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PRESENTER ABSTRACTS
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A Five-Factor Model of Human Emotional Experience of the Physical World: Insights from Environmental Psychology

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1. ABSTRACT

A synthesis of environmental psychology related neuroscience research indicates that human emotional experience of the physical environment is shaped by five factors.

- » Humans have a set of fundamental and universal emotional responses to environmental stimuli. These include reactions to color saturation and brightness, biophilic design attributes, and sound timbre and cadence, for example.
- » All human beings have idiosyncratic, place-based experiences/histories that influence how they respond to places they encounter. These include affective response to particular design elements specifically as well as interpretations of place-based experiences and design elements communicating nonverbally. They can be differentiated from fundamental spaces assessments by their foundation in unique, psychologically charged experiences.
- » Individual personality has a decided influence on our emotional response to space. The sort of coordinating psychological response provided at an individual level by personality is delivered at a group level by culture. Regularly, individuals with similar personality profiles are the most frequent users of particular environments.
- » Groups develop shared responses to life experiences, and those shared concepts influence the ways in which spaces are perceived and used. At both a micro and macro level, cultures shape our relationship to space. The fourth and fifth factors determining emotional response to place are group/organizational and national culture.

Emotional experience is important because it has repercussions for thought processing. For example, positive affect has been linked to broader (e.g., more innovative and prosocial) thoughts and behaviors, when compared to neutral or negative state processing.

The five factors that link human exposure to an environment and our completed emotional response to a place each, in some way, adds subjectivity to assessments, distorting perceptions and informing action.

Designers who are familiar with the five factors that influence a user's response to a space can create environments where desired experiences are more likely to occur.

2. AUTHOR BIO

Sally Augustin, PhD, is a practicing environmental psychologist, specializing in person-centered design, and a principal at Design With Science (www.designwithscience.com). She has extensive experience using rigorous protocols to integrate insights from environmental/design psychology, other social/physical sciences, and project specific research to develop places, objects, and services that support desired experiences. Her clients include manufacturers, service providers, and design firms in North America, Europe, and Asia.

Dr. Augustin, who is a Fellow of the American Psychological Association, holds leadership positions in professional organizations such as the American Psychological Association (past-president, environmental psychology division), the International Association of Applied Psychology (environmental psychology division), and the Environmental Design Research Association (chair, work environments network).

Sally's work has been discussed in publications such as The New York Times, The Wall Street Journal, Huffington Post, Psychology Today, Prevention, Salon, and Self and in periodicals as diverse as the Chicago Tribune, Natural Home, Gizmodo, and design publications in the United States, Canada, and Mexico. Augustin writes regular columns for Huffington Post and OfficeInsight. She is a popular online contributor to Psychology Today. Sally also writes a column titled "Places That Work" for the electronic edition of Metropolis.

As the editor of Research Design Connections (www.researchdesignconnections.com), Sally has written widely on science-based design for a broad audience of people interested in the designed world. Her Research Design Connections blog is

read by thousands of individuals each month.

Sally has discussed using design to enhance lives on mass-market national television and radio programs. She speaks frequently to audiences in North America, Europe, and Asia at events such as the annual meeting of the American Institute of Architects, the International Design & Emotion Conference, the bi-annual meeting of the International Positive Psychology Association, NeoCon/IIDEX, the American Psychological Association's annual meeting, the Environmental Design Research Association annual conference, Healthcare Design, and Applied Brilliance.

Sally is a graduate of Wellesley College (BA), Northwestern University (MBA), and Claremont Graduate University (PhD).

Dr. Augustin is the author of Place Advantage: Applied Psychology for Interior Architecture (Wiley, 2009) and, with Cindy Coleman, The Designer's Guide to Doing Research: Applying Knowledge to Inform Design (Wiley, 2012).