

Team FirePixels

16-05-2023

Research

INSIGHT WALL elke verdieping min.1 brandmelder te hebben RESPOND RECOVER **PREPARE**

ONDERZOEK UITWONENDE STUDENTEN + BRAND



Onderzoeksvraag

5 WHY'S

Waarom?

Waarom?

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1. Waarom komen er vaker woningbranden voor in studentenwoningen/huizen?

2. Omdat studentenwoningen niet voorbereid zijn om brand technisch verantwoord te zijn door de rommel.

- 3. Omdat studenten brand gevaar niet serieus nemen.
- Door reactantie psychologie, waardoor ze het tegenovergestelde willen doen dan wat opgedragen wordt.

Hoe kunnen wij intrinsieke motivatie stimuleren bij uitwonende studenten zodat ze brandveilig kunnen wonen, wetende dat ze ja zeggen maar nee doen?!

Brainstorm

Brainwriting

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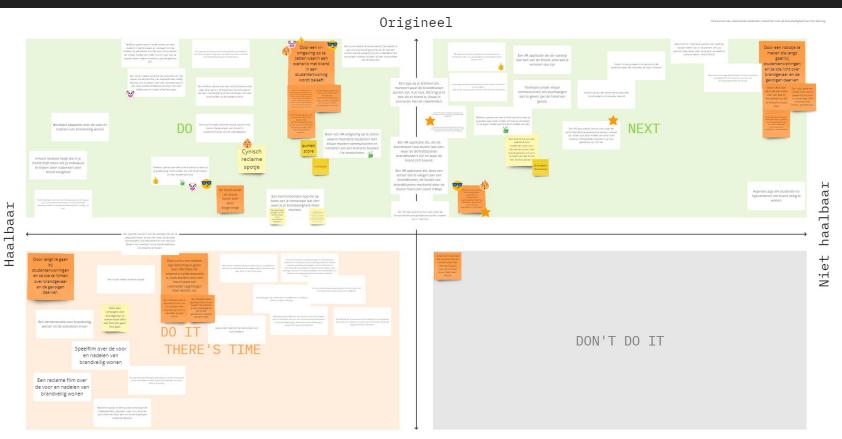
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Niet origineel

Student Emergency

Een telefoon game over een brand in een studentenhuis waar de student (speler) de goede weg naar buiten of de manier om de brand te blussen moet vinden.



StudentSafetyVR

Een VR-omgeving waarin een scenario met brand in een studentenwoning wordt beleefd. Hier krijg je te zien wat er allemaal fout kan gaan en wat je zelf dus zou kunnen verbeteren in je eigen studentenwoning.



S.A.F.E - Boards

Smart Aware Fire Education

Een reclamebord op publieke plekken in de stad die voorbijgangers aanspreekt op hun brandveiligheid maatregelen. Door gebruik te maken van omgekeerde psychologie, interacteren met de mensen op straat om ideeën van brandveiligheid in huis te laten opkomen in hun eigen gedachten, alsof ze er zelf op zijn gekomen.

Uit ons onderzoek is gebleken dat jongeren door reactantie psychologie het tegenovergestelde willen doen als wat hun wordt opgedragen.



