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A THEORETICAL AND PRACTICAL APPROACH TO A PERSUASIVE AGENT MODEL FOR CHANGE BEHAVIOUR IN ORAL CARE AND HYGIENE

OJENIYI ADEGOKE

Universiti Utara Malaysia

DOCTOR OF PHILOSOPHY

UNIVERSITI UTARA MALAYSIA

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Abstrak (Malay)

Terdapat peningkatan penggunaan agen pemujuk dalam intervensi perubahan tingkah laku kerana agen mempunyai ciri peramah, reaktif, autonomi, dan proaktif. Walau bagaimanapun, banyak intervensi menemui kegagalan, khususnya dalam domain penjagaan oral. Tindak balas psikologi telah dikenal pasti sebagai salah satu penyebab utama kegagalan intervensi perubahan tingkah laku. Kajian ini mencadangkan satu model agen pemujuk yang formal yang membolehkan pengurangan tindak balas psikologi untuk intervensi perubahan tingkah laku yang lebih baik dalam penjagaan dan kebersihan oral. Metodologi simulasi berasaskan agen telah diguna pakai dalam pembangunan model yang dicadangkan. Penilaian model dijalankan dalam dua fasa yang merangkumi penentusahan dan pengesahsahihan. Proses penentusahan melibatkan analisis simulasi surihan dan kestabilan. Sebaliknya, pengesahsahihan telah dijalankan dengan menggunakan pendekatan berpusatkan pengguna yang melibatkan pembangunan aplikasi berasaskan agen berdasarkan seni bina kepercayaan- keinginan-niat. Kajian ini menyumbang satu model agen yang terdiri daripada faktor kognitif dan tingkah laku yang saling berkaitan. Tambahan pula, simulasi surih memberi pemahaman tentang interaksi antara faktor-faktor yang telah dikenal pasti bagi mengetahui peranannya dalam intervensi perubahan tingkah laku. Hasil simulasi menunjukkan apabila masa meningkat, tindak balas psikologi akan menurun ke arah sifar. Secara yang serupa, hasil pengesahsahihan model menunjukkan peratusan responden yang mengalami tindak balas psikologi bagi perubahan tingkah laku dalam kebersihan dan penjagaan oral telah menurun daripada 100 peratus kepada 3 peratus. Sumbangan yang telah dibuat dalam tesis ini membolehkan pereka aplikasi agen dan intervensi perubahan tingkah laku untuk membuat penaakulan saintifik dan peramalan. Begitu juga, ia menyediakan satu garis panduan untuk pereka perisian membangunkan aplikasi berasaskan agen yang berkemungkinan tidak menghadapi tindak balas psikologi.

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Kata kunci: Agen pemujuk, Simulasi berasaskan agen, Tindak balas psikologi, Intervensi perubahan tingkah laku, Kebersihan dan penjagaan oral.

Abstract

There is an increased use of the persuasive agent in behaviour change interventions due to the agent's features of sociable, reactive, autonomy, and proactive. However, many interventions have been unsuccessful, particularly in the domain of oral care. The psychological reactance has been identified as one of the major reasons for these unsuccessful behaviour change interventions. This study proposes a formal persuasive agent model that leads to psychological reactance reduction in order to achieve an improved behaviour change intervention in oral care and hygiene. Agent-based simulation methodology is adopted for the development of the proposed model. Evaluation of the model was conducted in two phases that include verification and validation. The verification process involves simulation trace and stability analysis. On the other hand, the validation was carried out using user-centred approach by developing an agent-based application based on belief-desire-intention architecture. This study contributes an agent model which is made up of interrelated cognitive and behavioural factors. Furthermore, the simulation traces provide some insights on the interactions among the identified factors in order to comprehend their roles in behaviour change intervention. The simulation result showed that as time increases, the psychological reactance decreases towards zero. Similarly, the model validation result showed that the percentage of respondents' who experienced psychological reactance towards behaviour change in oral care and hygiene was reduced from 100 percent to 3 percent. The contribution made in this thesis would enable agent application and behaviour change intervention designers to make scientific reasoning and predictions. Likewise, it provides a guideline for software designers on the development of agent-based applications that may not have psychological reactance.

Keywords: Persuasive agent, Agent-based simulation, Psychological reactance, Behaviour change intervention, Oral care and hygiene.

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CHAPTER ONE
INTRODUCTION

1.1 Overview

In recent time, notions about humanoids, androids, cyborgs robots and science fiction creatures permeate our society. This is evident in the current trend whereby people are fascinated with the idea of non-human agencies in movies (Heyck, 2011). This has formed the unconscious backdrop against which software agents are perceived. It is becoming a reality that human beings can be persuaded by computer or software agent to perform a target action or behaviour (Fogg, 2002). This target behaviour or action might not be singularly achievable previously by the human. The manifestation of such behaviour or action can be seen in many agents' applications like computer graphic and games (Wang, Lee, Wu, Cheng & Teytaud, 2010), mobile technology (Chen, Cheng & Palen, 2009), health interventions (Kafalı, Bromuri, Sindlar, Weide, Pelaez, Schaechtle & Stathis, 2013), learning environment (Gladun, Rogushina, Martínez-Béjar, & Fernández-Breis, 2009), advertisement campaigns (Kazienko & Adamski, 2007) and others; where agents are providing assistance to humans in accomplishing a defined objective.

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An agent is an entity or computer system that can be located in a particular environment and capable of autonomous action, takes initiative, responds to its immediate needs and relates to its environment in order to meet its design objectives (Wooldridge, 2009). It is a system that facilitates and supports solutions to critical and complex tasks under a dynamic environment. It also has the ability to react to the unstable environment and automatically execute specific tasks according to its pre-defined objective(s). Agents can be classified into five, namely; collaborative agents, interface agents, mobile agents, information agents and persuasive agents (Pipattanasomporn, Feroze & Rahman, 2009).

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