

"Education Purpose and Research" and "Three Policies" of the Department of Kansei Science

Education purposes

This department strives to train highly skilled experts who can create satisfaction of individuals and society based on the understanding of people from the users' perspective, by integrating various knowledge with users' emotional responses, through research and educational activities of "*kansei*," which is the sensitivity to the events of external world (e.g. people, things, events, places) or an integrated action of the mind based on such sensitivity. The word "user" used in this department refers to an individual, group or organization that makes use of knowledge of natural and social sciences, humanities and technology.

Diploma Policy

Master's program

Students who complete this program will have the following skills and knowledge: firstly, planning, communication, collaboration and leadership abilities to achieve users' welfare and satisfaction by blending integrated knowledge and users' *kansei*; secondly, skills, as *kansei* science, to "see *kansei* from scientific standpoints," "foster mutually supportive relationships between people and people, people and products, and people and the environment from the perspective of *kansei*," and "manage the process of creating the value of *kansei* from users' standpoints," in order to play an important role in industry, governmental agencies and the academic community.

Specifically, the above skills and knowledge comprise the following:

(1) Knowledge and understanding:

- To explain their field of expertise, Kansei Science, by using information of students' majors at their home universities or their background as well as areas of their interest;
- To work in a team on problems in real-life situations and propose high level solutions by using the users' *kansei*;
- To develop practically useful knowledge and comprehensive basic and advanced skills through internships and PTL (project team learning) programs;
- To develop more sophisticated and practical knowledge and skills, taking advantages of the expertise of each of the three courses: Kansei Research Course, Kansei Communication Course and Kansei Value Creation Course.

(2) Skills:

(2-i) Expertise:

- To conduct development of *kansei* evaluation technology and research and development of product evaluation at companies;
- To conduct marketing surveys and planning and research of products;
- To conduct research and study for the purpose of problem solving in clinical, welfare and educational settings.

- To conduct research or provide education at public research organizations including universities.

(2-ii) General aptitude:

- To see *kansei* from scientific standpoints;
- To foster mutually supportive relationships between people and people, people and products, and people and the surrounding environment from the perspective of *kansei*;
- To manage the process of creating the value of *kansei* from users' standpoints;
- To build a new relationship with society by joining a company, governmental agency or local community to experience the issues facing them, working in a team on issues in real-life situation, and playing a leading role in the process of problem finding, formulating hypothesis, creating collective intelligence, and proposing solutions.

(3) Attitude and orientation:

- To develop further knowledge and skills from the position of *kansei* science;
- To develop broad knowledge and culture and understand people's feelings and the nature of things to operate an organization.

Doctoral program

Students who complete this program will have the following skills and knowledge: firstly, planning, communication, collaboration and leadership abilities to achieve users' welfare and satisfaction and build a new science, community and economy by blending integrated knowledge and users' *kansei*, as well as the research and development skills to integrate them; secondly, the ability to conduct research on and put into practice new field of expertise in industry, governmental agencies and the academic community and proactively contribute to research activities, both within Japan and overseas, based on and by integrating skills, as *kansei* science, to "see *kansei* from scientific standpoints," "foster mutually supportive relationships between people and people, people and products, and people and the surrounding environment from the perspective of *kansei*," and "manage the process of creating the value of *kansei* from users' standpoints."

Specifically, the above skills and knowledge comprise the following:

(1) Knowledge and understanding:

- To solve problems focusing on *kansei* science at a high level by acquiring practical knowledge;
- To have a high level of expertise as an internationally compatible Doctor of Philosophy with broad and deep cultural and intellectual grounding
- To synergistically strengthen more sophisticated and integrated education and research as well as the expertise of each of the three courses, Kansei Research Course, Kansei Communication Course and Kansei Value Creation Course, to lead to more sophisticated research findings.

(2) Skills:

(2-i) Expertise:

- To conduct liberal and professional research and education with both an international and social mindset;
- To have industry-ready, high-level and practical abilities to conduct surveys, planning and research;
- To interpret, view and analyze science, art, culture, design and communication with regard to *kansei*,

to deeply understand them;

(2-ii) General aptitude:

- To have broader knowledge of *kansei* science and research and practical abilities by integrating the three areas: Kansei Research area, Kansei Communication area and Kansei Value Creation area;
- To have research and practical abilities of *kansei* in line with the demand from the international community.

(3) Attitude and orientation:

- To be a work-ready practical researcher or educator at a research organization, including universities and companies, who can be used immediately upon graduation and expected to play an active role there;
- To join a problem-solving project team as a project leader and complete the project.
- To be motivated in opening up new frontiers in civic community.

Curriculum Policy

Master's program

To play a leading role in developing education and research on *kansei* (emotional response), this program has a mission for the “implementation of practical education and promotion of university-society cooperation.”

With regard to curriculum design, we will provide detailed academic advice to each student to develop an attitude toward voluntarily finding, analyzing and solving problems, and to work on basic theories, keeping advanced level in mind. We will prepare a wide range of curriculum models for students to create an effective learning plan with their social roles and career path in mind. Furthermore, in addition to learning basic knowledge necessary to understand broad research areas of *kansei* science, our basic policy encourages students to gain practically useful knowledge and comprehensive basic and advanced skills through internships and PTL (project team learning) programs, in which they work in a team on solving problems in real-life situations in society for the practical use of basic knowledge.

Grade evaluation will be performed in a comprehensive manner based on examinations, reports and presentations in accordance with the characteristics of each subject.

Doctoral program

To play a leading role in developing education and research on *kansei* (emotional response), this program has a mission for the “implementation of practical education and promotion of university-society cooperation.”

With regard to curriculum design, our basic policy encourages students to improve their “specialized” skills focusing on the three master's program courses of this department and their respective and active “integrated” skills and develop research skills in addition to practical skills, for the purposes of “*kansei* research through objective measurement, analysis and evaluation of *kansei*,” “creation of comfortable and safe places and communities, products and services, and intellectual property that will support

diverse users and help them develop *kansei*,” and “innovation in industries, local communities and life, through creating value of psychological fulfillment, sensation and empathy based on *kansei* of human beings.”

Grade evaluation will be performed in a comprehensive manner based on the assessment of their cogitation, originality and communication skills through presentations or discussions.

Admission policy

Selection of graduate students will be conducted at each department from people who have the following qualifications and problem awareness:

- (1) students who are motivated to solve a variety of issues in the field of their expertise in an interdisciplinary way and to distribute their findings for the benefit of society;
- (2) students who are eager to play a leading role in society;
- (3) students who demonstrate flexible thinking, have good communication skills, and a broad range of general knowledge
- (4) in the case of mature students, those who have working experience in companies or local communities and are motivated to develop and systematize their problem awareness at the University