

Modeling Kansei: An Analysis of how People Appreciate Art through a Remote Controlled Robot

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Abstract

Since the Kansei special project of the University of Tsukuba started in 1997, we have argued about the definition of Kansei and how people experience Kansei. We have found Kansei works for a creative design approach [1]. Now we face the task of how to evaluate Kansei and how to define its model. In the beginning of the project, we designed a robot which is remote controlled by subjects through an internet link in order to look at paintings in an art museum. We can easily get information on the subjects' behavior by logging the data of the robot's location and its angles of view on the paintings. In order to find the structure of Kansei and methods for finding this structure, we need to analyze the log data and look for clues that define the Kansei elements in the subjects' appreciation behavior.

In this paper, we explain the procedure of the robot-mediated art appreciation experiment. We expected personality to be an important factor in the Kansei element of the appreciation of art. We indeed found that the subjects' appreciation behavior and attitude depended upon their personality. For example, subjects who had a personality that combined extraverted and stable showed a tendency to use the robot more quickly and look at more paintings than those who had a personality that combined introverted and neurotic. By analyzing the log data of robot movements, we could find several types of appreciation behavior. Finally, by analyzing the print outs of all the images presented by the robot to each subject, a pilot model of appreciation behavior was found.

Design practice to 2020

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Abstract

Driven by rapid technological change, design practice will move into pervasive virtuality over the next two decades. It will also come to be seen as an evolutionary guidance system for wider sociocultural change. Information in support of these assertions is presented.

Keywords

design futures, technological change, convergence, sociocultural evolution