

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.

SHARED SENSORY EXPERIENCE

A DESIGN STRATEGY FOR DISSEMINATION



A thesis presented in partial fulfillment
of the requirements for the degree of Master in Design at
Massey University, Wellington, New Zealand.

Kate Bourke
2010

Abstract

This study explores the theory of *emotional contagion* and then offers insights as to how communication designers could practically apply aspects of this theory to a communication campaign. Schoenewolf (1990) describes emotional contagion as “a process in which a person or group influences the emotions or behavior of another person or group through the conscious or unconscious induction of emotion states and behavioral attitudes” (p. 50). A significant aspect of this theory involves joint consumption. This suggests that an experience of an event differs when more than one person is involved. Ramanathan and McGill’s (2007) recent study suggests that a stronger positive or negative evaluation of a shared experience is achieved through the creation of emotional contagion. When considering this, an opportunity exists to establish recommendations for the design industry to employ in order to enhance an audience’s response. In order to be successful in constructing a pertinent strategy it is critical to consider the way in which people perceive experiences; central to this theme are the five senses.

Research into the five senses which include sight, sound, smell, touch and taste, indicates the significant impact over an individuals’ emotions and decision making process. To date the human senses have been largely neglected within the design industry due to conventional use of mainstream media. Through using non-traditional media, participants could be connected on a more sensory level through means of interactive involvement.

From a holistic perspective the overarching methodology will be that of research for design (Frayling, 1993, as cited in Downtown, 2003). The emphasis will therefore be on providing insights and ideas as to how the design industry could, through non-traditional media, embrace emotional contagion.

Supporting methods will be a combination of the following:

1. Case studies. These will include an analysis of precedents
2. A self generated design campaign. The focus will be tourism. This has been chosen because of its experiential and shared nature.

Acknowledgements

I would like to acknowledge and extend my heartfelt gratitude to the following people who made this thesis possible.

First, I would like to thank my supervisors Euan Robertson and Mike McAuley for their time, support and guidance throughout the entirety of this project. Your enthusiasm and encouragement has been overwhelming and one simply could not ask for better or kinder supervisors.

My deepest gratitude goes to my family; my parents Phil and Cheryl and my brothers Jared and Mike for all your unconditional support and encouragement.

Last but not least I want to thank my friends, Cathy, Holly, Jayne, Amanda, Hannah, Jen and Nikki who have listened willingly and helped me through the year.

Contents

Abstract	3
Acknowledgments	5
List of Figures	9
Chapter One : Introduction	13
1.1 Inspiration	15
1.2 Central Proposition	16
1.3 The Design Process	16
1.4 Methodology	18
1.5 Chapter Outline	19
Chapter Two : Background Research	21
2.1 Emotion	23
2.2 Emotional Contagion	28
2.3 Herd Behaviour	37
2.4 Experience Design	44
2.5 Sensory Stimulus	54
Chapter Three : Tourism	65
3.1 The Tourism Experience	67
3.2 The Problem With Current Tourism	68
3.3 A New Zealand Perspective	70
3.4 100% Pure New Zealand Campaign	72
Chapter Four : Research Process	79
4.1 Case Studies	81
4.2 Communications Strategy	83

4.3 Tourism Strategy	84
4.4 Experiment	87
Chapter Five : The Final Design	93
5.1 Final Concepts	95
5.2 A Taste of New Zealand	97
5.3 Trails of New Zealand	103
Chapter Six : Conclusion	109
6.1 What I Have Learnt	111
6.2 Summary	112
6.3 Future Prospects	113

List of Figures

- Figure 1. Sparnaay, L. (2009). Cupcake Doll. Retrieved from <http://www.flickr.com/photos/leoniesparnaay/3905853557/>
- Figure 2. Swann, C. (2009). Design Process Model. (p. 53).
- Figure 3. Fischer et al. (1990). An emotion hierarchy. From Hatfield Cacioppo & Rapson (1994, p. 3).
- Figure 4. O'Shaughnessy, J. & O'Shaughnessy, N. (2003). Production of emotion. (p. 37).
- Figure 5. Volkswagen. (2009). Piano Staircase. Video Still 0:44/1:47. Retrieved from <http://www.thefuntheory.com/>
- Figure 6. Adam Crowe. (2007). Volume just after rain. Retrieved from <http://www.flickr.com/photos/adamcrowe/2891363039/>
- Figure 7. Dixon, K. (n.d.) The Anonymous Hugging Wall. Retrieved from <http://www.fromkeetra.com/posts.php?post=055>
- Figure 8. Ramanathan, S, & McGill, A, (2007). Experiment 1: Sample Online Evaluations. (p. 512).
- Figure 9. White, P. (2009). Great Street Games. Retrieved from <http://www.flickr.com/photos/pauljw/4058560411/>
- Figure 10. Asch, S. (1955). Conformity study. Retrieved from <http://www.experiment-resources.com/asch-experiment.html>
- Figure 11. Cap Gemini Ernst & Young. (2003). Promotional Media Likely to be Influential when Choosing Vehicle (% saying). Retrieved from http://www.capgemini.com/m/en/tl/pdf_Cars_Online_2003_Unlocking_Hidden_Value.pdf.
- Figure 12. Improv everywhere. (2009). MP3 Experiment 6. Video Still 4:30/6:39. Retrieved from <http://improveverywhere.com/mis-sions/the-mp3-experiments/>
- Figure 13. Pine, J. & Gilmore, J. (1999). Shifting Up the Progression of Economic Value (p. 72)

- Figure 14. O'Shea. (2007). Out of Bounds. Retrieved from <http://www.flickr.com/photos/pixelsumo/3330061513/sizes/o/in/set-2157614829133788/>
- Figure 15. O'Shea. (2007). Out of Bounds. Retrieved from <http://www.flickr.com/photos/pixelsumo/3330897510/sizes/o/in/set-2157614829133788/>
- Figure 16. Antenna. (2002). Blowing Gently.... Retrieved from <http://www.antennadesign.com/ant.html>
- Figure 17. CBCNET. (2008). UVA- Contact. Retrieved from <http://www.flickr.com/photos/cbcnet/2245743963/in/photostream/>
- Figure 18. CBCNET. (2008). UVA- Contact. Retrieved from <http://www.flickr.com/photos/cbcnet/2245743903/in/photostream/>
- Figure 19. Roosegaarde, D. Flow 5.0, (2007). Photograph. <http://www.studioroosegaarde.net/>
- Figure 20. Monster Media. McDonalds – Coffee, (n.d.). Video Still. Retrieved from <http://www.monstermedia.net/portfolio.php?id=149>
- Figure 21. Monster Media. McDonalds – Coffee, (n.d.). Video Still. Retrieved from <http://www.monstermedia.net/portfolio.php?id=5#149>
- Figure 22. Monster Media. Monday Night Football, (2009). Video Still. Retrieved from <http://www.monstermedia.net/portfolio.php?id=291>
- Figure 23. Himpe, T. (2003). Canderel Strawberry field. (p.172)
- Figure 24. Visionaire. Taste, (2005). Photograph. Retrieved from <http://www.visionaireword.com/issues.php?id=47>
- Figure 25. Weber, B. Youth, (2005). Photograph. Retrieved from <http://www.visionaireworld.com/issues.php?id=47>
- Figure 26. Haque, Pletts & Turin. (2002). Scents of Space. Retrieved

from <http://www.haque.co.uk/scentsofspace.php>

- Figure 27. Haque, Pletts & Turin. (2002). Smell positioning in the enclosure. Retrieved from <http://www.haque.co.uk/scentsofspace.php>
- Figure 28. Shuhei, H. (2004). Geta, wooden footwear. Retrieved from <http://www.ndc.co.jp/hara/home/haptic/index.html#>
- Figure 29. Tourism New Zealand. (2005). 100% Pure New Zealand. Retrieved from <http://www.newzealand.com/travel/souvenirs/wallpaper/wallpaper-home.cfm>
- Figure 30. Tourism New Zealand. (2003). 100% Pure New Zealand. <http://www.newzealand.com/travel/souvenirs/wallpaper/wallpaper-home.cfm>
- Figure 31. Bourke. (2010) New Zealand Water Experiment. Table
- Figure 32. Bourke. (2010) New Zealand Water Experiment. Table
- Figure 33. Bourke. (2010) New Zealand Underground Logo. Graphic
- Figure 34. Bourke. (2010) A Taste of New Zealand. Graphic
- Figure 35. Bourke. (2010) A Taste of New Zealand. Graphic
- Figure 36. Bourke. (2010) Trails of New Zealand. Graphic
- Figure 37. Bourke. (2010) Trails of New Zealand; Volcanic/Geothermal. Graphic
- Figure 38. Bourke. (2010) Trails of New Zealand; Pohutukawa scent. Graphic
- Figure 39. Han, J. Y. (2005) Frustrated Total Internal Reflection. <http://cs.nyu.edu/~jhan/ftirsense/>

