



Tokyo Tech

5th Tokyo Institute of Technology COI Symposium

COI Symposium "What is the feedback loop that creates the "cool behavior" in the future?"

Research Institute for the Earth Inclusive Sensing of Tokyo Tech has aimed for harmony between nature and humans under the theme of "Empathizing with the silent voices". At this symposium, we will consider how to respond to the new corona era, which has become a new issue.

It is thought that the world of with/after corona will become stable while absorbing the impact of a pandemic as people voluntarily change their behaviors, and the changes spread and take root. In order to accelerate it, new behaviors need to be positively accepted by individuals.

In this symposium, we will call it a "cool behavior" in the future, and we will consider it with different knowledge on how to build it in society as a whole.

Date and time: Friday, March 5, 2021 from 13:00 to 16:00

Place: Onlinelive

Participation fee: No fee (please register in advance)

Program

■ Introduction

- 13:00 Opening remarks: Kazuya Masu, President (Tokyo Institute of Technology)
 Guest greetings: Mr. Satoshi Koike (COI STREAM Vision 2 Visionary Leader)
 Outline of the Facility: Toshiyuki Hiroi Project Leader (Sony Corporation)

■ Subject matter

- 13:20 "Feedback cycle that encourages spontaneous behavior change"
 Professor Miki Saijo (Tokyo Institute of Technology)

■ Keynote speech

- 13:30 "Historical context of behavior change in infectious disease control-approach from "historical epidemiology" "
 Professor Wataru Iijima (Aoyama Gakuin University)
 14:10 "Spontaneous behavior change accompanying the promotion of cooperative farming"
 Dr. Masatoshi Funabashi (Sony Computer Science Laboratories, Inc.)

----- Break (14: 50-15: 00) -----

■ Panel discussion

- 15:00 Theme: "Feedback = Returning information from the environment / situation to people
 What is a behavior change feedback loop that is positively perceived? "
 Moderator: Professor Miki Saijo (Tokyo Institute of Technology)
 Panelist: Professor Wataru Iijima (Aoyama Gakuin University)
 Dr. Masatoshi Funabashi (Sony Computer Science Laboratories, Inc.)
 Toshiyuki Hiroi Project Leader (Sony Corporation)
 Associate Professor Hiroyuki Ito (Tokyo Institute of Technology)
 Professor Yoshihiro Miyake (Tokyo Institute of Technology)
 Dr. Takeshi Kudo (Otowa Electric Co., Ltd.)

■ Closing

- 15:50 Summary: Hitoshi Wakabayashi Research Leader (Tokyo Institute of Technology)
 15:55 Closing remarks: Osamu Watanabe, Director and Vice President (Tokyo Institute of Technology)
 16:00 End

Registration: Please register in advance. Please apply from the following site.

https://us02web.zoom.us/webinar/register/WN_RVgPUKkXRu2JLVwOBXt-Yw



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