

CCI seminar: Jeudi 19 septembre 9:00 – 11:00 salle C319

<https://grenoble-inp.zoom.us/j/3412905212> (Code secret: 281902)

Exploring Co-Creation Dynamics for Social Innovation Design: Focusing on Social Relationships

The rapid advancement of various social infrastructures has enhanced the dynamic potential of relationships and collaboration. This environment has fueled growing interest in co-creation and social design as part of the broader trend towards open innovation. However, much of the related studies' focus remains on the outcomes of co-creation, such as value co-created, rather than on the foundational dynamics of co-creation itself. Specifically, cognitive aspects of co-creative collaborators have been insufficiently explored.

The speaker introduces her challenges in examining how intersubjectivity, a fragile yet crucial element in emerging social relationship, and resonance among collaborators can be quantitatively analyzed using multimodal physiological data. This study aims to develop a cognition based social innovation design methodology. The goal is to capture and model the dynamic mechanisms of intersubjectivity, providing a robust framework for designing adaptive and sustainable social relationships.

Short Biography

Akane Matsumae is an Associate Professor in the Faculty of Design at Kyushu University. She contributes as a chair of Design Creativity SIG at Design Society. Her current research interest focuses on social creativity from the perspective of social innovation design, elucidating the dynamic mechanisms of social relationships that structure a society, focusing on human cognition, behaviour with her practical background. She received an M.E. from the Tokyo Institute of Technology, Juris Doctor from Kyushu University, and Ph.D. in Knowledge Science from the Japan Advanced Institute of Science and Technology.