

Sustainability and wellbeing

The Cognition Institute and the
Institute for Health and Community

Judy Reed Edworthy

The Cognition Institute is an innovative interdisciplinary research environment, which brings together researchers from a broad range of disciplines toward the understanding of human cognition

and how such knowledge can improve people's lives through application of that understanding to real-world issues and innovation



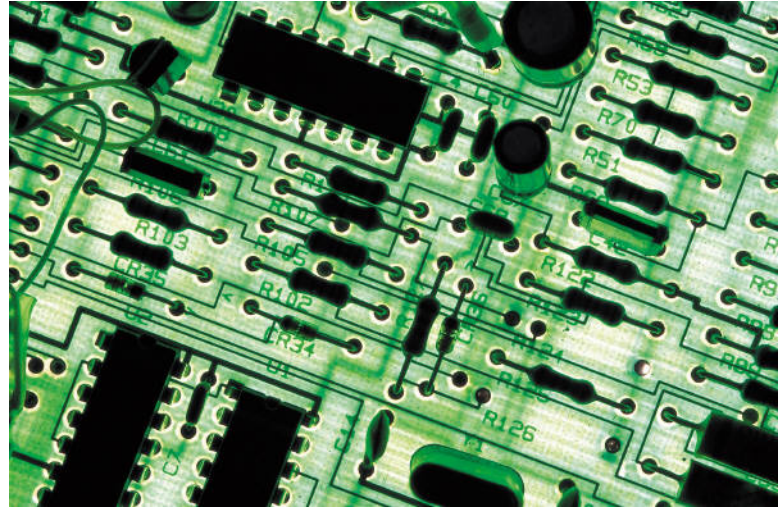
What we do

- At every level, we try to understand the principles which govern brain and human activity
- Focus ranges from the neural firing of the brain to understanding the world and how people interact with each other and their environment
- CI embraces psychology, robotics, health, music and other disciplines

Cognitive, perceptual and sensory systems



Brain and neural sciences



Innovation and Creativity

Robotics and neural systems

Behaviour, society and environment



Health and Wellbeing



Some relevant projects

- Sustainability
 - eViz
 - MARLISCO
- Behaviour change using imagery and persuasive communication
 - First world problems such as alcohol abuse, smoking etc
 - Can be adapted to other problems relevant to CGRF
- Quality of life in severe asthma
- Medication uptake
- Understanding how people use medical devices
- CogNovo

- FIT is a new way of supporting behaviour change by strengthening motivation.
- Based on motivational interviewing
- **Elicits** and **trains** mental imagery to motivate change

Sabine Pahl, School of Psychology <https://www.plymouth.ac.uk/staff/sabine-pahl>

FOCUS: Behavioural Sciences; Social and Cognitive Processes

Keywords **health / well-being:**

Theories and measurement of well-being
Psychological benefits of nature exposure
Effects of marine activities on people (surfing, beach)
Bringing nature benefits indoors; Nature connect
Perceptions; Mental models
Beginner's virtual reality / gaming



Skills:



Applying psychological theories (communication, behaviour change, well-being)

Large-scale surveys (postal, online)

Quantitative data analysis

Designing and testing communications and interventions

Interdisciplinary perspective (marine, energy)



EnerGAware
Energy Game for Awareness of energy
efficiency in social housing communities

Experience with funding from FP7, H2020, EPSRC, ESRC, DEFRA, DECC

Was part of 3 GCRF bids in the latest round

Institute of Health and Community (IHC)

- Supports external engagement with key stakeholders and cross – disciplinary collaborative research in Health and Social Care, including cultural, accessibility, public health and health intervention issues.
- Linked to Faculty of Health and Human Sciences
- Cross- faculty membership
- Wide spectrum of expertise focussed on health and social care, together with related technological, economic and educational issues.

IHC Themes

Life-Course and Ageing

E-health and Technology in Health and Social
Care

Health and Social care Interventions

Methodological Innovation

Life-style, Health and Wellbeing

Some examples

- i-DAT is an Open Research Lab for playful experimentation with creative technology. This is a highly collaborative transdisciplinary and participatory design method which involves engaging audiences, and measuring social, economic and cultural value; currently working with a number of developing countries
- Fraud and corruption
- Understanding and response to climate change
- Robotics and ehealth in delivering healthcare

Almost all research projects involve people at some point

- Want to know what mental model(s) people hold about your intervention?
 - Ask the CI or IHC
- Want to change people's behaviour?
 - Ask the CI or IHC
- Want to know how to train people?
 - Ask the CI or IHC
- Want to know how people vary?
 - Ask the CI or IHC
- Want expertise in terms of people's interactions with objects and other people?
 - Ask the CI or IHC

Thankyou!