

### Research Seminar:

Explaining How Information Communication Technology is Used to Encourage Prosocial Behaviour

### Presenter:

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### Date:

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11:00 A.M. to 12:00 P.M.

### Venue:

Room 2063, Level 2, West Wing, Quadrangle Building  
School of Information Systems, Technology and Management  
UNSW Business School  
UNSW Australia, The University of New South Wales  
Kensington, UNSW Sydney 2052

### Abstract

Non-profits and other organizations are increasingly reliant on Information and Communications Technology (ICT) to encourage prosocial behaviour such as volunteering, activism and philanthropy. However little is known, either in research or in practice, about the optimal way to achieve this. This thesis aims to address this problem by explaining how ICT is used to encourage prosocial behaviour. As using ICT to encourage prosocial behaviour involves persuasion (i.e., changing attitudes and behaviours), Chapter 2 provides a foundation for understanding persuasion which informs the later studies. Chapter 3 provides a comprehensive explanation of how, through the roles of specific features, websites create specific perceptions which in turn, through specific motivational triggers, lead to prosocial intention. Chapter 4 then extends this through a theoretical model that shows how the identified perceptions influence prosocial behaviour. Through these chapter the thesis contributes (1) a potential template for future IS research using the concept of persuasion; (2) the first rich explanation of how websites encourage prosocial behaviour through the interaction of specific features, perceptions, and motivational triggers, and (3) the first model that shows how specific perceptions of websites influence prosocial behaviour. Collectively, the thesis contributes by providing a foundation for explaining how ICT encourages prosocial behaviour.

### Biography

Peter Slattery is a PhD Candidate at the school of Information Technology & Management at UNSW Business School. He has a MBS in Information Systems for Business performance from UCC and a BSc in Applied Psychology from Heriot-Watt. His research examines how information and communication technologies can be used to persuade people to engage in prosocial behaviour such as volunteering, philanthropy and activism.