



הרצאת אורח

# תקשורת חדשה, אינטראקטיביות וקיימות

ד"ר רועי בנדור, האוניברסיטה של בריטיש קולומביה, קנדה

יום שלישי, י"ד בטבת תשע"ד, 17 בדצמבר 2013, 14:00-15:30  
בניין 604, חדר 104

## **Beyond Information: Designing Interactive Experiences for Public Engagement on Sustainability**

Public engagement on sustainability faces important challenges. While sustainability is increasingly viewed as an essentially political issue, calling for more inclusive and effective public participation in relevant policymaking processes, existing communication approaches that focus on the provision of information have come under attack for their perceived logocentric, unidirectional, and one-size-fits-all methods. This presentation traces emerging design strategies that respond to these challenges by deploying interactive experiences as a means to communicate the complex social and ecological aspects of sustainability, and to engage the public on its political dimensions. Examples include interactive installations, decision-support planning tools, and serious games.

Dr. **Roy Bendor** studies the design and use of digital media for environmental communication. His research focuses on the values and assumptions that inform the design of participatory, civic media, and in the ways in which interacting with these new media may activate the public's political imagination. He is currently Research Associate at the University of British Columbia's Centre for Interactive Research on Sustainability.