

1. Record Nr.	UNINA9910734869003321
Autore	Rau Pei-Luen Patrick
Titolo	Cross-Cultural Design : 15th International Conference, CCD 2023, Held as Part of the 25th International Conference, HCII 2023, Copenhagen, Denmark, July 23–28, 2023, Proceedings, Part III // edited by Pei-Luen Patrick Rau
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2023
ISBN	9783031359460 3031359461
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (588 pages)
Collana	Lecture Notes in Computer Science, , 1611-3349 ; ; 14024
Disciplina	005.437 004.019
Soggetti	User interfaces (Computer systems) Human-computer interaction Software engineering Application software Computer networks User Interfaces and Human Computer Interaction Software Engineering Computer and Information Systems Applications Computer Communication Networks
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Foreword -- HCI International 2023 Thematic Areas and Affiliated Conferences -- List of Conference Proceedings Volumes Appearing Before the Conference -- Preface -- 15th International Conference on Cross-Cultural Design (CCD 2023) -- HCI International 2024 Conference -- Contents - Part III -- Cross-Cultural Design in Arts and Creative Industries -- A Study on the Emotional Awareness of Lacquer Art Dyeing Applied to Fan -- 1 Introduction -- 1.1 Research Background -- 1.2 Motivation and Purpose of the Study -- 2 Literature Review -- 2.1 Cultural Value of Lacquer Art -- 2.2 Emotional Awareness of Cultural and Creative Goods -- 2.3 Emotional Design

Factors in Cultural and Creative Goods -- 3 Research Methods and Procedures -- 3.1 Research Methodology and Framework -- 3.2 Data Analysis Process -- 4 Research Results and Analysis -- 5 Results and Discussion -- References -- Viewer's Perceptual Difference in NFT Aesthetics - A Case Study of Popular NFT Avatars (PFPs) at the Opensea -- 1 Introduction -- 2 Theoretical Background and Literature Review -- 2.1 Style Features of NFT Avatars (PFPs) -- 2.2 Aesthetic Experience of Artwork -- 2.3 Viewer's Cognitive Process of the Artwork -- 3 Materials and Methods -- 3.1 Case Introduction -- 3.2 NFT Avatars (PFPs) Cognitive Model -- 3.3 Questionnaire Design -- 4 Results and Discussion -- 5 Conclusion -- References -- Preferences for Chinese TV Dramas and Purchase Intentions of Southeast Asian Audiences -- 1 Introduction -- 2 Literature Review -- 2.1 Preference Design of Chinese TV Dramas -- 2.2 Influence on Chinese Product Purchase Intentions -- 3 Research Framework and Questions -- 4 Methodology -- 4.1 Participants -- 4.2 Experiment Design -- 4.3 Materials -- 4.4 Procedure -- 5 Results -- 5.1 Perceived Preferences of Chinese TV Dramas -- 5.2 Purchase Intentions of Chinese Products -- 6 Discussion. 6.1 Perceived Preferences of Chinese TV Dramas -- 6.2 Purchase Intentions of Chinese Products -- 7 Conclusion -- References -- Analysis of Perceived Preferences and National Images for Chinese TV Dramas in Southeast Asia -- 1 Introduction -- 2 Literature Review -- 2.1 Country Image -- 2.2 Characteristics of Southeast Asians -- 3 Research Framework and Hypotheses -- 4 Methodology -- 5 Results -- 5.1 Analysis of Perceived Preference -- 5.2 Perceived National Image -- 6 Discussion -- 6.1 Perceived Preference -- 6.2 Perceived National Image -- 7 Conclusion -- References -- The Application of Cross-Cultural Context Fusion Virtual Reality Technology in the Course of Film Art Creation -- 1 Introduction -- 2 Literature Review -- 2.1 Virtual Reality Technology -- 2.2 Curriculum and Teaching of Film Art Creation -- 3 Experiment Design -- 3.1 Participant -- 3.2 Measuring Tools -- 3.3 Experimental Process -- 4 Experimental Results -- 4.1 Analysis of Interest in Learning -- 4.2 Analysis of Confidence in Learning -- 5 Discussion and Conclusions -- References -- An Innovative Study on the Integration of Cross-Cultural Virtual Reality Technology in Art Practice Courses -- 1 Introduction -- 2 Literature Review -- 2.1 Art Practice Courses and Teaching -- 2.2 Virtual Reality Technology -- 3 Experiment Design -- 3.1 Participant -- 3.2 Measuring Tools -- 3.3 Experimental Process -- 4 Experimental Results -- 4.1 Analysis of Learning Experience -- 4.2 Analysis of Learning Effect -- 4.3 Result -- 5 Discussion and Conclusions -- References -- A Study of Young Art Creators' Perceptions of Chinese Sex Symbolic Art -- 1 Introduction -- 2 Peripheral Design in Chinese Symbolic Art -- 3 Data Analysis -- 4 Conclusion -- References -- Cross-Cultural Design in Cultural Heritage -- Creative Tourist Behaviors During the COVID-19 Pandemic -- 1 Introduction -- 1.1 Research Background. 1.2 Purpose -- 2 Literature Review -- 2.1 Creative Tourism -- 2.2 COVID-19 and Tourist Behaviors -- 3 Research Methods -- 4 Results and Discussion -- 4.1 Profile of Tourists -- 4.2 Behavioral Characteristics of Tourists -- 5 Conclusions and Suggestions -- References -- A Study on the Influence of Converting Cultural Elements into Pattern Design and Cultural Cognition -- 1 Introduction -- 2 Literature Review -- 2.1 Local Culture -- 2.2 Cultural Elements Conversion Pattern Design -- 2.3 Cultural Cognition -- 2.4 Purchase Intention -- 3 Methodology -- 3.1 Research Hypothesis -- 3.2 Research Subject -- 3.3 Experimental Design -- 4 Results and Discussion -- 4.1 Study Questionnaire Reliability and Validity

Analysis -- 4.2 Correlation Analysis of Cultural Elements Conversion  
 Pattern Design -- 4.3 Regression Analysis -- 4.4 Exploring  
 the Influence of Different Expressions Styles of Pattern Design  
 on Cultural Cognition -- 4.5 Summary -- 5 Conclusion -- References  
 -- Kansei Marketing Strategies for Cultural and Creative Products -- 1  
 Introduction -- 2 Literature Review -- 2.1 Cultural Originality -- 2.2  
 Value of Handmade Goods -- 2.3 Marketing Strategies -- 3 Research  
 Methods -- 3.1 Research Process -- 3.2 Case Sample -- 3.3  
 Interviewees -- 3.4 Content Analysis -- 4 Analysis and Discussion --  
 4.1 Summary and Naming of Brand Marketing Strategic Groups -- 4.2  
 Case Product Analysis and Discussion -- 4.3 Launch Motivation  
 and Design Appeal of Case Product -- 4.4 Focuses of Development  
 Type and Design of Case Products -- 4.5 Relationship Between Brand  
 Marketing Groups and Product Design Practices -- 5 Conclusion --  
 References -- A Study on the Model of Experience Activities in Wineries  
 -- 1 Introduction -- 2 Literature Review -- 2.1 Wineries Features --  
 2.2 Experiential Activities -- 2.3 Visitor Participation -- 3 Methodology  
 -- 3.1 Case Study.  
 3.2 Cases Selection -- 3.3 Data Collection and Analysis -- 4 Findings  
 and Discussion -- 4.1 Winery Experience Activities -- 4.2 Winery  
 Visitor Participation -- 4.3 Winery Visitor Participation -- 5 Conclusion  
 -- References -- A Study on the Differences of Consumers' Emotional  
 Experience of Cultural Creative Products in the Palace Museum  
 of Beijing -- 1 Literature Review -- 1.1 Cultural Creative Products --  
 1.2 Emotional Experience of Cultural Creative Products -- 1.3 Purchase  
 Intention of Cultural Creative Products -- 2 Research Methods -- 3  
 Research Results -- 3.1 Reliability and Validity Analysis -- 3.2 Analysis  
 on the Differences in Variables Due to Different Genders -- 3.3  
 Analysis on the Differences in Variables Due to Different Ages -- 3.4  
 Analysis on the Differences in Variables Due to Different Majors -- 3.5  
 Analysis on the Differences in Variables Due to Different Majors  
 Analysis on the Differences in Variables Due to Different Educational  
 Backgrounds -- 3.6 Analysis on the Differences in Variables Due  
 to Different Monthly Incomes -- 4 Conclusions and Suggestions --  
 References -- Immersive Museum: Design and Develop an Interactive  
 Virtual Museum Experience -- 1 Introduction -- 2 Related Works -- 2.1  
 What Interactions Can Make People Feel "immersed" in a VE? -- 2.2  
 How to Digitize Human Behaviors in a Virtual Museum? -- 3 System  
 Overview -- 3.1 The 3D Virtual Museum -- 3.2 Motion Tracking System  
 -- 3.3 Face Tracking System -- 4 System Implementation -- 5 Result  
 and Discussion -- 6 Conclusion and Future Work -- References --  
 A New Style of Meta-Cosmic Cultural Interaction: "Light Up" National  
 Digital Museum -- 1 Introduction -- 2 Methodology -- 3 Interview -- 4  
 Design of "Light Up" National Digital Museum -- 4.1 Building Museums  
 -- 4.2 Visiting Museums -- 4.3 Cultural and Museum Expert Pool --  
 4.4 Museum Community -- 5 User Tests.  
 5.1 Purpose of the Study -- 5.2 Research Process -- 5.3 Research  
 Results -- 5.4 In-Depth Interview Data -- 6 Conclusion -- References  
 -- The Aesthetic Education of Traditional Chinese Mending Embroidery  
 Technology in the Spread of Costume Culture -- 1 Research  
 Background of Mending Embroidery -- 1.1 Concept of Mending  
 Embroidery -- 1.2 Sources and Causes -- 1.3 Aesthetic Education  
 Status of Mending Embroidery -- 2 The Content and Significance  
 of Mending Embroidery in Modern Costume Aesthetic Education -- 2.1  
 Entertainment Aspect of Life -- 2.2 It is Possible to Expand  
 Employment -- 2.3 Reflect Cultural Diversity -- 2.4 Education  
 that Benefits People -- 3 Cases of Aesthetic Education -- 3.1  
 Significance of DIY Creative Study and Aesthetic Field -- 3.2 The

Significance of the Field of Professional Events -- 3.3 Significance of Commercial Design and Application Field -- 4 Conclusion -- 4.1 Cultural Diversity and Variation -- 4.2 Genes and Emotions -- References -- Cross-Cultural Design in Immersive and Inclusive Learning Environments -- Immersion and Intersectionality - Virtual Reality in Cross Cultural Art Exhibition Courses -- 1 Introduction -- 2 Literature Review -- 2.1 Virtual Reality Technology -- 2.2 Intercultural Art Exhibition Course -- 3 Experiment Design -- 3.1 Participants in the Experiment -- 3.2 Measuring Tools -- 3.3 Experimental Procedure -- 4 Experimental Results -- 4.1 Analysis of Learning Interest -- 4.2 Analysis of Learning Confidence -- 5 Discussion and Conclusions -- References -- Preliminary Research on the Design of the Evaluation Ruler for the Judge of the Higher Education CIE (Creativity, Innovation and Entrepreneurship) Competition -- 1 Introduction -- 2 Literature Review -- 2.1 The Development and Purpose of CIE -- 2.2 Semiotics and the State of Perceptual Communication.  
2.3 Evaluation Ruler Under the Framework of Social Equity Theory.

---

### Sommario/riassunto

This three-volume set of CCD 2023, constitutes the refereed proceedings of the 25th International Conference on Cross-Cultural Design, CCD 2023, held as Part of the 24th International Conference, HCI International 2023, which took place in July 2023 in Copenhagen, Denmark. The total of 1578 papers and 396 posters included in the HCII 2023 proceedings volumes was carefully reviewed and selected from 7472 submissions. The papers of CCD 2023, Part III address topics related to cross-cultural design in arts and creative industries, in cultural heritage, in immersive and inclusive learning environments, as well as cross-cultural health and wellness design.

---