Behavioral Studies Colloquium, Spring 2017

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Title: The effects of crowding on perception, cognition, and wayfinding behavior in public buildings

Abstract: We do it every day, abundantly, and mostly automatic: deciding which way to choose to go to work, a restaurant, or a store. That is finding our way from where we are to our aspired destination [1]. As urbanization increases, a vastly increasing number of people navigate through urban, dense environment. The physical aspects of the environment, e.g. distance, direction, width of a corridor [2], are only part of the experience and information processed, determining our behavior. And yet, there is little research on the other part, namely the social environment [3]. The goal of this research is threefold, we want to investigate 1) the impact of the spatial layout on wayfinding behavior, and 2) the effects of the experience of social density or crowding on wayfinding behavior, as well as individual processing capacity, emotional and stress responses, and finally 3) disentangle the interaction between these factors. In addition, we us the unique international environment of the Singapore-ETH Centre to explore the cultural differences between East and West.

Literature:

[1] Golledge, 1999

[2] Helbing, 2000

[3] Moscovici, 1986