29. 11. 2022
12:00 p.m.

IRIS Coffee Chat

Wild bees meet app

zirius

Zentrum für Interdisziplinäre Risiko- und Innovationsforschung

IRIS COFFEE CHAT

Wild bees meet app:
Fostering environmental awareness with
user-centered technology design

With Jun.-Prof. Dr. Maria Wirzberger, Insti-
tute of Educational Science, University of
Stuttgart

Wild bees actively contribute to biodiversity,
stable ecosystems, and human nutrition by
pollinating plants and trees. Hence, their incre-
asing extinction comes with devastating conse-
quences for humans and ecosystem. As most
people lack awareness about those species and
their living conditions, we introduce a mobile
app that builds responsibility already at an early
stage in life. Drawing on design principles from
multimedia learning and child-centered soft-
ware development, six gamified levels sensitize
for the importance of wild bees for a stable and
diverse ecosystem. A pilot evaluation in schools
shows that most children perceived the app
as intuitive, engaging, and visually appealing.
Future extensions include adaptive design ele-
ments to increase observable learning gains.

Comments: Linda Meier (Institute for Acoustics
and Building Physics)
Moderation: Dr. Kathrin Braun (ZIRIUS)

Event language: German

Tuesday, November 29, 2022 | 12.00 - 1 p.m.
Online via Webex

Meeting-Link here -->>

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