

EPOS Workshop

“Landscape of Emotion Research”

December 1, 2023, 10:00-12:30 (Sowi Fakultätssitzungssaal, 3rd floor)

Description and Objectives

Emotions are a widely researched phenomenon in many academic disciplines such as psychology, neuroscience, sociology, industrial design, and business administration. In psychology, emotions have a long research tradition, given their high relevance for adaptive behavior, communication and survival. In business administration, and specifically in service, marketing, and innovation management, the relevance of emotions and emotion research has gained much attention in recent years, for example, in studying the role of emotions in dyadic service interactions, in the servicescape, or in product designs and product innovations. Yet, much is to be learned from each other.

At the University of Innsbruck, many researchers across various disciplines deal with emotions in research and teaching. The main goal of this workshop “**Landscape of Emotion Research**” is to bring together academics from the University of Innsbruck interested in emotion research with the aim to highlight emotions from various theoretical perspectives and methodological approaches. The workshop should provide an initial platform to initiate a research exchange and discussions across formerly disconnected disciplines of emotion research at our university. We want get to know each other and to learn from each other.

Target Group

All academics at all levels (pre-doc, post-doc, tenured positions) from the University of Innsbruck interested in emotion research and open to an interdisciplinary exchange on the topic.

Requirements

Sign up for the workshop through sending an email to Dr. Eva Zipperle-Mirwald at epos@uibk.ac.at (Research Area EPOS Economy, Politics & Society) by November 15, 2023, latest.

Preliminary Agenda

- 1) Welcome (10 min)
- 2) Spotlights “Approaches to assessing emotions in various research disciplines” (45-60 min; 15 min each)
 - a. Emotions in psychology (Carmen Morawetz): Combining behavioral, physiological, and neuroimaging measures
 - b. Emotions in marketing (Nicola Stokburger-Sauer and Verena Hofmann): Design-driven emotions (manual EmFACS coding)
 - c. Emotions in innovation management (Jonathan Rupp): AI-based emotion measurement in innovation research (Affective Computing with Tawny based on EmFACS)
 - d. *Open slot*
- 3) Coffee break (20 min)
- 4) Roundtables on emotion measurement approaches (40 min)
 - a. Roundtable I: Manual EmFACS coding versus Affective computing with AI-tools
 - b. Roundtable II: Advantages and challenges of combining fMRI, skin conductance with paper-pencil measures and/or EmFACS
- 5) Wrap-up and plenary discussion (20 min)
- 6) Time to connect and chat 😊

Information on speakers

Prof. Carmen Morawetz, Department of Psychology, University of Innsbruck, Universitätsstrasse 5-7 (Hotel Grauer Bär), 6020 Innsbruck, Carmen.Morawetz@uibk.ac.at

Prof. Nicola Stokburger-Sauer, Department of Strategic Management, Marketing and Tourism, University of Innsbruck Universitaetsstr. 15, 6020 Innsbruck, Nicola.Stokburger-Sauer@uibk.ac.at

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