



Engaging Airline Travelers in **Feedback** Sharing

[OULU AIRPORT CASE]

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UNIVERSITY of OULU
OULUN YLIOPISTO

“SOMELETTI” PROJECT

Social Media Integrated in

Physical Space

[AIRPORT]
[AIRPORT]





How social media can be used to
increase traveler's participation in
feedback sharing
while in airports?



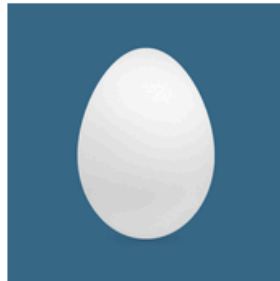
1. Would you think that coming earlier to an airport is beneficial for all travelers? Why?



- Use **twitter** and include **#eresp1** in your tweet!



"Yes, I would" **LadyKristia** 2012-10-08 18:32



"Its better to go earlier, if its take no longer than one hour. Other way it boring sometimes." **protrus** 2012-10-08 18:28



"Yes" **slomodra** 2012-10-08 18:28

BRAVO!

janagavare

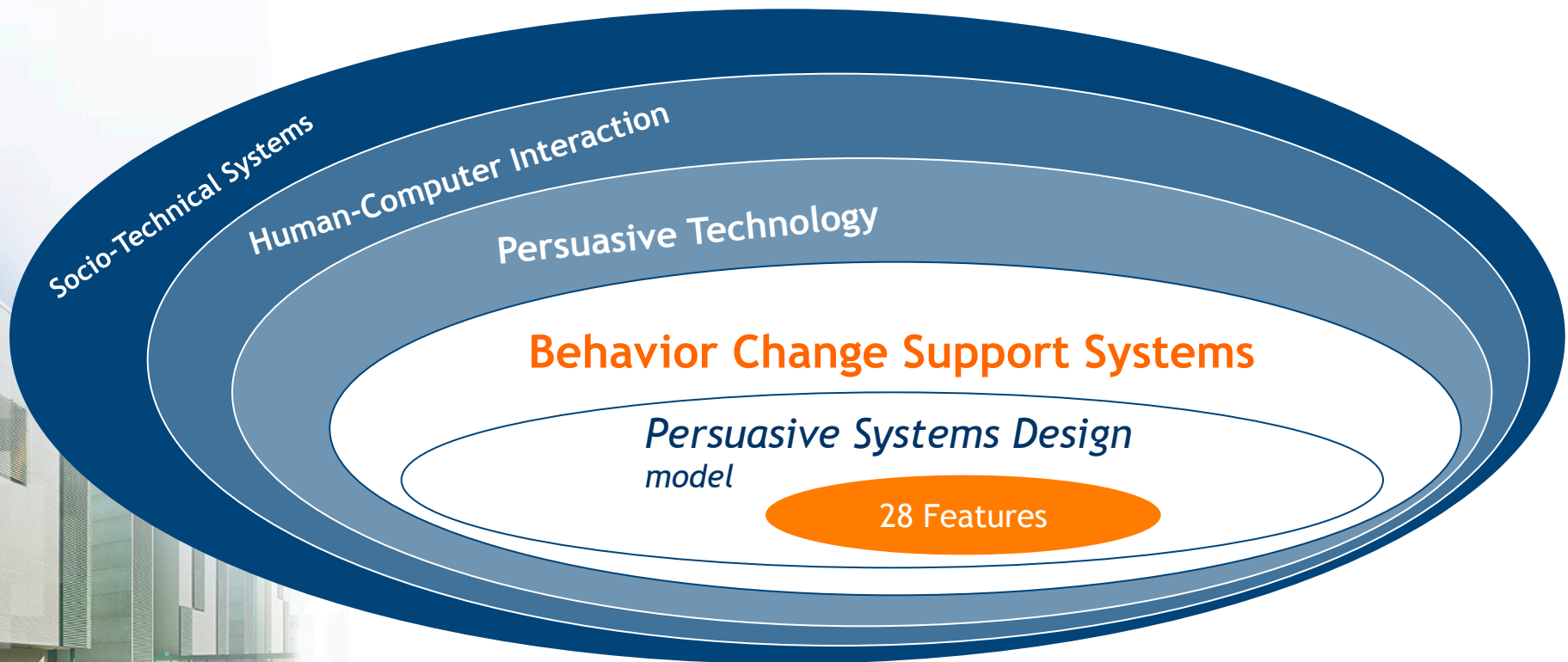


HAS BECOME A
★ PLATINUM ★
 LEVEL PARTICIPANT



Oulu Advanced Research on

Software and **Information Systems**



Persuasion

The *influence*

of beliefs, attitudes, intentions, motivations, or behaviors.

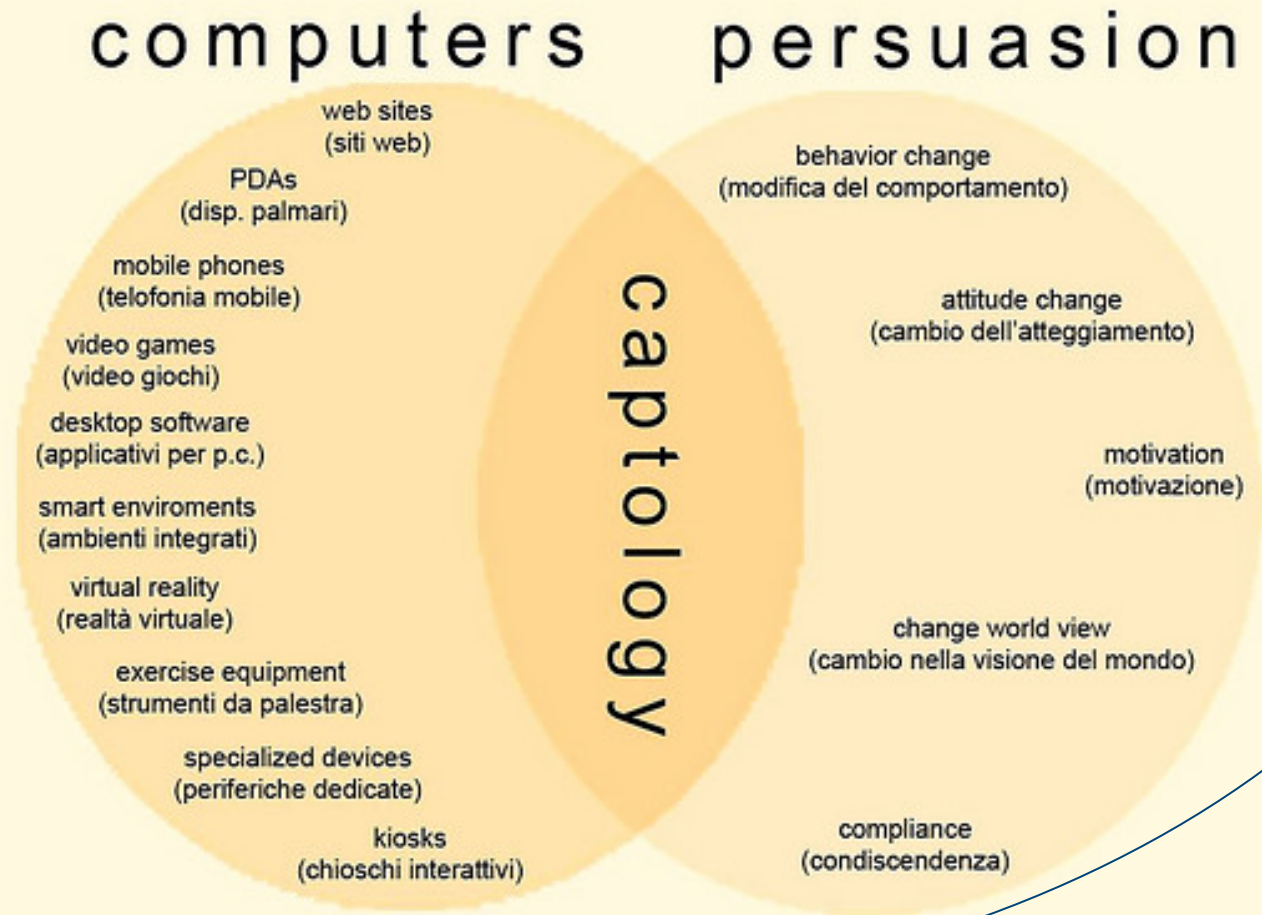
A process aimed at changing people's

attitude or *behavior*

by using written or spoken words to convey information, feelings, or reasoning, or a combination of them.



Persuasive Technology



Ella & GraaLAB



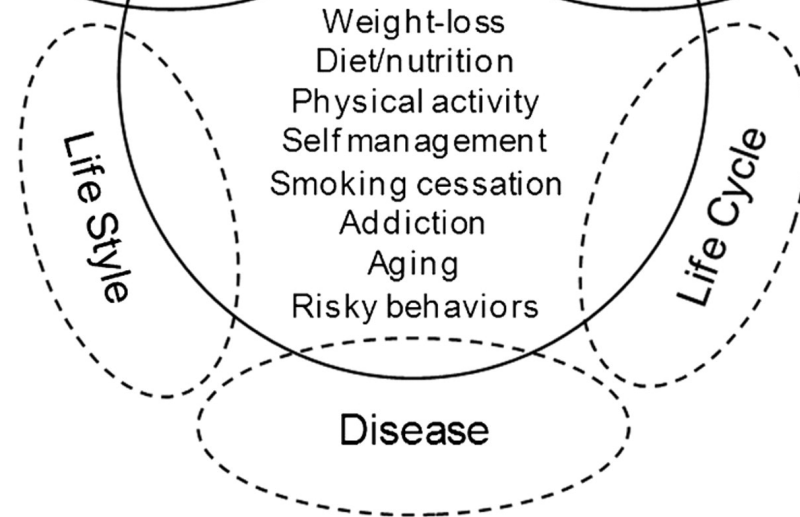
Domains

Technology

World Wide Web
 Mobile/hand held devices
 (Cell phones, PDA's, etc.)
 Advanced software
 Virtual reality
 Body Area Networks
 Special devices
 Kiosks

Persuasion

Behavior change
 Motivation
 Change in worldview
 Simulation
 Surveillance
 Attitude change



Weight-loss
 Diet/nutrition
 Physical activity
 Selfmanagement
 Smoking cessation
 Addiction
 Aging
 Risky behaviors

Healthcare sub-domains

- ✓ Health
- ✓ Energy
- ✓ Ecology
- ✓ Business
- ✓ Other



Behavior Change Support System

is a socio-technical information system with psychological and behavioral outcomes designed to

form, alter or ***reinforce***

attitudes, behaviors or an act of complying without using coercion or deception.

Oinas-Kukkonen, H. 2012

“A Foundation for the Study of Behavior Change Support Systems.”

NEW
BOOK

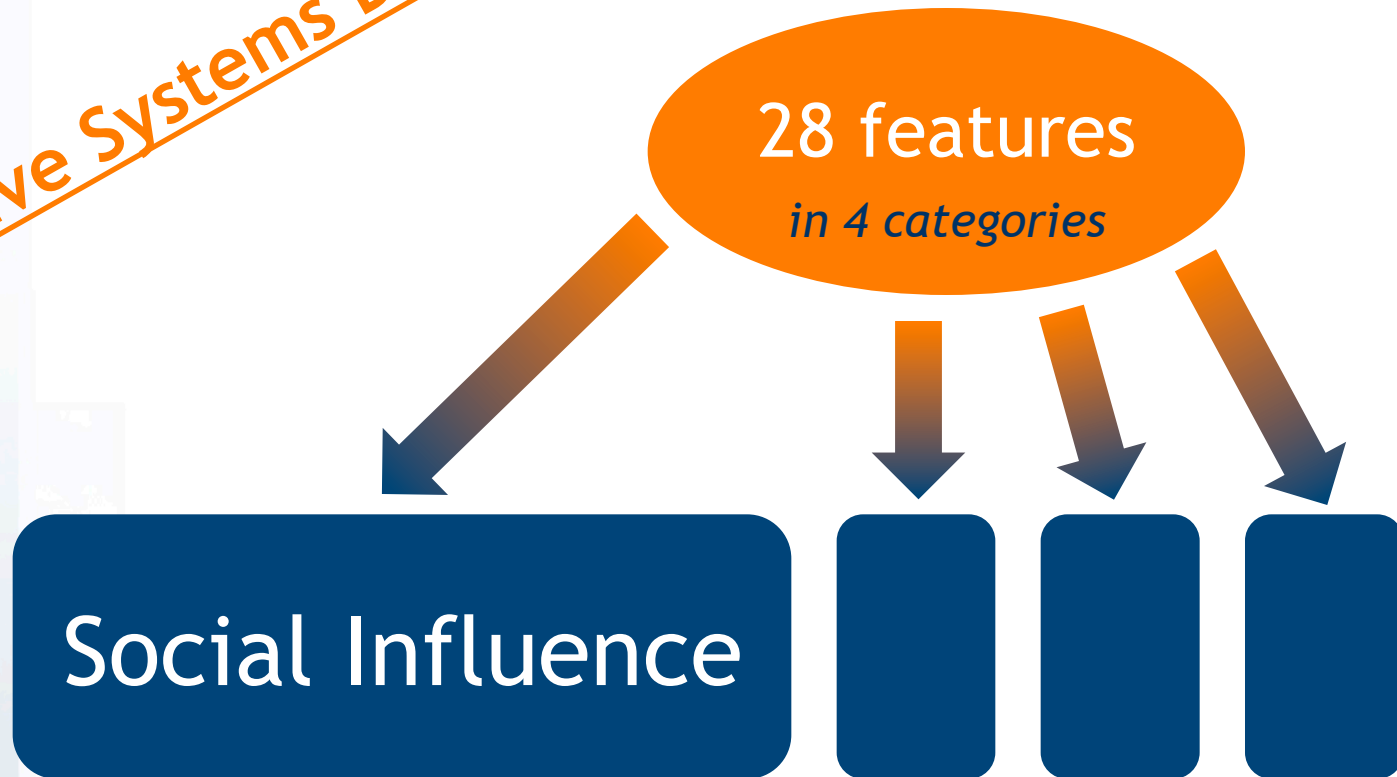
“Humanizing the Web: Change and Social Innovation”

Oinas-Kukkonen Harri & Oinas-Kukkonen Henry

Palmgrave Macmillan, Basingstoke, UK, **February 2013**



Persuasive Systems Design
model



Oinas-Kukkonen, H. and Harjumaa, M. 2009

"Persuasive Systems Design: Key Issues, Process Model, and System Features."

Social Influence

The study of how thoughts, feelings and behaviour of individuals are influenced by the actual, imagined or implied presence of others

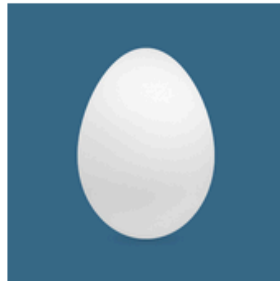
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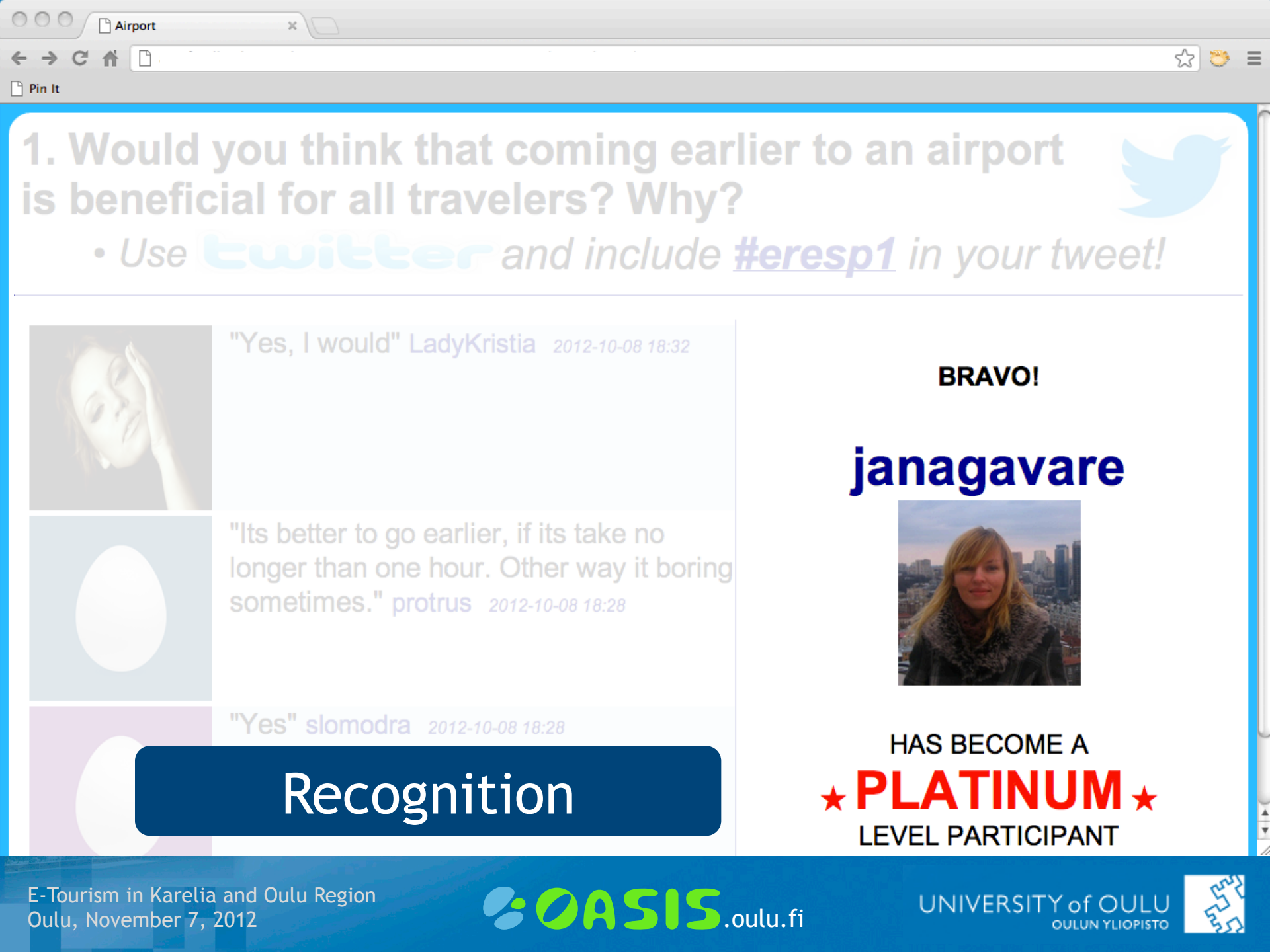
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BRAVO!

janagavare



HAS BECOME A
★ PLATINUM ★
LEVEL PARTICIPANT



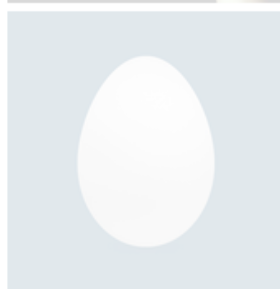
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Recognition

BRAVO!

janagavare



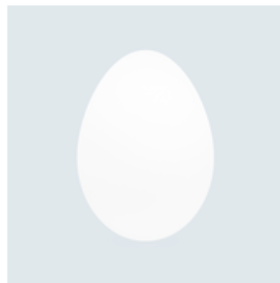
HAS BECOME A
★ PLATINUM ★
LEVEL PARTICIPANT



6. Would you think that airline travelers in airports are really open for interactions through social media?



• Use **twitter** and include **#eresp6** in your tweet!



"It depends of individual person. But I think its just a time." protrus 2012-10-08 18:43



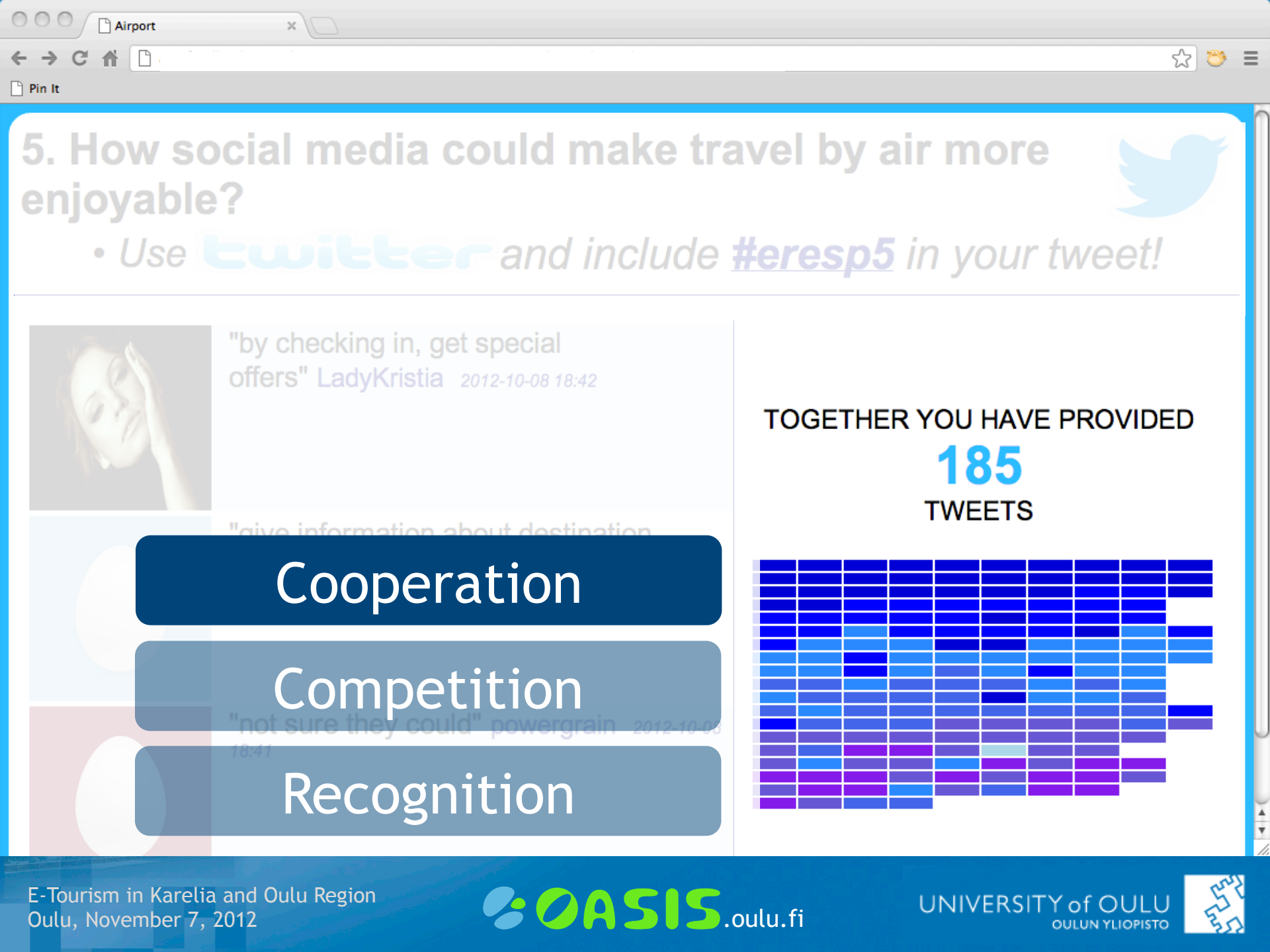
"yes, if they are active users" me_dagnija 2012-10-08 18:42

Competition

Recognition

TOP PARTICIPANTS

dearbearty	10
groudlift	9
sunternate	9
marisozols	7
janagavare	7
GuntarsReidzans	7
ibelflood	7
me_dagnija	7
wiberdale	7
guntafeifere	6
IizeLes	6
excaliburize	6
protrus	6
freefarride	6



5. How social media could make travel by air more enjoyable?



• Use **twitter** and include **#eresp5** in your tweet!



"by checking in, get special offers" LadyKristia 2012-10-08 18:42

"give information about destination"

Cooperation

Competition

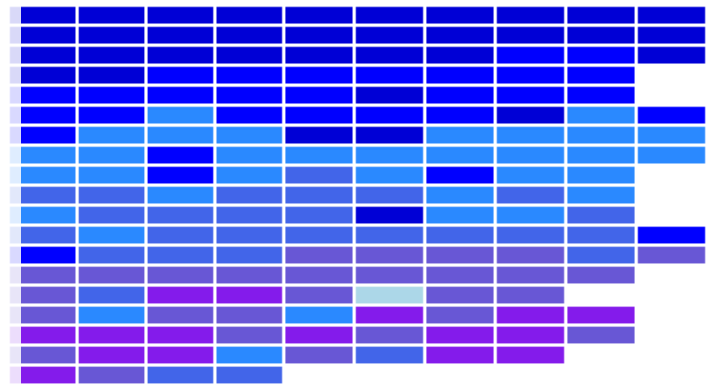
"not sure they could" powergrain 2012-10-08 18:41

Recognition

TOGETHER YOU HAVE PROVIDED

185

TWEETS





4. What location-based social media services could be offered to airline travelers?



• Use **twitter** and include **#eresp4** in your tweet!

Social Facilitation

Cooperation

Competition

Recognition

CURRENTLY
30
PARTICIPANTS

- | | | |
|------------|-----------------|--------------|
| agsti | selebrei | groudlift |
| jlaizans | freefarride | flyhighlier |
| marisozols | sunternate | dearberty |
| powergrain | UnaEndzina | excaliburize |
| klousmoo | me_dagnija | guntafeifere |
| janagavare | dzalitis | bartelago |
| saluttes | GuntarsReidzans | rigaliga |
| lingerfiel | IlzeLes | ibelflood |
| darwelty | shinstyl | slomodra |
| protrus | LadyKristia | wiberdale |

3. How could social media be used to help airline travelers?



• Use **twitter** and include **#eresp3** in your tweet!

Normative Influence

Social Facilitation

Cooperation

Competition

Recognition

PEOPLE USUALLY GIVE
**AT LEAST
1 RESPONSE**
TO EACH QUESTION!

Current Ratio: **1.03**

- | | |
|-----------------------|--------------------|
| agsti: 0.17 | bartelago: 1.00 |
| darwely: 1.00 | dearbearty: 1.67 |
| dzalitis: 1.00 | excaliburize: 1.00 |
| flyhighlier: 1.00 | freefarride: 1.00 |
| groudlift: 1.50 | guntafeifere: 1.00 |
| GuntarsReidzans: 1.17 | ibelflood: 1.17 |
| IlzeLes: 1.00 | janagavare: 1.17 |
| jlaizans: 0.83 | klousmoo: 1.00 |
| LadyKristia: 0.83 | lingerfiel: 1.00 |
| marisozols: 1.17 | me_dagnija: 1.17 |
| powergrain: 1.00 | protrus: 1.00 |
| rigaliga: 1.00 | saluttes: 0.83 |
| selebrei: 0.83 | shinstyl: 1.00 |

2. What would motivate you to come earlier to an airport? Why?



#eresp2 in your tweet!

Social Comparison

Normative Influence

Social Facilitation

Cooperation

Competition

Recognition

- agsti
- darwelly
- dzalitis
- flyhighlier
- groudlift
- GuntarsReidzans
- IlzeLes
- jlaizans
- LadyKristia
- marisozols
- powergrain
- rigaliga
- selebrei
- bartelago
- dearbearty
- excaliburize
- freefarride
- guntafeifere
- ibelflood
- janagavare
- klousmoo
- lingerfiel
- me_dagnija
- protrus
- saluttes
- shinstyl

Social Learning

Social Comparison

Normative Influence

Social Facilitation

Cooperation

Competition

Recognition

the earlier to an



Use [#eresp2](#) in your tweet!

ageti

bartelago

darwelly

dearbearty

dzalitis

excaliburize

flyhighlier

freefarride

groudlift

guntafeifere

GuntarsReidzans

ibelflood

IlzeLes

janagavare

jlaizans

klousmoo

LadyKristia

lingerfiel

marisozols

me_dagnija

powergrain

protrus

rigaliga

saluttes

selebrei

shinstyl





*Come, take it, **use** it..*

*..and make your customers **happier!***





DEMO
November 8



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