

Pimp My Pollock

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Data, Design, and Society



Our Presentation

1. The Situation
2. Data Collected
3. The Problem
4. Our Objectives
5. Our Implementation

Pollock Halls



- Catered residence halls for UofE students
- Serves ~ 2,000 students a day
- Does a great job eliminating food waste

BUT...something is lacking.

Our goal is to build a lively
community that fosters
positive re-enforcement
for **sustainable practices**



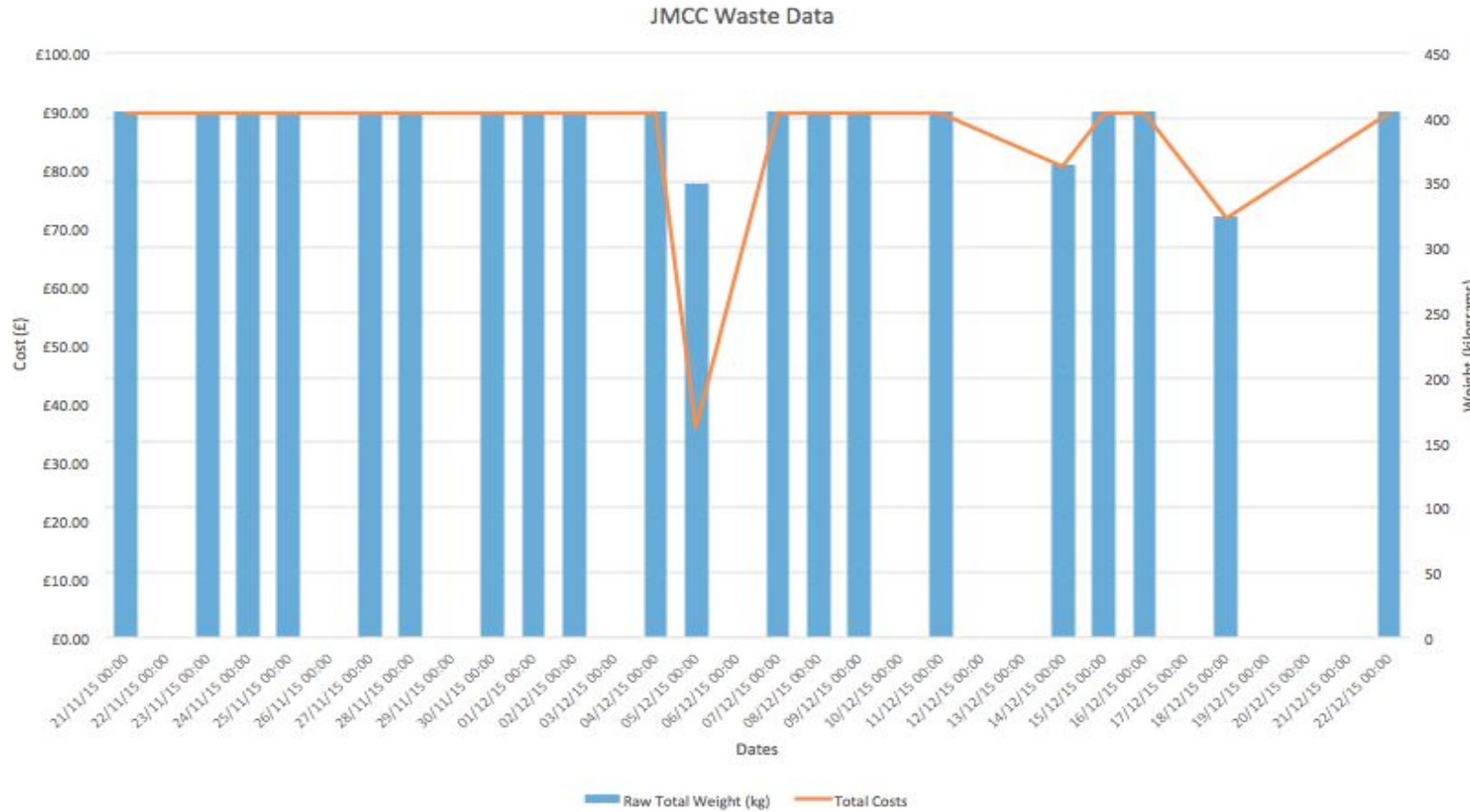


Data Collection

- Datasets
- Staff Interview
- Student Survey
- 1st Focus Group
- Discussion with Alan Peddie
- 2nd Focus Group

Total cost > £2,000

Total weight ≈ 8,000kg



MATHS PROBLEM?

Mars bars weight = 51g

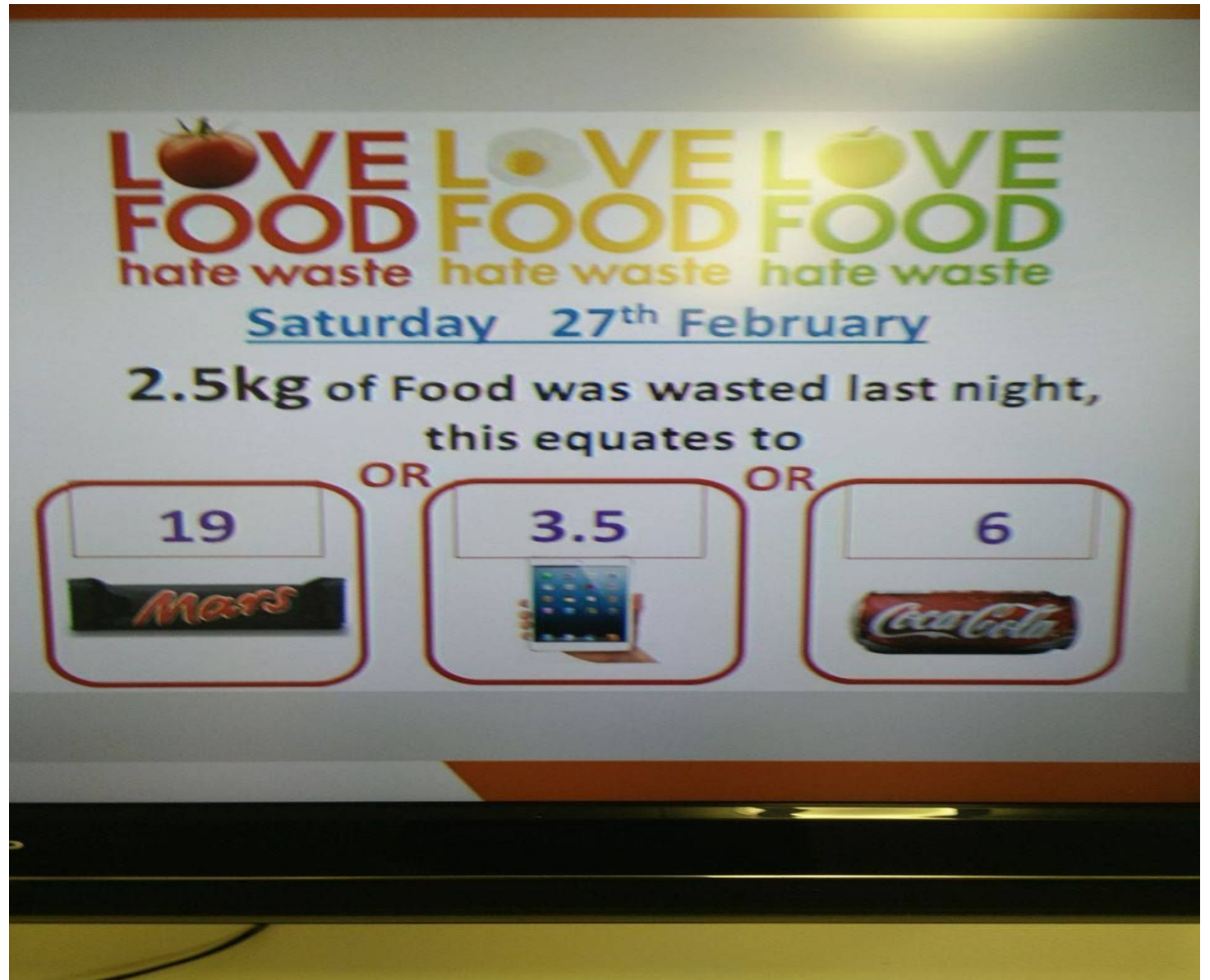
$2.5\text{kg}/51\text{g} = 49.6$ Mars bars

iPad weight = 469g

$2.5\text{kg}/469\text{g} = 5.33$ iPad

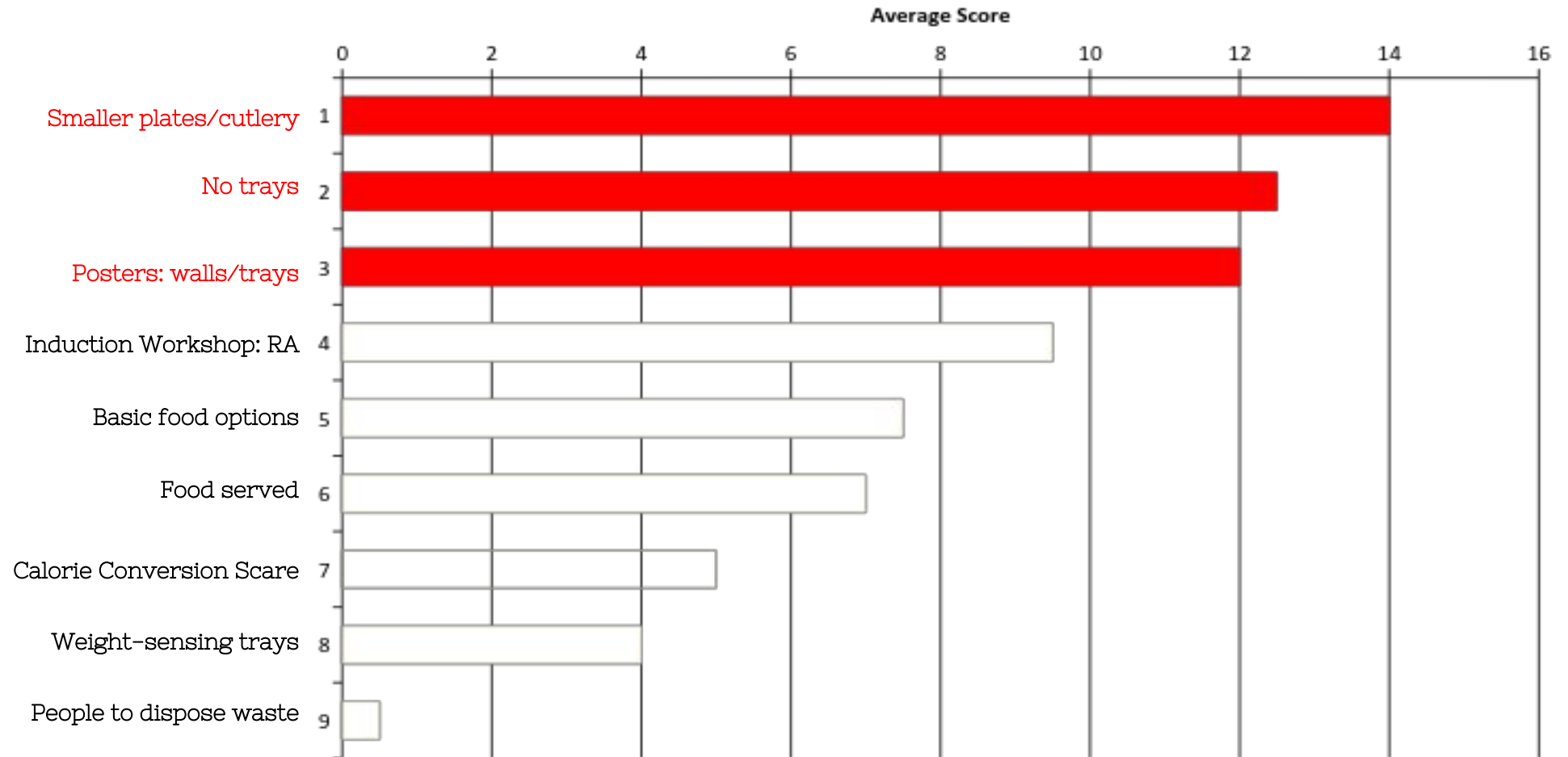
Coke weight = 394g

$2.5\text{kg}/394\text{g} = 6.35$ Cokes



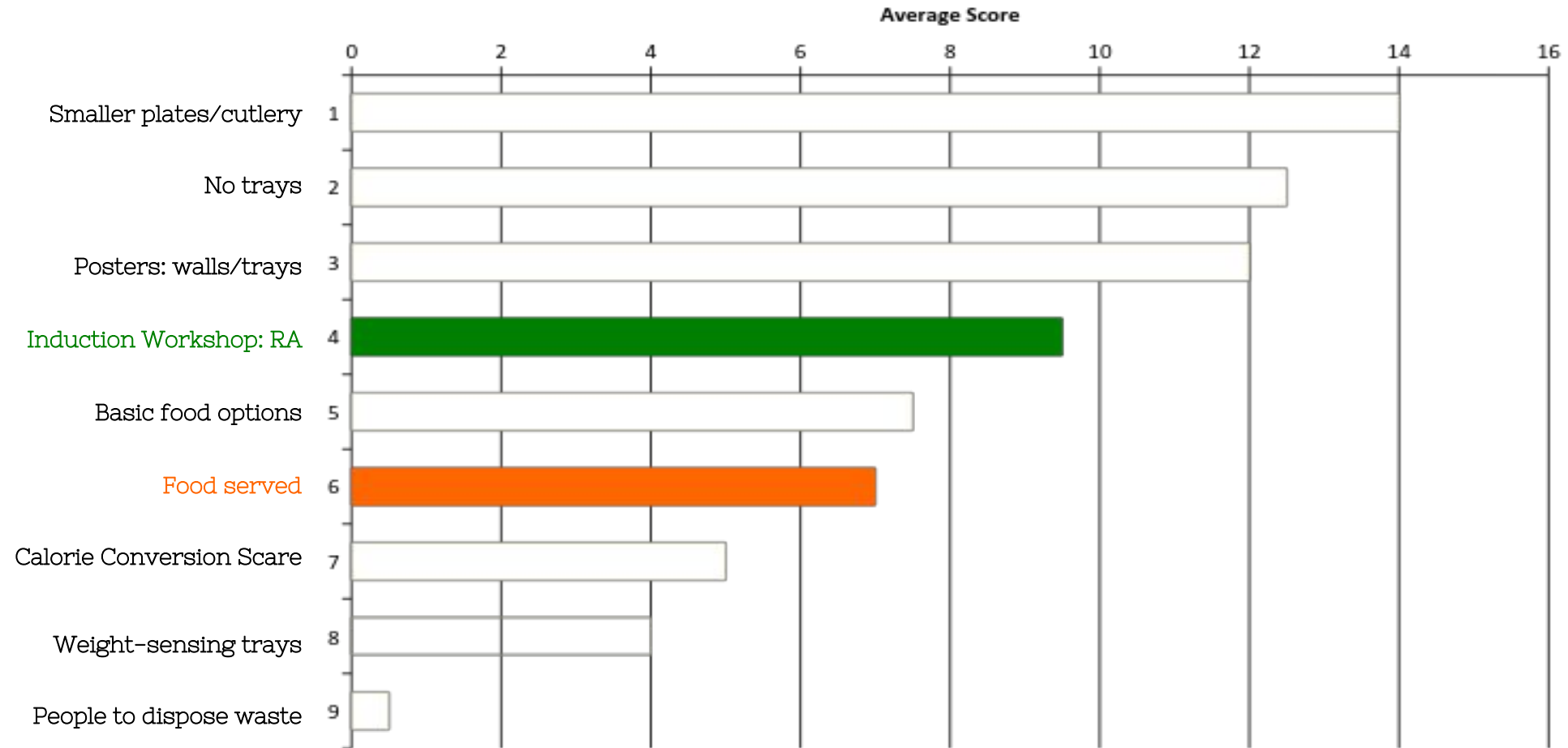
Ideas Preference: Fast Hack

● Focus Group 1 (4 residents)



Ideas Preference: **Slow Hack**

● Alan Peddie (SRS) ● Focus Group 2 (3 RA & 2 residents)



The Problems

Pollock Halls residents

- Lack of awareness about food waste
 - “Out of sight, out of mind”
- Do not realize that JMCC actually does a pretty good job dealing with food waste
- Lack of engaging, conversational community to encourage sustainable behavior

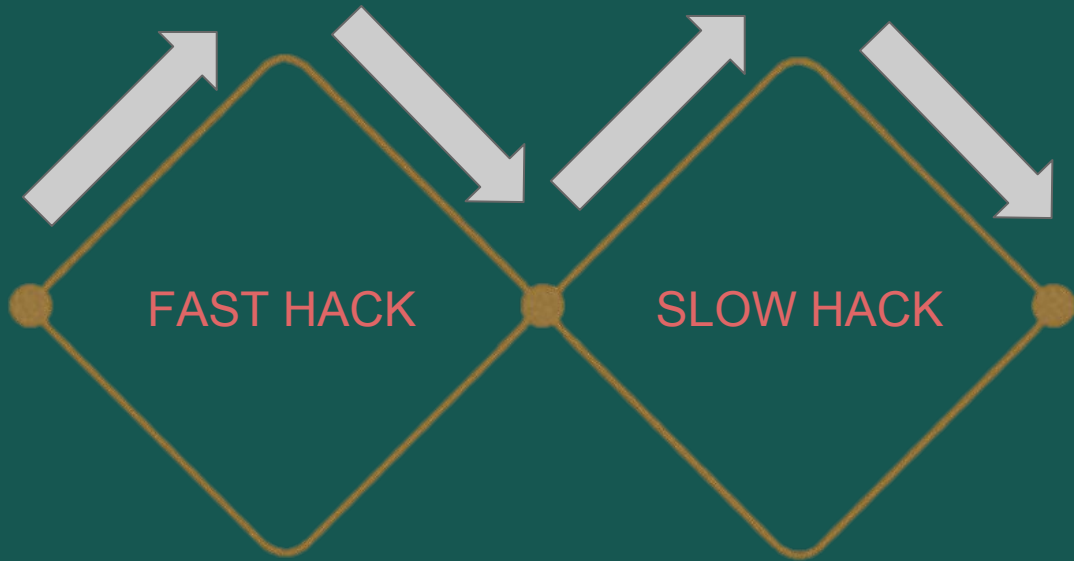
cont.

JMCC Dining Hall's environment

- No way to learn about food waste
- Poor atmosphere
- Empty walls
- Lack of vegetation
- Doesn't make you feel comfortable
- Could be much better!



Our realisation



Need to change
environment to change
student's behaviour

Introducing...

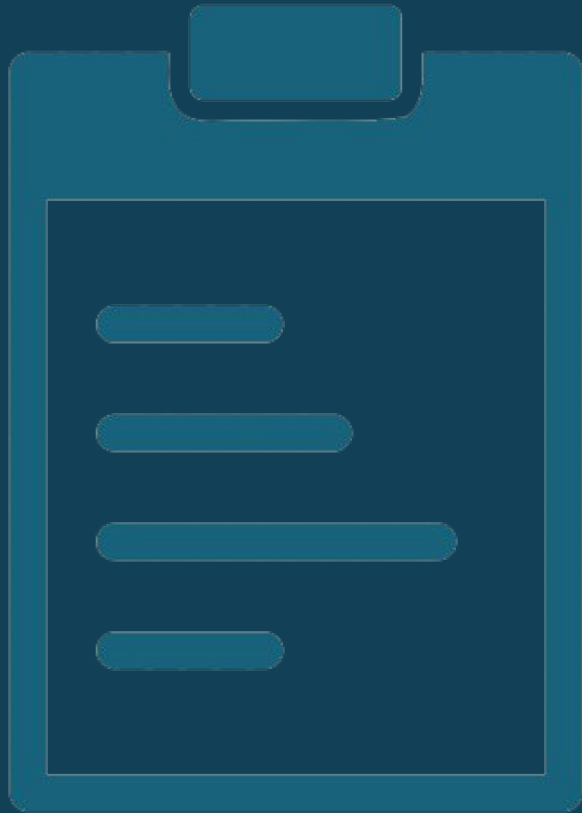
Drum roll please!

pimp
my
polloek



Objectives

- Educate Pollock Halls residents about food wastage and sustainability issues
...
- Include Pollock Halls residents in a sustainable community to **continue** the conversation **outside** the JMCC
...
- Change JMCC's image/environment



How?

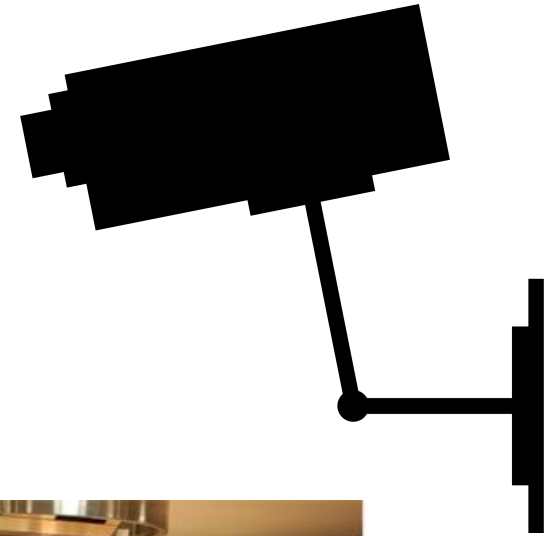
- Video / Presentation
 - ...
- Social media – Facebook
 - ...
- Redesign the environment in JMCC Dining Hall

1. Video

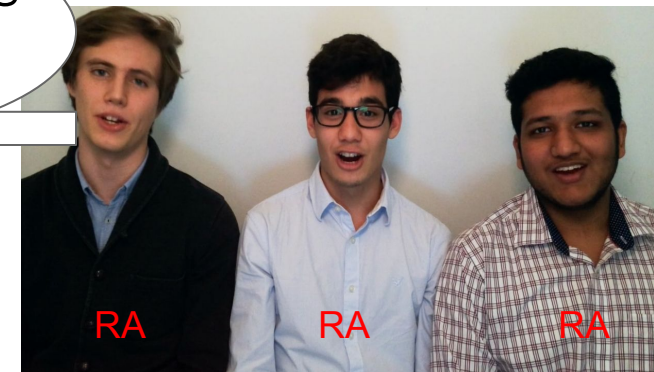
short, informative & entertaining

- Played during Freshers week
- RAs and likeable staff members
- Portray **inviting environment** within JMCC

Goal: provide transparency and influence positive feelings and sense of community



RAISE AWARENESS
ABOUT FOOD
WASTE!



2. Social Media

- FB page, Instagram (eg. SexDrugsJMCC)
- Administered by students
- Positive message, fun and friendly
- Share awareness about food waste
- Build Community
- Provide Ownership



sexdrugsjmcc

FOLLOWING

22 likes

3w

sexdrugsjmcc 22/02/16
Hot dogs or legs?
Tonight we had a dreamy white bun with succulent Bratwurst sausages, juicy onions and mustard//tomato sauces. This is JMCC. Goals.
#deliciouslyjmcc #yummy #motiveating



Add a comment...

...



JMCC Community

14 February at 17:18

Any final suggestions for our Valentine's Day playlist? Comment them below!



Like



Comment



You, Louis Watkins, Sam Seccombe and 49 others

Chronological



David Mynors R. Kelly - Ignition (Remix)?

Like · Reply · 46



JMCC Community Great suggestion, David!

Like · Reply



Write a reply...



JMCC Community

14 February at 16:16

Celebrating Valentine's Day tonight in the best way possible - WITH CHOCOLATE CAKE!



Like



Comment



Share



95k

Top comments

48,902 shares



Write a comment...



Environment influences behaviour?

- Cognitive dissonance (Festinger et al., 1959)
 - Self-doubt when someone holds two or more beliefs/ feelings toward something
 - Result: Change behavior to eliminate tension

3. Redesign JMCC

- Servicescape
 - Behaviour is influenced by perception of the environment
- Atmospherics Influence Eating Duration (Wansink, 2004)
 - Soft/dimmed lighting
 - increase comfort and disinhibition
 - Soft Music
- Leads to **higher consumption** of both food and drink (i.e. *food tastes better*)

Cont.

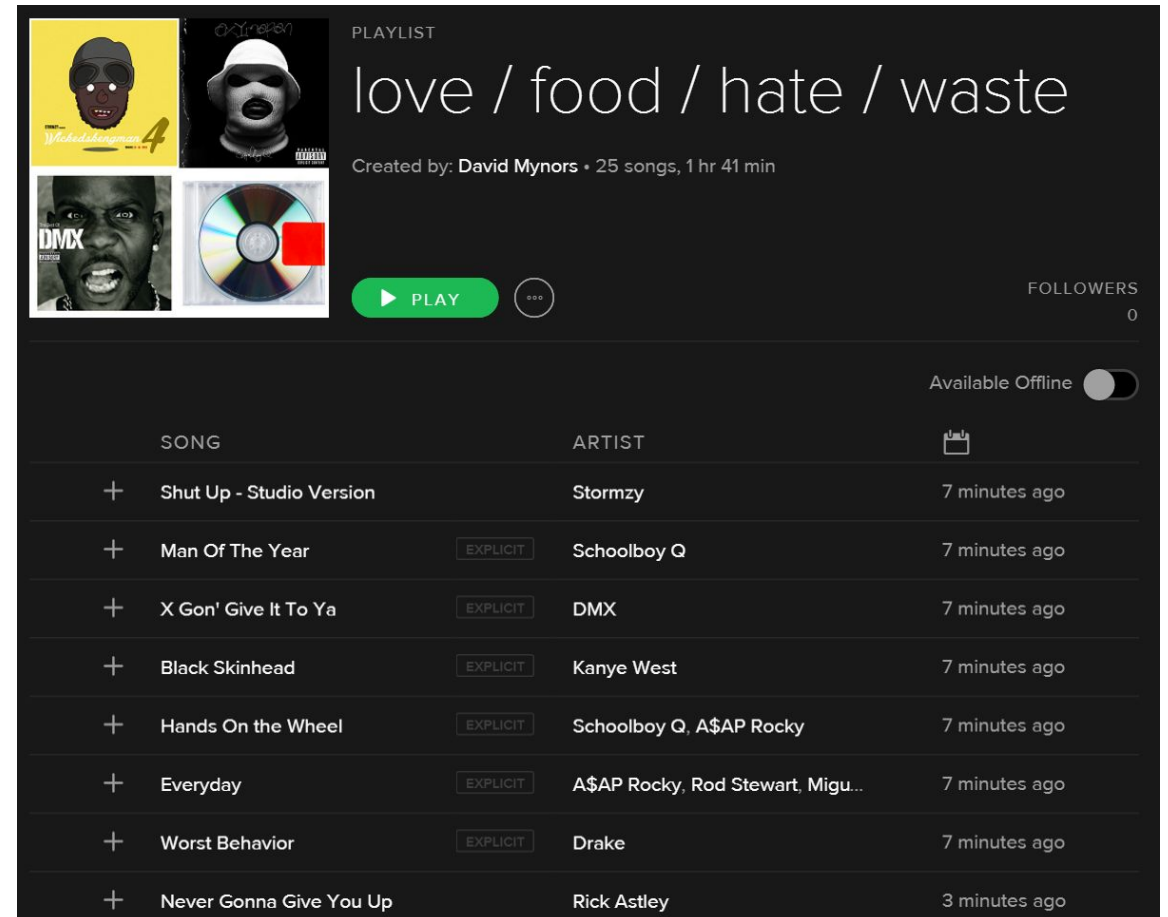
- More **efficient** and **informative** use of space
- **Infographics** about food waste & sustainability on walls
- Paint the walls with more **inviting colour**
- Add **plants** (because who doesn't like more greenery)



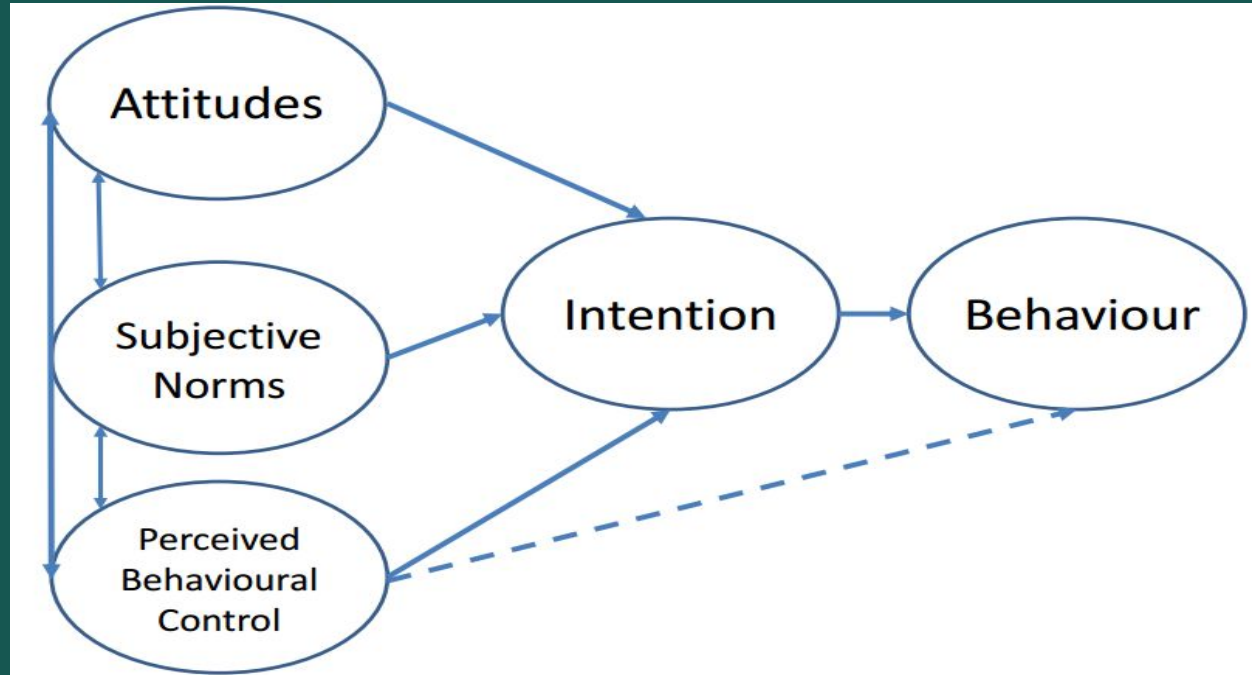


Cont.

- Make JMCC a true **community hub**
- Install **student art** pieces on the wall
- JMCC **dinner playlist**
 - Provides ownership of space
- Incentivise wasting less, as waste affects **us**.
 - Once a month student's pick the meals



Theory of Planned Behavior (TPB) Ajzen (1991)



Educate

Involve

Improve = pimp my pollock!

THANK YOU





References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179–211.
- Comber, R., & Thieme, A. (2013). Designing beyond habit: opening space for improved recycling and food waste behaviors through processes of persuasion, social influence and aversive affect. *Personal and ubiquitous computing*, 17(6), 1197–1210.
- Festinger, L., & Carlsmith, J. M. (1959). Cognitive consequences of forced compliance. *The Journal of Abnormal and Social Psychology*, 58(2), 203.
- Wansink, B. (2004). Environmental factors that increase the food intake and consumption volume of unknowing consumers. *Annu. Rev. Nutr.*, 24, 455–479.