Mood Boards and the Collective Unconscious

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Map of Bounded Rationality: A Perspective on Intuitive Judgement and Choice.
Nobel Prize, 8 December 2002

Note that this chapter has two sections: the first is an autobiography (with a eulogy for Amos Tversky), and the second is a transcript of his Nobel lecture, which is what the title refers to.
**consciousness**
- propositional representation
- synchronization via global workspace

**phenomenal consciousness**
- internal processing

**unconsciousness**
- parallel processing in modular subsystems

**multi modal sensory input**

**verbal behaviour**

**nonverbal behaviour**

**multi modal actuator output**

After 1910 the discoveries of

**Carl Gustav JUNG**

about the *collective unconscious* and the related *archetypes* were challenging.

Jung dreamt a great deal about the dead, the land of the dead, and the rising of the dead. These represented the unconscious itself -- not the "little" personal unconscious that Freud made such a big deal out of, but a new *collective unconscious* of humanity itself, an unconscious that could contain all the dead, not just our personal ghosts. Jung began to see the mentally ill as people who are haunted by these ghosts, in an age where no-one is supposed to even believe in them. If we could only recapture our mythologies, we would understand these ghosts, become comfortable with the dead, and heal our mental illnesses.
The Hero Journey - A Journey of Twelve Stages

- The Call to Adventure
- Meeting the Guide
- The Known World
- Confronting the Known World
- The Threshold of Adventure
- The Unknown World
- The Dragon
- Tests, Trials, and Allies
- Dark Night of the Soul
- Refusing to Return
- Discovery
- Discovering the Answer
- The Reward
- Heroic Reflection
- Home Ground
- Safe Area
- Return
- Return Journey 'Dead Hero'
- Return and Rebirth

A collaborative project between two PhD students

Leonid IVONIN

- Processing of physiological signals and application of data mining methods
- Development of technical infrastructure for the experiments
- Sensing application (ArcheSense)

Shared activities

- Generation of ideas
- Statistical analysis
- Writing of articles

Huang-Ming CHANG

- Identification, selection, and preparation of audiovisual stimuli for elicitation of psychological states
- Selection of appropriate questionnaires
- Moodboard application (ArcheBoard)

From Industrial Design To Interaction Design

from UI to UX
Big Question:
How to improve the design of product/service systems?
**Approach:**

**N=4 professional designers** (C, I, E, K) were primed with 4 TV commercials and created for each commercial a mood-board (4*4=16 mood-boards)

**N=141 students worldwide** rated and ranked all 16 mood-boards
- 72 female, 69 male (age 29±8 years; 28 nationalities)
- 96 from Eastern countries, 45 from Western countries
- 65 design students, 76 non-design students

**Dependent Variable:**
all students rated all mood-boards online on an attractiveness ranking scale [1-100]
Top-ranked mood-board: anima

Top-ranked mood-board: hero
Conclusions

• Priming with archetypal input increases attractiveness of mood boards
• Different designers react differently to archetypal priming
• Eastern countries are less sensitive to archetypal based mood-boards
Thank you for your attention.

A door opens for new design challenges…