

7.10.2025 – CRITICAL STUDIES & RESEARCH METHODS – ICA

From Experience to Research Area: Discovering Your Dissertation Focus

Course: CA-IDM-5.2 (INTERACTIVE MEDIA)

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Identify a **research area** for your dissertation by reflecting on your **personal experiences, creative interests, and questions** that matter to you.

Personal Interests

“Interest Map”

Create a **mind map** with three branches:

1. **Personal experiences** - Things that have shaped how you see the world - *film, music, books, fashion, travel, identity, community, social issues, hobbies, struggles...*
2. **Creative practice / design interests** - What kinds of creative work or themes excite you - *typography, digital art, sustainability, AI, storytelling, character design, animation, webdesign, editorial design...*
3. **Questions / curiosities** - What puzzles or excites you about these areas? - *“How can design address loneliness?”...*

Personal Experiences:

- Grew up between cultures → sensitivity to identity, belonging, and communication.*
- Observed how technology shapes human behaviour and emotions.*
- Interested in self-discipline, motivation, and mental well-being in a digital world.*
- Experience creating interactive projects that inspire self-awareness and positivity.*

Creative Practice Interests: Design Interests

- Interactive and emotional storytelling.*
- User experience (UX) and interface design with human-centred values.*
- Motion graphics, digital typography, and visual communication.*
- Exploring how digital media can encourage focus, reflection, and connection.*

Questions or Curiosities:

How can interactive media promote emotional awareness or self-discipline?

In what ways can design help people manage distraction and digital overload?

Can user interfaces become “empathic” or “motivational” tools rather than addictive ones?

How can motion, sound, and interactivity affect human attention and behaviour?

Possible Research Area

Choose **two** areas from your map that seem most interesting or meaningful.

1. What draws you to this area personally or creatively?

I'm personally drawn to how interactive media influences our emotions, focus, and sense of control.

My creative projects already explore overcoming laziness or distraction through digital interaction, which reflects my curiosity about the psychology of attention and design.

2. Why might this area matter to others (society, culture, design, etc.)?

In today's world of constant digital stimulation, many people struggle with attention, emotional regulation, and motivation. Designers play an important role in shaping these experiences. Understanding how design affects human behaviour can lead to more mindful, healthy interfaces.

3. What would you like to find out or explore further?

I would like to explore how interactive design strategies (visual feedback, gamified tasks, and motivational interfaces) can support users in developing better focus, emotional balance, and productivity in daily digital life.

Write a **working statement** of your potential research area - "*I am interested in how sustainable materials can communicate brand authenticity in packaging design.*" ***I am interested in how interactive media design can influence users' attention and emotional motivation, exploring how visual and interactive systems can encourage focus, discipline, and mindfulness in digital environments.***