Aligning Argumentation Theory with Behaviour Change Mechanisms

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Abstract

In this short talk I report on preliminary work that aims to effect real change in the context of difficult societal problems. Many such problems stem from the cumulative effects of the individual behaviours of large numbers of people. Digital behaviour change mechanisms are used to support people in forming new habitual behaviours and build on rich psychological models of behaviour dynamics. Argumentation theory has rich models of both argumentation and interaction as well as extensive collections of stereotypical patterns of real-world argumentation. In this work we begin to align elements of pyschological models of behaviour change such as those of Fogg [1], and Michie [2] with models of argumentative interaction such as the DGDL [4] and its argumentation scheme extensions [3]. The aim is to increase the motivation of bahaviour change targets, enabling them to make informed and justifiable decisions about their behaviours and to increase the overall effectiveness of behaviour change mechanisms.

References

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