

Proposal for a sustainable “shikake”
for bicycle parking lot
at Toyonaka High School

Osaka Prefectural Toyonaka High School

Q,What is this?



Introduction

◎ What is a “Shikake”?

- ▪ ▪ A shikake is a trigger that causes a specific action and that action solves a problem. The shikake reduces the cost of money and time.

(Professor Matsumura (2013) of Osaka University)

Introduction

- ◎ Challenges of the shikake

- ▪ ▪ It's to figure out the mechanism of the shikake that can sustain the effect. Through the implementation of it, the range of issues that can be solved expands.

What is the best shikake to sustain the
behavior of high school students?



~ Challenges in the bicycle parking lot
at Toyonaka High School ~

【Present condition】

Students don't park their bicycles closely together, so our teachers move them closer every morning.

If our teachers don't move them closer, the parking lot will be overflowing.



Can't we solve this problem with a shikake that encourages students to voluntarily park their bicycles closer and has a lasting effect?

Research Result

1. Documentation survey

- The important thing is to use the psychology, “**I want to do it**”
- Posters with **mirrors** have been shown to be seen by more people than regular posters.
- **Reciprocity norms** are effective

Reciprocity norms

- . . . The norm that you must reciprocate to others who have given you favors.



Research Result

2. Fieldwork

- Fun and interesting shikakes are easily boring.
- A time-consuming shikake is difficult to keep effective.
- The reason why students don't park their bicycles closer is because they are in a hurry to avoid being late.

Ideas of shikakes

Posters with shikakes

- 1 Put up three different posters in the bicycle parking lot.
 - A. Warning poster (with pictures of teachers)
 - B. Poster with characters that have familiarity and impact
 - C. Poster using **reciprocity norms**
- 2 Put a **mirror or clock** on the poster that worked best.

A

自転車は
綺麗に
詰めまし
たか？



奥から詰めて！

B



C

いつも
きれいに
駐輪してくれて
ありがとうございます



◎Mirrors

→Posters with mirrors have been shown to be seen by more people than regular posters.

◎Clocks

→Students don't park closer because they are in a hurry, so we assume that students who care about time will look at the clock.

⇒ Posters with clocks should be more sustainable.

Thank you for listening!

References

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