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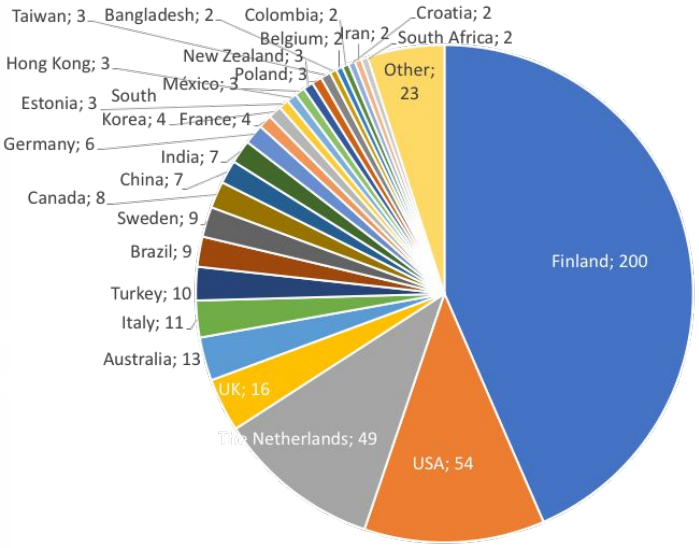
Materials

https://experience.aalto.fi/7-experiencessummit

#7xsummit

Participation



460 registrations
50 countries

7 keynotes from
6 countries

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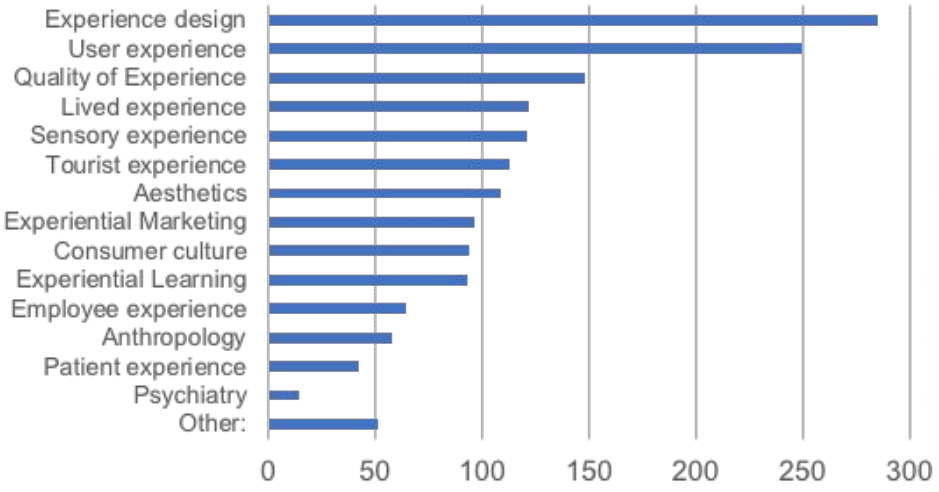
Participation



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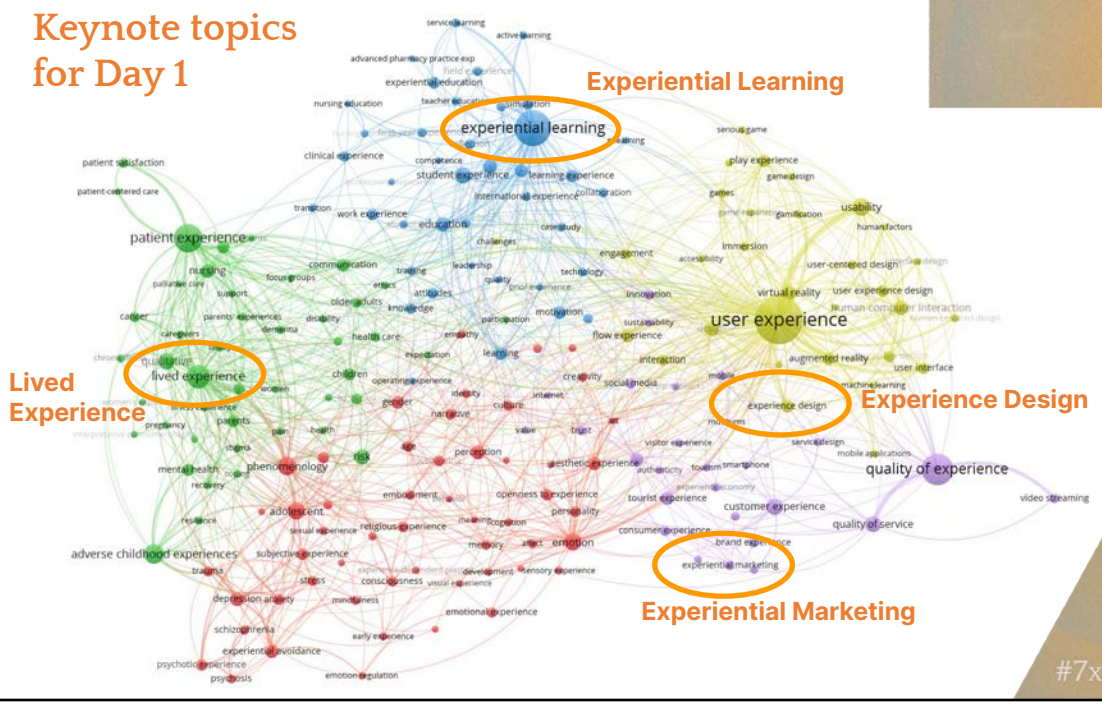
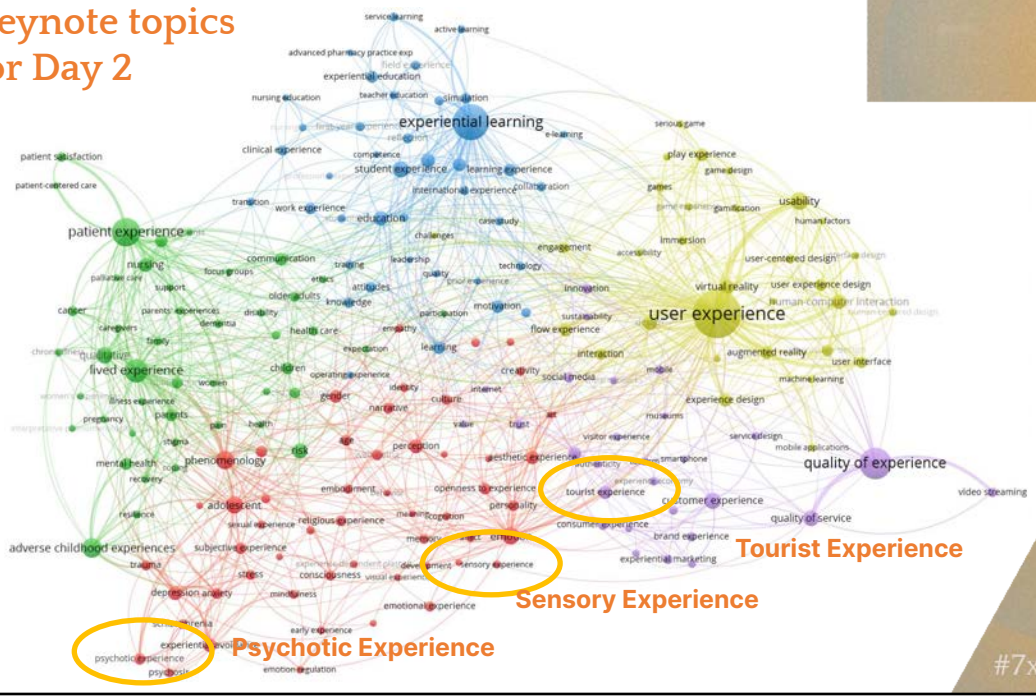
Keynote Speakers

1. Prof. Kristian Kiili, Tampere University, Finland
2. Prof. Antonella Carù, Bocconi University, Italy
3. Prof. Pieter Desmet, TU/Delft, The Netherlands
4. Prof. Carolyn Ellis, Univ. South Florida, USA
5. Prof. David Howes, Concordia University, Canada
6. Prof. Inez Myin-Germeys, KU/Leuven, Belgium
7. Prof. Xinran Lehto, Purdue University, USA

Keynote topics for Day 1



Keynote topics for Day 2



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Prof. Kristian Kiili
Experiential Learning

Professor Kristian Kiili from the University of Tampere (Finland) specializes in learning games. In his keynote presentation, Kiili stated that instead of solely providing knowledge, the experiential learning suits for phenomenon-based learning. Regarding the data collecting methods professor Kiili observed that Integration of self-report measures with game mechanics facilitates the collection of process data without disturbing the flow of the game. The use of well-designed and instructionally meaningful game elements can increase emotional processing and the quality of learning experience, Kiili summarized.

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Prof. Antonella Carù
Experiential Marketing

"Customer experience occurs during many interactions – touchpoints – between companies and customers", stated the professor of marketing Antonella Carù from the Bocconi University (Italy). Professor Carù emphasised the pivotal role of emotions and social aspects in the consumption experience. According to Carù, the three key concepts for the design of impactful brand-related experiences are "Immersion, Escape and Extraordinary". She also mentioned that technologies are facilitators of the visitors' immersion in artistic contexts.

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Prof. Pieter Desmet
Experience Design

As the professor of Design for Experience at Delft University (Netherlands), Pieter Desmet has noted an ongoing evolution from design for experience to design for wellbeing. Desmet emphasised that product users are humans and humans care more about activities than about products. When the fundamental psychological needs are taken into account, it is possible for a design to increase the happiness of the user. Desmet presented his model of 13 basic needs and stated that the fundamental needs are like vitamins: "all of them need to be fulfilled in order to flourish. We cannot compensate one need with another".

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Prof. Carolyn Ellis
Lived Experience

The final keynote for the first day of the Summit was given by professor Carolyn Ellis from the University of South-Florida (USA). In her affective presentation about lived experiences, professor Ellis exemplified the power of stories by reading a sample of her autoethnography. Ellis described "thinking with a story" as plunging in feeling the story's tensions and dilemmas. For Ellis, autoethnography is one way for exposing the relationship of self and other in culture. Professor Ellis suggested that autoethnography offers a holistic method for making research about lived experiences: "We as social scientists should study the emotional part of life, and do it emotionally and vulnerably, entering fully rather than holding ourselves apart."

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Prof. Inez Myin-Germeys
Psychotic Experience

Professor of Contextual Psychiatry at KU Leuven (Belgium), Inez Myin-Germeys exposed her research on psychotic experiences. According to Myin-Germeys, qualitative research is needed to understand the psychotic experiences phenomenologically and to give a voice to the people experiencing the psychopathological mental states. Qualitative research also informs quantitative research about what questions to ask and how to measure the experiences.
Myin-Germeys shared her experiences of using Experience Sampling Methodology that allows capturing self-reports of experiences in real-time and in the real world. This is important since the psychopathological experiences "are radically situated, they arise when a person with a certain body is interacting with a certain context."

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Prof. David Howes
Sensory Experience

Professor David Howes from Concordia University, Montreal (Canada) explored senses and perception from the perspective of cultural anthropology. According to professor Howes, we should not defer to psychologists and neurobiologists when it comes to studying sense perception. Components of social and cultural contingencies affect our ability to sense - we either “use them or lose them”. Professor Howes described a methodology of sensory ethnography for studying experiences in anthropology. Instead of conventional *participant observation*, sensory ethnography uses *participant sensation* - making sense along with others. Finally, Howes showcased a few performative sensory environments created by multimedia artists as examples of creating rearrangements of senses and new kinds of sensory entanglements.

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Prof. Xinran Lehto
Tourist Experience

The last keynote in the conference was held by Professor Xinran Lehto from Purdue University (USA). Her research on tourist experiences closes to the study areas of aesthetics, peak experiences, transformative experiences, restorative experiences and wellbeing. According to Lehto, the strongest components affecting the tourist experiences are communitus, localness, serendipity and personalization. Professor Lehto has conceptualized convivial tourism, in which practicing mutual hospitality can benefit the wellbeing for both the guest and the host.She is now studying the impacts of modern traveller-facing technologies for tourism, namely the possibilities and limitations they induce regarding the experience of tourist’s spontaneity.

Workshops

1.	Theories of Experience	**Eric Arnould**, Professor of Marketing **Mikko Sams**, Professor of Cognitive Neuroscience
2.	Evaluating Experiences	**Elisa Mekler**, Professor of User Experience and Game Psychology **Antti Salovaara**, Senior University Lecturer, Interaction Design
3.	Creating Experiences	**Pia Fricker**, Professor of Computational Methodologies in Landscape Architecture and Urbanism **Nitin Sawhney**, Professor of Human-Machine Interaction
4.	Mapping Experience Research	**Sofia Pantouvaki**, Professor of Costume Design for Theatre and Film **Virpi Roto**, Professor of Experience Design
5.	Publishing Experience Research	**Turkka Keinonen**, Professor of Industrial Design **Pentti Kujala**, Professor of Marine Technology
6.	Societal Impact	**Katja Hölttä-Otto**, Professor of Product Development **Johanna Moisander**, Professor of Organizational Communication
7.	Experience Research Agenda	**Guy Julier**, Professor of Design Leadership **Antti Oulasvirta**, Professor of User Interfaces

Workshop: Theories of Experience

Do we need a commonly-agreed definition of experience?

Is this important for interdisciplinary research on experience?

- We recognize the specificity of definitions within particular disciplines.
- We recognize the value in attending to certain key words that may cross disciplinary boundaries.
- We recognize the value in taking time, and it may take some time, to develop shared working definitions.
- We recognize various dimensions such as intimate and more distant experience, positive-negative, memorable and less memorable.
- Starting with too rigid a definition will hinder inter-disciplinary collaborations.
- 3 interesting research themes:
  1. How do we understand and explain experience?
  2. What experience is right/good?
  3. What is interesting (creative)?

Workshop: Theories of Experience

Quantitative vs qualitative methods to study experience. Is there unnecessary tension?

- We recognize these tensions in our respective fields but we think it is an unnecessary tension.
- Measures are good tools, but necessary tools vary with the aspects of experience we are interested in.
- These tensions vary across fields; but all need to be wary of reductionism in any field and across fields
- Methods of "both" kinds are becoming more sophisticated, but we may need more, more integrated methods to understand experience. We can never measure the totality of experience.
- Participants express a desire for more multi method work
- Scholars face obstacles to publication
- Both scholars and practitioners face challenges to communicate research needs and results

Workshop: Theories of Experience

How could basic research be of help to those who study and engineer experiences in real-life applications?

- We recognize a growing researcher-practitioner gap.
- We recognize that concerns can be conflicting in part because of differences in background experiences.
- Bridging these gaps will take effort; the experience summit is a great beginning.
- There is need for applications addressed to employees, customers, participants, publics, etc.
- We need to be wary of reductionist measures that may constrain or limit the range of possible experience that may be offered.
- We should be aware that design can both enable and constrain experience.
- We need broader and more effective dissemination platforms. Perhaps *story-telling* is needed to disseminate more effectively to some audiences.

Workshop:
Publishing Experience Research

Experience research publication **challenges** often related to the subjective nature of experience and qualitative methods. Many fields of research, where experience is a relevant concept, have strong traditions of **quantitative** analysis, i.e., tourism. Even though **qualitative** research has long tradition and established standing, still the participants' experience is that getting the studies published is a challenge. While quantifying experience can be done many ways, the problem is to understand and explain the meaning of the measurements. An interaction between theory, quantification, and practical relevant applied cases needs to facilitated whatever types of publication forums we build.

The challenge of **multidisciplinary** research and publishing as such did not get much attention from the participants. The role of experience research methods and concepts in their home fields of research was not elaborated much.

Idea of founding a journal focusing on experience research was supported by most participants. Most preferable would be an open access journal. Aalto was identified as a potential institution to take the lead. Balancing the profile between cherishing diversity of topics and true cross-disciplinarity versus aiming at accumulating coherent body of experience theory and methods will probably be one of the main challenges.

Workshop: Societal Impact
Experience Research for Grand Challenges

Key questions identified

- How to leverage the frameworks and methods that the different fields of experience research offer to find solutions for grand challenges, and to effect social and behavioral change in particular?
- How to design products, processes, services, events, environments and solutions that individuals, groups and communities experience personally meaningful and culturally relevant?
- How to stage, facilitate, and orchestrate customer experiences by tactics that focus on the sensory, emotional, cognitive, behavioral, and relational dimensions of the socio-psychological dynamics of consumption?

Current challenges and potential approaches

- Developing multidisciplinary approaches (theoretical frameworks and methods) for studying grand challenges both at systems level and in contextually specific ways?
- Leveraging non-western knowledge and Integrating diversity and inclusion into experience research
- Exploring and examining the multiple different ways and scales in which the nature and root causes are perceived, understood, and experienced.
- Enable asynchronous knowledge sharing by exploring the use of crowd platforms to share knowledge, problems, solutions for solving grand challenges
- Building trust among people - scholars and practitioners alike - in ways that foster interdisciplinary collaboration.

Next steps

Our Vision, Mission & Strategy

Vision: **A more coherent experience research field**

Mission: **Accelerate the development of experience research**

Strategy: **Facilitate collaboration between experience researchers across disciplines**

- ➜ Create a community: Experience Research Society
  - ➜ Society organizes events to share knowledge & allow networking
    - ➜ Research projects emerge in intersections of disciplines
      - ➜ A new multidisciplinary journal

Experience Research Society

Concrete next steps:

1. Call for representatives of different research areas
2. Jointly formulate bylaws for the society
3. Elect Chair, Vice chair(s), Secretary, Treasurer & Board
4. Formal establishment of the society
5. The running expenses funded by membership fees

Interested in joining the Society?

You may express an interest to take a **passive** or **active** role

Passive = We keep you informed

Active role = Help forming the society

- Both senior and junior experience researchers & practitioners
- Previous experience in scientific organizations is a plus
- We expect the key roles in the society filled within this group

Call for Experience Research Society

The call for expressions of interest is open!
https://forms.gle/kET473mun1wPr4wm7

Please distribute the word!

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The end of the beginning

Thank you!

Organizing Team

Virpi Roto, General Chair
Markus Ahola, Summit Secretary
Teija Vainio, Publicity Chair
Eero Tiainen, Publicity Chair

Master of Ceremonies

Teemu Leinonen, Professor of
New Media Design and Learning

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