

# Envisioning the Theory of Transforming Wellbeing

## Transforming Technology and Sociotech Design

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**The Theory of Transforming Wellbeing (TTW) is emerging as an inevitable response to the ever-growing imbalance in our lives across the globe. Over the decades, we have been advancing technologies to make our lives better. The fundamental question still remains: with all the evolving innovations, are we gaining decent success in achieving happier and more sustainable societies? All the crucial domains of our lives continuously provide evidence of things getting disbalanced despite us making huge progress in building increasingly capable technological innovations, such as artificial intelligence, blockchain, augmented reality, autonomous vehicles, and drones, just to name a few. The TTW advances scientific knowledge and its practical applications to transform lives. Due to its strong fundament that blends technological innovations with human nature, TTW is applicable in many essential life contexts, including health, education, sustainability, equality, governance, safety, emergency, ecology, and economy.**

*Transforming wellbeing; sociotech design; socially influencing systems; persuasive technology; behavior change; health*

### I. INTRODUCTION

In line with his recent [TEDx talk on Transcending Instincts](#), this keynote blends science and practice to help everyone gaining rich understanding on how transformation works, its essential components, how to apply influential strategies, what novel technologies are effectively facilitating change process, and what to do as the first thing each morning.

### II. SPEECH AT A GLANCE

Rapid technological evolution not only enables advanced innovations to emerge, but also requires to reconsider their effects on wellbeing. With novel technologies, such as artificial intelligence, smart sensing, blockchain, and autonomy, life changing transformations are inevitable. To succeed with these challenges, we have to be mindful about human nature playing its important role in every transformation. Research on human behavior provide principles that are applicable for creating novel technologies that go beyond solely improving their own performance, thus assisting with behavioral and attitudinal shifts in everyone involved. The TTW unifies knowledge about designing transforming technologies for wellbeing. It explains how technological innovations can go beyond limitations of traditional behavioral design and change management.

The TTW embodies fundamental understanding of the essentials for designing successful transformations, known as *Transforming Sociotech Design* [1], *Typology of Computer-Supported Influence* [2], *Persuasive Cities* [3], *Socially Influencing Systems* [4], and *Dark Patterns* [5]. The theory empowers researchers and practitioners to create technologies that makes behavioral and attitudinal changes last. To achieve desired results in transforming lives, TTW envisions to help by guiding through all related emerging trends, such as behavioral economics, gamification, nudging, and persuasive technology.

### III. CONCLUSION

Most of us already want changes for better. What we oftentimes miss is to know how to make technology-enhanced transformations succeed. Welcome an applicable theory.

### CURRICULUM VITAE



Prof. Agnis Stibe is the founder of the Theory of Transforming Wellbeing. At Massachusetts Institute of Technology (MIT Media Lab), he founded research on Persuasive Cities that transforms urban life towards wellbeing. At ESLSCA Business School Paris, he advances Transforming Sociotech Design. He has worked for Fortune 100 companies, such as Hewlett-Packard and Oracle. He has received awards from Nokia Foundation and the renowned MIT Media Lab. More: [transforms.me](https://transforms.me)

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