PERSUASIVE TECHNOLOGY: A STRATEGY TO ENCOURAGE THE DEVELOPMENT AND MAINTENANCE OF PRO-ENVIRONMENTAL BEHAVIOR AMONG GRADE SCHOOL PUPILS

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The world is changing- and so much the educational system. Recent trends such as Industrial Revolution 4.0 and technological integration are significant forces that shape the present day’s education. Twenty-first-century education demands 21st-century skills, among these skills, are critical thinking, creative, innovative, and also with digital technology skills. The past decades have witnessed an increase in studies on the role of education in nurturing pro-environmental behavior. Particularly where it comes to influencing behavior in long term, there is the belief that learning situations are needed wherein students can able to develop their critical, ethical, and creative thinking about environmental issues and make informed decisions about how to manage with environmental problems (Wals, et. al, 2014). However, lesson content is not the only thing shaping student attitudes and behavior. In fact, in the present situation of education, the most appropriate informational strategies to employ to encourage the development and maintenance of pro-environmental behavior is using technology through persuasive technology.

Persuasive technology is broadly defined as technology that is designed to change attitudes or behaviors of users through persuasion and social influence. Nowadays, disseminating information is very quick and easy, and also getting information is quite easy too, it is accessible online wherever you are, you can able to get a piece of information in just one click on your mobile phone. Technology has always played an important role
in facilitating and transmitting of persuasive messages using modern interactive systems that pervade human lives.

Almost all Children around the world are mobile phone users, a pro-environmental campaign such as tree-planting, the importance of recycling, proper waste management, etc. and providing information about global warming and climate change, could easily disseminate through technology. However, technology has two faces, which are positive and negative, make sure that all information included in your persuasion is congruent and relevant. Furthermore, make sure that all information provided online can address the issue and problems about the environment.

In fact, this kind of tool which is the integration of technology can help in various ways to promote change. First, it can make the behaviors easier and thereby more attractive and controllable for students. Second, it can help to tailor information. Third, persuasive systems may be used to implement learning schemes that systematically reinforce desired behaviors. Last, students can monitor the consequences of their behaviors by providing feeding about those behaviors.

Since 21st-century skills require creativity and innovation, you can use these two skills to continuously motivate and encourage them to develop and maintain their pro-environmental behavior.

References:

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