Engaging Airline Travelers in Feedback Sharing

[ OULU AIRPORT CASE ]

Agnis Stibe
Doctoral Candidate and Project Researcher
agnis.stibe@oulu.fi
+358 401490499
@agsti
“SOMELETTI” PROJECT

Social Media Integrated in Physical Space

[ 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

"It's better to go earlier, if it's 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
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

computers

- web sites (siti web)
- PDAs (disp. palmari)
- mobile phones (telefonia mobile)
- video games (video giochi)
- desktop software (applicativi per p.c.)
- smart enviroments (ambienti integrati)
- virtual reality (realtà virtuale)
- exercise equipment (strumenti da palestra)
- specialized devices (periferiche dedicate)
- kiosks (chioschi interattivi)

persuasion

- behavior change (modifica del comportamento)
- attitude change (cambio dell’atteggiamento)
- motivation (motivazione)
- change world view (cambio nella visione del mondo)
- compliance (condiscendenza)

captoology
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

Life Style
- Diet/nutrition
- Physical activity
- Self management
- Smoking cessation
- Addiction
- Aging
- Risky behaviors

Life Cycle
- Weight-loss

Disease
- 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.”
“Humanizing the Web: Change and Social Innovation”

Oinas-Kukkonen Harri & Oinas-Kukkonen Henry
Palmgrave Macmillan, Basingstoke, UK, February 2013
Persuasive Systems Design model

Social Influence

28 features in 4 categories

Oinas-Kukkonen, H. and Harjumaa, M. 2009
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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HAS BECOME A ★ PLATINUM ★ LEVEL PARTICIPANT

Recognition
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 it's just a time." protrus 2012-10-08 18:43

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

- "partly, they often do not have time to react." me_dagnija 2012-10-08 18:43

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**TOP PARTICIPANTS**

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<th>Points</th>
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E-Tourism in Karelia and Oulu Region
Oulu, November 7, 2012
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" 2012-10-08 18:41

"not sure they could" powergrain 2012-10-06 18:41

**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**
  "Mark presence at the airport before actual check-in to the flight, if you're late - letting know that you intend to"

- **Cooperation**
  "Gatos, check-in, a map with all the airport services" by Lasse, 08-10-2012 18:40

- **Competition**
  "Information about provided local services, useful information - maps, flight"

- **Recognition**
  "agsti selebrei groudlift"
3. How could social media be used to help airline travelers?

- Use twitter and include #eresp3 in your tweet!

PEOPLE USUALLY GIVE
AT LEAST
1 RESPONSE
TO EACH QUESTION!

Current Ratio: 1.03

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<td>shinstyl</td>
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2. What would motivate you to come earlier to an airport? Why? Why?

- Social Comparison
- Normative Influence
- Social Facilitation
- Cooperation
- Competition
- Recognition
2. Why would you want to arrive earlier to an airport? Why?

- Use examples from your trip and include #eresp2 in your tweet!

Social Learning

Social Comparison

Normative Influence

Social Facilitation

Cooperation

Competition

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

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