















EMBODIED INTERACTION DESIGN

EMOTIONS LOGIC
SENSES VS LANGUAGE

SOCIAL CONTEXT SYMBOLIC OPERATIONS



EMBODIMENT

THAT'S HOW WE EXIST IN THE WORLD SHAPES THE WAY WE UNDERSTAND IT

THE WORLD IS A TOOL IN OUR HANDS



EMBODIED COGNITION

PHYSICAL CHANGES TO THE BODY, SUCH AS ADOPTING A DIFFERENT POSTURE, CAN IN SOME CIRCUMSTANCES INDUCE CHANGES IN EMOTIONAL OR ATTITUDINAL STATES AND SOCIAL PERCEPTIONS (E.G. NIEDENTHAL ET AL., 2005)



EMBODIMENT

PHYSICALLY EMBEDDED OBJECT IS AN ACTOR CHANGING BEHAVIOUR OF PEOPLE AROUND



EMBODIED COGNITION

THE ENVIRONMENT IS PART OF THE **COGNITIVE SYSTEM**









































































