

# Mapping Experience Research

## **Pre-workshop Survey Results**

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# What is your **personal interest towards the workshop topic**?

## A nicely wide variety of **interests** and **topics** among respondents:

To **understand and define "experience"** as a phenomenon generally and how it can be **turned into research (and design)**.

**understand human thinking, behaviors and acts [in] design thinking and service design**

...**guiding students** toward acknowledging experience

I **teach customer experience**.

I am **teaching** students and executives, and **doing research** of **service experiences** and **customer experienced value**.

...the **concept and use of experience in the humanities**

...**brand love** as an experienced and lived phenomenon...

...**quantitative measures** of **tourism and leisure experiences**

**develop a research method** to study **multimodal experience** with **artistic research** and **machine learning**.

...**theories** in **Environmental Psychology** and **Architecture**

## We may be able to address the following interests:

Getting an overview of experience research

...understand the field of experience research...

...learn more about 'Mapping Experience'...

...learn how others have approached Experience research in their own fields



We want to **establish a more coherent field of experience research**, bridging diverse fields studying experiences. What do you think about this idea?

## Many positive comments:

It is an **excellent idea**, one that's **necessary to develop the international academic infrastructure of experience research**.

I think that **researchers from diverse fields can learn from each other**.

By establishing a coherent field, **it can set a base how to do experience research** and what elements are important to report.

This idea is very interesting and has **tremendous potential** as researchers from different educational backgrounds and specialities will bring different perspectives on Experience Research.

## But it is not easy:

The broader the concept - the more uncertainty in research and used terms.

There is still **a lot of work to be done** just in the working definitions ... what is **NOT** fitting under the definition of experience?



# Can you share examples of experience research topics being studied in several different research fields?

attention and perception

the role of multiple senses in experiencing

intermediality, multimodality, narrative studies, art studies, rhetoric, aesthetics

virtual reality experience (media research, game research, narratology, psychology, UX)

service experience, "Service architecture" - service design, architecture, interior design, marketing

customer experience; defining customer engagement

extraordinary experiences, accessible experiences

hospitality, leisure, tourism and travel experiences

religious spaces, spiritual experiences

the impact of the built up artefact

From your perspective, which **disciplines or research fields** seem **close to each other** on the map of experience research?

We received suggestions for **fields/disciplines** as well as **perspectives** that relate:

Humanities, social sciences, and media studies

Design, urban design, architecture, marketing, information and communication sciences, UX research, Experience Design

Psychology - Arts (including Design) - Machine learning

Consumer behavior, psychology

Phenomenology/Embodiment/Perception

Experimental cognitive psychology, cognitive / affective neuroscience

Materials, lightning, interior design and social science /psychology

Role of culture in experiences, Role of materials, colours in experiences, Role of gender in experiences