal Development conducts a review of all faculty engaged in research at Florida State, and specifically reaches out to those in the relevant areas. All faculty are also invited via university-wide announcement.

Researchers who sign up are asked to provide information such as : Research interests (keywords), a statement on how a collaborator can help them, a statement on how they could help a collaborator.

The Office of Proposal Development then creates a poster (or slideshow) and organizes the event, the faculty just have to show up and meet their colleagues!

Poster-style vs. Presentation-style is a factor of the breadth of the topic area, and the number of expected participants. Larger, broader topics such as *Health* or *Environment* are poster-style, while smaller, narrower topics like *Smart Cities* or *Mental Health* are presentation-style.

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Research Interests:

- Energy use reduction/energy efficiency
- Promotion of pro-environmental behavior
- Understanding adoption of new energy technologies

My research program examines various methods of encouraging pro-environmental behaviors, especially reduced energy use/greater efficiency. My work seeks to understand human motivations for energy use, energy technology adoption, and environmental behaviors in general. Most often, lack of knowledge isn't the reason individuals fail to take needed action – motivation is the problem. I examine how personal values and social norms influence energy and environmental behaviors and how messages or information technologies can motivate behavior change.

How a Collaborator Could Help Me:

By providing access to users of new energy related technologies or occupants of buildings with energy efficiency or environmentally friendly innovations. I would like to survey or interview individuals to determine how they interact with the technologies or buildings and what motivates their actions.

How I Could Help a Collaborator:

I can help those who create technologies or programs to facilitate/encourage pro-environmental behaviors or those who design or manage buildings with energy efficiency or environmentally friendly innovations understand how humans might respond to those innovations and how to better facilitate adoption or adaptation. This is important, as humans sometimes respond in a manner that undermines the goals of the technology or innovation or fail to take actions needed to protect the environment.

Laura Arpan, School of Communication

Research Agenda:

- Understanding risk perceptions, human motivation & responses to environmental and health-related interventions; related technologies.
- Avoid information deficit assumption: lack of knowledge rarely the only problem.
- Motivation and risk perception problems
 - Not all care or perceive health/environmental risk
 - Some perceive few benefits and unsubstantiated risk of new technologies
 - Not all who care act or inadvertently undermine interventions
- Testing theory-based messages to encourage health & pro-environmental behaviors, policy acceptance;
 - use of messages: user-generated videos, entertainment programs, promotional messages, or
 - information technologies (educational video games, apps, smart meters)

Potential Project Roles:

- Survey research to predict citizen and/or organizational risk perceptions, needs and motivation to participate in smart city initiatives and services;
- Theory-based message and incentive strategies to encourage citizen and organizational participation (outreach and awareness building);
- Analysis of smart city citizen/organizational participation and satisfaction.

Recent, related work:

- **Moral motivations:** for renewable energy for home use.
 - Responses to promotional messages emphasizing caring, justice, loyalty, or authority and **willingness to pay more for green energy.**
- Motivations and risk perceptions associated with **use and acceptance of smart meters** in the United States.
- Saving money vs. the environment? Short-term vs. long-term gains?
 - Responses to **messages promoting reduced residential energy use.**
- The role of values, moral norms, and descriptive norms in **building occupant responses to an energy-efficiency pilot program** and to framing (norms vs. personal responsibility) of related messages.
- Motivating the skeptical and unconcerned: Considering **values and norms** when planning messages encouraging energy conservation and efficiency behaviors.

Above: Example PowerPoint slide for presentation-style Collaborative Collision: Smart Cities. Each participant must utilize the prescribed format on the first slide, but may utilize the second slide however they wish. Participants have 3 min. to present.

Left: Example poster made by OPD for poster-style Collaborative Collision: Environment. Each participant provides OPD with their information according to the areas outline on the poster

Top: Photos from Collaborative Collision: Health

