

Assessing impacts of mediated communication technologies in advancing SDG6 at UCalgary campus, Alberta, Canada

Keywords: SDG6, user awareness, user perception, community engagement, water sustainability | Author: Kulsum Fatima, PhD SAPL, University of Calgary

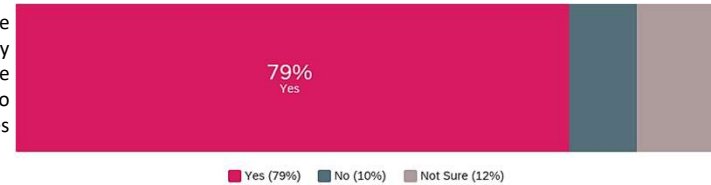
Aim: The study aspires to utilize institutional conditions to foster responsible engagement for environmental protection, and demonstrate an all-inclusive perspective to water sustainability. This perspective aims to highlight existing water sustainable initiatives on UCalgary campus by identifying and implementing user-oriented mediated communication strategies that will enhance user observation & perception around water features, as we move through our campus.

Description: This poster represents the first stage for the research project titled “Advancing SDG6 at UCalgary campus” and attempts to assess the existing scenario on UCalgary campus using a pre-assessment survey. The University of Calgary Conjoint Faculties Research Ethics Board has approved this survey under study (REB20-0815). This survey consist of 3 sections,

- Part I - request general information about the respondent’s role on campus and their association with water sustainability work.
- Part II – user awareness, to access the perception of respondents towards on campus water sustainability.
- Part III – user interpretation, asking your opinion, likes, dislikes and recommendations for future.

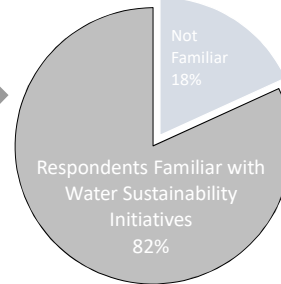
A total of 80 respondents participated in this survey, where the majority have a good understanding of sustainability and are involved in sustianbility related activity on UCalgary campus, as represented:

Need for study: As per the responses received a majority responded a yes when they were asked , if they would you like to learn more about water features on UCalgary main campus?

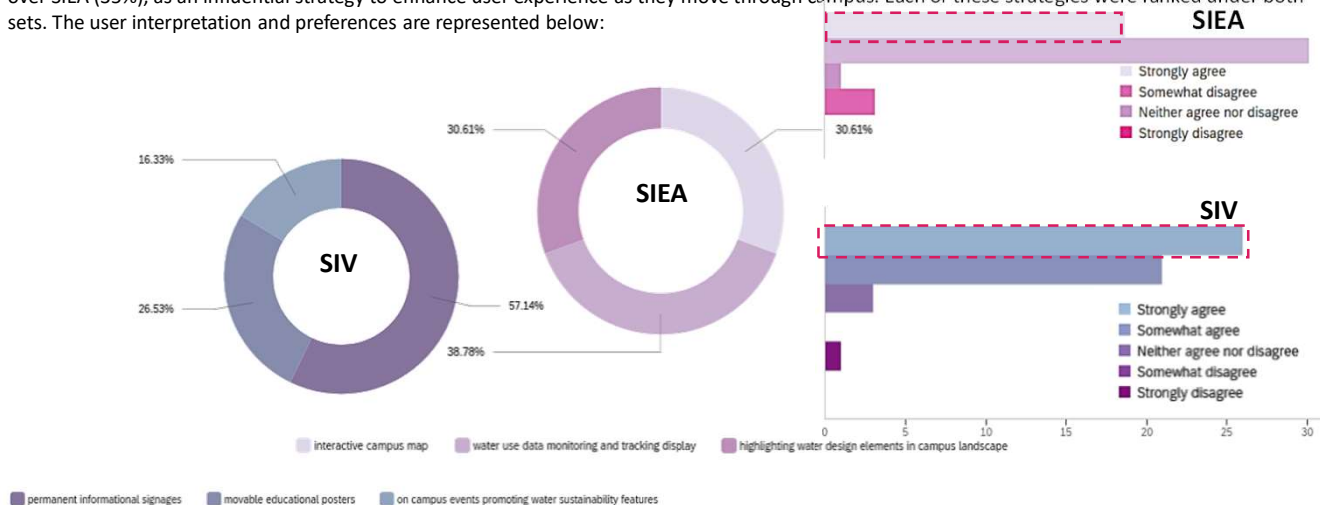


Methodology: Based on the literature review, two sets of communication strategies were identified to evaluate the the existing water specific design (WSD) Interventions at UCalgary campus. These were included under Part III of pre-assessment survey questionnaire to investigate the understanding and expectations of UCalgary community around the existing water sustainability features on campus. These strategies sets are :

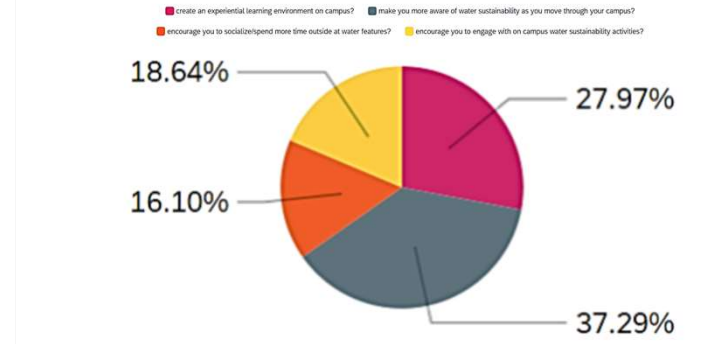
- Strategies improving educational awareness (SIEA)
- Strategies Improving visibility (SIV)



Discussions: Each set of identified strategies consist of three mediated communication technologies. A majority of respondents preferred SIV (51%) over SIEA (35%), as an influential strategy to enhance user experience as they move through campus. Each of these strategies were ranked under both sets. The user interpretation and preferences are represented below:



Analysis: Based on the responses received from the pre-assessment survey, it was concluded that with SIEA & SIV implemented on UCalgary campus, it will essentially make user more aware of water sustainability as they move through the campus. Secondly it will create an experiential learning environment on campus and will encourage UCalgary community to engage with SDG6 initiatives and related water sustainability activities.



Future Work: The future set of work be implementing the identified mediated communication technologies, during stage 1 and later the success of the implemented mediated technologies will be measured using a post assessment survey, that will be collected and analysed in late 2022. The study will transform water design elements into opportunities for user engagement, awareness and empowerment, that targets towards advancing campus as a learning lab initiative for SDG implementations on UCalgary campus and can be replicated especially at other University campuses who are willing to follow in the future and are motivated to incorporate similar water sustainability innovations.