Using Communication to Ease Traffic Jams

The basis of my study is to apply psychological approaches to account for social issues such as traffic congestion. Traffic congestion is a type of phenomenon generally recognized as a social dilemma, with conflicts between public and the private interests. Figure 1 shows the social psychological theory of the process of behavioral change. This theory is applied to Mobility Management, a soft measure to promote voluntary changes of individual travel behavior through communication such as asking to make a behavioral plan. Mobility Management for inhabitant reduced car use by around 19% and increased transportation use by approximately 32%*.


A Social Psychological Theory of Behavior Change Process

Grassroots Research for Peacekeeping in Africa

Land degradation is causing a decline in crop and livestock production as well as exacerbating conflicts over land resources in Sahel, West Africa. Since 2000, I have been continuing to conduct research on these issues. To avoid the risk of land degradation and prevent food shortages, local people carry trash from their homesteads and add it to degraded land as manure. I describe these trials experienced by the local community. I constructed 50 m x 50 m fenced plots with the cooperation of local people and scattered urban organic trash onto the degraded land. This experiment revealed that urban trash input is a useful tool for plant recovery. I have a plan to apply this method for conflict prevention between farmers and herders.

From the Editor
Based on this research, Dr. Oyama received the Daido Life Foundation Incentive Award for Area Studies 2014.

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Using Communication to Ease Traffic Jams

Requesting a behavioral plan has a strong effect on actual behavior.

Making behavioral plan

Behavioral intention

Implementation intention

Behavior change

A Social Psychological Theory of Behavior Change Process

Grassroots Research for Peacekeeping in Africa

Land rehabilitation and conflict prevention in Sahel, Africa.

The window overlooking the courtyard and the library, and indulged in sketching these two chimneys, as well as my professors and classmates. I asked myself if it was the right choice to attend graduate school. However, I didn't want to give up the benefit of being able to stay in the lovely city of Kyoto for as long as five years, with the good justification of being a graduate student of the prestigious university. This is the only building I sketched while I was a student at Kyoto University, as I had much time to daydream in the East building.

Kiyoko Yamaguchi, PhD
After obtaining a PhD in Southeast Asian Area Studies from Kyoto University in 2005, Yamaguchi taught at the History Department of The Chinese University of Hong Kong from 2006 to 2014. Her architectural drawing was selected for The Royal Watercolour Society 2014 Competition.