PLENARY SPEAKER

Media Psychology and User Experience

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ABSTRACT

In this talk, I will explain how human evolution has shaped the way we respond to and interact with media and information technologies in certain ways. After that, I will explain how our understanding of evolutionary psychology can be effectively applied to the design of successful ICT (information and communication technologies) innovation. I propose that in order to design innovative ICT products and services, we need to understand and develop the following four things--1. Evolutionary responses to technology form factors; 2. Sensor technologies to understand users; 3. Technologies manifesting machine's wills and desires; 4. Social interfaces. Examples come from both my academic and industry works spanning from media psychology to current directions in smart media design by Samsung and other ICT companies.

BIOGRAPHY

Kwan Min LEE (Ph.D., Stanford) is the inaugural Korea Foundation Professor in Contemporary Korean Society and New Media, Fellow of Nanyang Technopreneurship Center (NTC), and Director of UX (User Experience) Lab at the Wee Kim Wee School of Communication and Information at Nanyang Technological University (NTU). Previously, Lee was the founding director of Interaction Science Research Center and the founding WCU (World Class University) Professor of the Department of Interaction Science at Sungkyunkwan University (SKKU), S. Korea. Lee also directed Samsung Electronics' User Experience (UX) Group and the Creative Lab (C-Lab) as one of the youngest vice presidents in the Samsung corporate history. At Samsung, Lee led developments of new products and services for its visual display (VD) division through: user experience (UX) planning and strategy, open innovations and outside partnerships, and internal incubations of creative projects at C-Lab. Prior to SKKU and Samsung, Lee had taught at the Annenberg School for Communication and Journalism at the University of Southern California (USC) for 12 years. Lee specializes in UX (User Experience) research and design, social and psychological effects of ICT (Information and Communication Technologies), and human machine interaction. Lee has published over 100 articles and book chapters at major academic journals and textbooks in Communication, Human Computer Interaction, and Psychology. His works have been widely adopted as major course readings at leading academic institutes such as Stanford, Penn, and MIT. His research findings have been covered by Washington Post, BBC News, USA Today, and other major news agencies. Lee is Fellow of the International Communication Association (ICA), the largest academic association in the field of Communication. He also received three endowed fellowships from Stanford University. Lee is one of nine advisory board members of the MIT Cognet, and was an associate editor of MIT Press journal, Presence. Lee's research funding exceeds 12 million US dollars. His research has been supported by the National Science Foundation (USA), the Annenberg Foundation, the Ministry of Education, Science, and Technology (S. Korea), Korea Information Strategy Development Institute, Samsung Electronics, and Hyundai Motors. Lee holds multiple international (USA, EU, and S. Korea) patents in smart display interfaces, remote controller, gesture control, and multi media production.