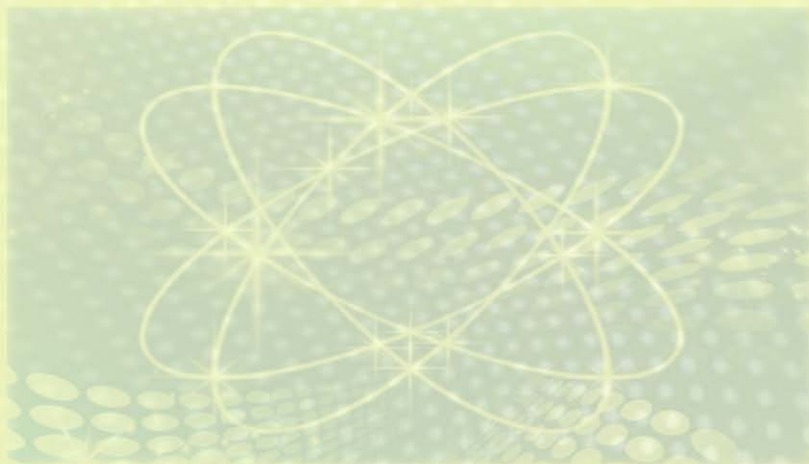


时代变革中的设计应对 国际设计发展与教育研究

杨建明 [韩] 金昌大 [日] 大田尚作 主编



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시대 변화에 따른 디자인 대응

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序言一

赵显利（北京理工大学副校长）

“时代变革中的设计应对”国际设计论坛，能够使中日韩三国设计界的专家、学者共同参与，这是一件非常有意义的事情。

中国的《论语》有句话：“三人行，必有我师焉。”作为毗邻而居、一衣带水的友好邻邦，中日韩三国不仅从历史长河中一路走来，而且还在当今亚洲区域经济、文化发展和全球一体化进程中扮演着重要角色。那么，我们三国就如三个朋友，相互友好，相互学习，相互促进，并通过三国的共同努力，通力合作，最终实现优势互补，相互共赢。这是未来趋势，也是相互共识。

另外，中国的《周易》中还有一句话：“穷则变，变则通，通则久。”说的是事物处于相对穷尽的时候则意味着必须变革，因为只有变革才会通达，只有通达方能长久。可以说，这句话用在我们的艺术创作领域，用在我们的设计话题上再合适不过。我们的设计在今天的时代变革中应该怎样应对？这个主题里面的几个关键词无非是“设计”“变革”与“应对”，那么，什么在“变革”？为什么“变革”？“变革”与“设计”有关吗？面对“变革”的“设计”应该如何“应对”？另外，在当今“以人为本”的时代，面对全球可持续发展这一趋势，设计该怎样体现出关心人、爱护人的精神？设计如何使大多数人民受益？此过程中将如何折射出设计家的仁爱与关怀？这或许正是我们所要探讨的问题。

希望大家的探讨乃至研究成果，能够给我们带来美好的设计体验，希望大家不断探讨学术，享受艺术，进一步推动亚洲乃至世界的设计向前发展。



序言二

杨建明（北京理工大学设计与艺术学院院长、教授）

当今的时代是变革的时代，当今的世界是变革的世界。正如著名未来学家理查德·沃特森在他的重要论著《未来 50 年大趋势》中指出的那样，这个世界不仅在改变，而且是在快速改变、广泛改变，每个人、每个企业和机构在这种改变中是兴旺发达，还是艰难度日，完全取决于对这种改变的理解和应对。

那么，在这个时代的变革之下，我们的设计事业该如何应对？这正是我们今天需要面对的主题。可以说，面对这样一个非常重要而迫切的话题，每一位与设计有关的人士都应当对这一话题进行充分而严肃的思考。

我们的世界已经从工业化时代转向信息化时代，高新技术把以前根本无法想象的科学发现迅速转化为社会生产力。世界宏观经济不断改变着旧有的格局，这种格局的改变形成国与国、地区与地区之间的新型战略关系，进而人们的价值观也正在发生着变化。人类生存环境被破坏而导致的一系列严峻的现实，促使人们不得不进行深刻的反思，并提出可行性的补救措施。另外，人们的消费习惯也随之改变，以往被鼓动得近乎疯狂的“高生产”“高消费”正逐渐被理智的消费观念所取代。从国内形势来看，虽然中国尚属于发展中国家，经济的发展同发达国家和地区相比还存在着不小的差距，但应该看到总体的发展势头和前进速度都是十分可观的，某些高新技术领域如航天科技、人工智能、通信、遗传工程等已经或正在步入世界先进行列。人们的思想观念也在逐步与世界接轨，越来越多的企业已经走出了以产品为核心的时代，而导入了“整合营销及整合营销传播”的经营战略，设计作为一种社会文化形式被越来越多的人所接受。

变革的时代给设计带来引人瞩目的三个因素——新技术、可持续性和人口状况，其中“人”的因素是全部设计问题的核心和基础。

当然，我们现在倡导的“设计以人为本”，不应该只停留在追求表面形式的丰富、色彩的炫目、高品位的诉求这样一些浅层次的设计元素之上，而应该从深层次的设计的原始目的出发，将设计中应用到的各种层面、各种含义之上的元素综合到“设计”这一整体中进行分析研究。结果应该是自然产生的，而不是人为的、主观的臆造，这样才能真正把“人”作为设计服务的对象。“人”作为设计的最终审美主体，在设计的全部因素中都应该能找到他的观照之物，忽略其中任何一点，都是“设计”不到之故。

苏联美学家卢那察尔斯基曾指出设计的最终审美原则是使人愉悦。在时代飞速发展的今天，我们如何思考这一原则的深层含义？是否可以将“使人愉悦”这一原则更加广泛地理解，以之作为应对时代变革的设计之道？

应该说，只有实现全方位的“使人愉悦”，才能真正体现出“设计为人”的思想。“设计为人”实际上也正是要将设计的接受者塑造成为自觉的审美主体。现代设计与任何一项文化行为一样，有其内在的客观规律，有着遵照客观规律概括、归纳出来的要求，设计师应该依据和遵循，但不应该拘泥于这些法则，应该具有不断创新和开拓的精神。这一开拓、思考、研究的过程注定是艰辛而漫长的，需要当今世界全体设计同仁的共同努力。

杨建明

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设计所具有的“商品”属性，必然
为市场服务，必然是脑力劳动与市
场规则相结合的产物。那么，在为
市场服务时，其包装性与实用性不
言而喻。作为一种视觉媒介，海报
设计的成功与否，在于它能否通过
有限的平面空间充分展示产品或事
件被最大限度地关注。在设计过程
中，设计师绞尽脑汁去思考的结果，
还必须通过客户最终的评判。在如
今这个资源共享、信息泛滥的时代，

PART ONE 上篇

当代设计应对研究

Kansei Approach for Supporting Human Information Behavior Towards Web User

College of Design & Arts, Beijing Institute of
Technology, China leishi@bit.edu.cn/Lei SHI

摘 要：人类已经步入了由嵌入计算机产品和网络构成的复杂信息环境的时代。这一复杂环境已经极大地改变了人们在日常生活和工作场景中获取信息和应用信息的行为。今天，尽管人们可以更容易、更自由地获得大量的信息，但也在承受复杂信息环境所带来的负面影响。

本研究旨在探索在复杂信息环境中支援人们的信息行为的可能途径。研究基于网络服装购买和团购两个研究案例，提出了网络用户信息行为的模型。进而围绕网络用户信息行为模型，从用户感性层面讨论了对用户网络信息行为施以支援的可能性。

本研究既是对网络用户信息行为的实证研究，亦是对感性研究的理论探讨。

关键词：信息行为；感性；用户模型；网络用户

1. INTRODUCTION

1.1 Background

Development of information technology has brought significant changes in information communication environment. The computer based on products or systems, such as internet, cell phones, personal data assistant products, are combined with traditional information channels including TV, broadcast, movie and print to conform into a complex information environment. In this environment, mass data are transmitted and presented to people in the multimedia expression by multiple communicative channels. Human sensory are enriched and excited by the diversified information, they deal with the data actively or passively. All these indicate that human behavior towards information acquisition and utilization have been changed all aspects of their lives.

It surely becomes more convenient to access information for human being, but normal information consumers have not been clearly aware of the hidden troubles even if they are suffering them. Too long time and efforts are spent on television, movie, smart phone, world web wet and computer entertainment. Some people are sinking into mass of data, spending much more time to access much more information, even if it maybe similarity or helpfulness. Massive information is changing personal ways of information management and utilization. Deep thinking and view generating were blocked while most time had been spent on searching and accessing, even decision making became more difficulty because of burden of mass information on daily routine. All these changes result in the study of human information behaviors had been paid more attention presently than ever before.

1.2 Definition of Information Behavior

Some definitions have been given on information behavior as, “how people need, seek, manage, give and use information in different contexts” ^[1], and “the totality of human behavior in relation to sources and channels of information, including both active and passive information seeking, and information use” ^[2]. In this research, information behavior is suggested as goal oriented behaviors of information seeking, managing and using.

1.3 Necessity of Kansei Supporting Information Behavior

There are a lot of researches concentrated on the rational and cognitive process of information behavior. Ellis, *et al.*^[3] found the common characteristics in information behaviors of scientist researchers. These characteristics most displayed as an action flow, and they are starting, chaining, browsing, differentiating, monitoring, extracting, verifying and ending. Wilson's information behavior model^[4] suggested steps and process of information seeking behavior aroused by needs of information user.

More recently studies on information behavior have focused on the topics related with the information environment of World Wide Web. A research project supported by Chinese Social Sciences Fund reported regularity of Chinese internet users' behaviors in information retrieving, browsing and selecting, then proposed internet information serving strategy^[5]. Furthermore, some studies discussed supporting ways for information retrieval via Internet. Yoshioka's study^[6] examined the effect of activating metacognitive process on university students' information retrieval from the Internet searching engine of Yahoo. Marc Stadtler, *et al.*^[7] developed a computer tool to support laypersons' Internet research for medical information by the means of metacognitive prompting and ontological classification. The former researches indicated that people's information behavior can be improved by external supporting means. Literature research shows that, last researches more focused on the rational mental process of information behavior.

In this research, human information behaviors are considered as complex processes including seeking strategy making, information selecting, and decision making. Besides rational mental processing, the processes usually are affected by user's personality, affective appraisal and value orientation what are considered as human Kansei. For example, information user sometimes makes a final choice according to his/her personal favor. Sometimes trade-offs may be struggling that user cannot make a reasonable evaluation on information because of affective entanglements. In this research, Kansei methodology is proposed as a new approach for supporting human information behavior. Kansei is commonly considered as an implicit information processing system on monitoring and interacting with cognitive information processing, including personality, affective appraisal on objects, personal experience depended

value orientation, emotion acting on decision making, etc. It is important to clarify how user Kansei involves information behavior, furthermore to understand strategy to support information behavior from Kansei approach.

2. OBJECTIVE OF THE RESEARCH

The research aims to explore possible directions in supporting user information behavior from Kansei consideration. The objective of the research consists of,

- (1) Investigate processes and constructions of information behavior in practical context.
- (2) Discuss the user’s kansei concerning aspects and its effect on the information behavior in practical context.
- (3) Inspect possibility and means of supporting user’s information behavior.

3. RESEARCH METHOD

In the research, **online clothes shopping** and **online group-buying** in daily routine were selected as study cases. In recently years, online shopping has been become one of the important shopping and leisure ways, especially for young people in china. Internet provides multiple information channels for consumers to seek, select and pay for commodities. People’s shopping action or habit has been remarkably changed in this information environment. Online shopping is a typical information behavior in which people are required to retrieve, integrate, and discriminate what they want in amounts of information. Therefore, it is necessary to investigate how the normal consumers perform when they are in this huge information environment.

The research principally used empirical method through questionnaires survey to internet users. The questionnaire was designed respectively for each study case, distributed through the website of <http://www.sojump.com>, answered and retrieved depending on the web visitors voluntary.

4. CASE STUDIES

Questionnaire investigation was conducted respectively in the two case studies. The case

study 1 was **online clothes shopping**, and the case study 2 was **online group-buying**. In each case study, common online shopping performance was firstly discussed. The online shopping behavior model was built through the discussion. Figure 1 shows the behavior model of online clothes shopping, and the model emphasis on the action flow expressing the main processes in a shopping behavior. Figure 2 shows the general behavior model of online group-buying, and it describes the relationships among the three elements in group-buying.

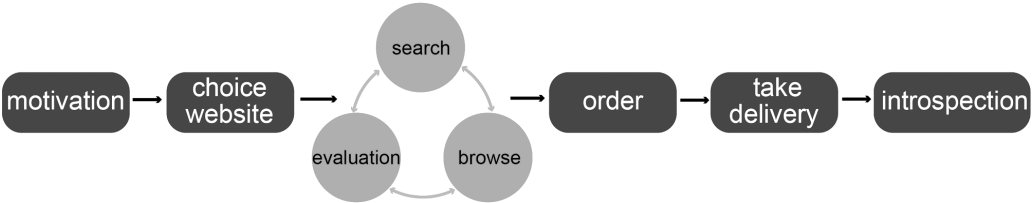
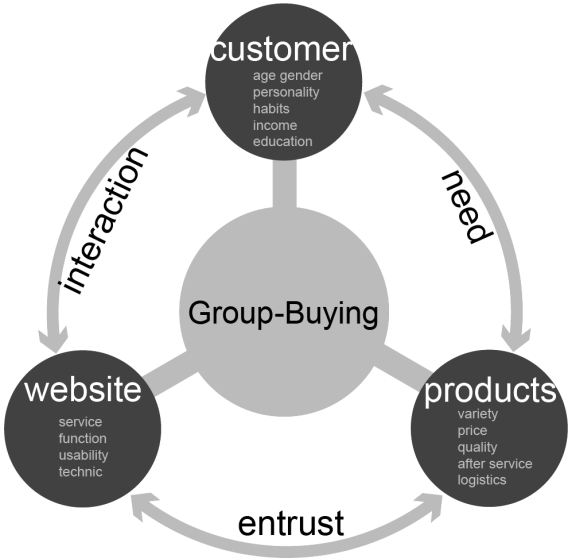


Figure 1. Online Clothes Shopping Behavior Model (initially suggested in case study 1)

Figure 2. Online Group-buying Behavior Model (initially suggested in case study 2)



Afterwards, centering on two shopping models, brain storm method was conducted to collect points or problems concerning with online shopping as far as possible. Then the investigate questionnaire was designed based on the checklists by the brain

storming.

4.1 Case study 1: online clothes shopping

4.1.1 Questionnaire 1 design

Questionnaire 1 was designed into 21 choice questions. The questions included under contents,

- Personal information such as age, gender, monthly living expense etc.,
- Experience of online cloths shopping such as frequency of internet cloths shopping, normal shopping cost, recently shopping expense, usually browsing website, recently shopping website, the reasons of surfing these website,
- What kinds of information is usually to be paid more attention when browsing the website,
- How to take notes of the interesting information,
- How to select the information,
- The reasons of making purchase decision,
- The attitude to purchased clothes.

4.1.2 Result of Questionnaire 1 investigation

Questionnaire 1 was distributed to university students and retrieved 196 effective copies. There were 42% male and 58% female among the respondents. Total respondents ranged from 18 to 35 ages. 79.9% respondents had the experience of online clothes shopping.

About the reasons of online shopping (Chart 1) , 71% users agreed that competitive price was one of the reasons for them to select online shopping, and the reasons of rich field of choices and kept indoors got 47% and 55% approval rate, while only 29% users agreed that it was easy to find cloths through internet.

About reasons of why selected the website in the latest shopping activity (Chart 2) , 43% respondents selected that they had clear target in the website, while the items of poking around the internet, online advertisement, online sales promotion, selecting from former collection, or recommended by friends etc., got varying degrees approval. These indicated that most

of consumers had no clear shopping aim. They usually began their browsing action with an information push or a browsing habit.

Over 70% consumers paid more attention on the information of buys' message and reviews, price, sales volume, etc. (Chart 3)

Over 60% consumers paid close attention on information of clothes total effect, details pictures, and dressed effect (Chart 4) . They usually got the information through pictures, clients' reviews, or connected with customer service directly. About 13% of them also took a reference from physical stores.

Over 48% consumers used keyword searching or category searching to find what they wanted, and about 24% consumers could select clothes from their former favorite clips (Chart 5) .

Almost all users had the habit to record their favorite goods. Over 60% consumers got used to use favorite clips both in shopping website or Web browser. Some others would use other methods, such as using software of Word or Excel to take notes, downloading pictures, even writing down notes in notebook (Chart 6) . They would made a selection from the favorite clip (over 50%) , or some other ways, such as screening contrast by text editor software, or in written note (Chart 7) .

Among the 13.5% respondents who never went online clothes shopping. 70.3% of them questioned the quality of clothes by online shopping. 48.6% persons showed that they had been more accustomed to traditional shopping way (Chart 8) .

4.2 Case study 2: online group-buying

4.2.1 Questionnaire 2 design

Questionnaire 2 was designed into 24 choice questions, including the contents as,

- Personal information such as age, gender, monthly living expense etc.,
- Experience of online group-buying such as frequency of online groups-buying, usually browsing group-buying websites and the reasons, how to get information about group-buying, normally purchased commodities and price,
- The purpose of purchasing through group-buying,