Introduction to *The Design Issue*

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This third issue of the Journal of Motivation, Emotion, and Personality: Reversal Theory Studies, is dedicated to *design*. At first glance, the links between a psychological theory and the practice of creating functional artifacts may not seem obvious. However, a closer consideration of the challenges that both fields address reveals a significant common interest. Design concerns itself with the subset of technology that ordinary people deal with in their everyday lives: phones, cars, and chairs, but also websites and hotel services. Designers have to take into account that the same product can be used in widely different contexts and mental states: the user-product relationship is essentially *dynamic*. For instance, a phone is used differently on the road than at home, and people have a different frame of mind when having a conference call with colleagues than when conversing intimately with their loved ones. Reversal theory can shed light on the dynamics of motivation in product usage because it puts the spotlight on the dynamic nature of people's motivation and behavior. Secondly, there is an opposition in design: on the one hand it operates in an industry that favors mass-produced products and standardized services, on the other hand users should experience these products and services as highly personal and meaningful. This contrast necessitates a holistic understanding of what people want and feel. Reversal theory favors a holistic approach that models human motivation, emotion and behavior as intrinsically linked, which makes the theory more complex than some others, but also increases its potential for real-world application. Thirdly, the increasing importance of products in people's lives potentially evokes new questions for reversal theorists. How can the meanings that people attach to different objects be conceptualized in the theory? What does the increased time and attention people spend on interaction with products mean for their motivational states, state dominance and psychodiversity? How do human relationships change when they are increasingly mediated through technological means?

Our first encounter with reversal theory was five years ago, when a paper about negative emotions made a reference to it, which intrigued us enough to order Michael Apter's book. After reading the book, we thought we had found psychology's best kept secret – a theory that puts the variability of motivation, the richness of experience, and the complexity of human behavior on the foreground. When we spoke to design colleagues, it turned out more people had heard of it, and some had even been trying to apply it in some form. However, everyone was a bit mystified about its origin and its relation to other psychological theories. The mystery was unveiled when Michael gave a keynote talk at the 2012 Design & Emotion conference in London, which attracted about 300 design delegates from around the world. In this talk he concisely explained the principles of the theory and applied them to people's relationship with physical objects, for which he coined the term "thing theory." His talk sparked a lot of interest and resulted in an impromptu Q&A session being organized the same day. A year later, a small delegation of design researchers paid a return visit to the reversal theory conference in Reims, France. On this conference we got introduced to the closely-knit reversal theory community and saw more interesting examples of reversal theory being used in research and practice. In Reims the idea for a special journal issue on the interface between reversal theory and design first surfaced. This issue would discuss the theoretical common ground between the two disciplines and give an overview of academic projects that had already combined them. In the months following the conference, this idea was enthusiastically picked up by researchers and designers who were happy to present their work and reflect on their experiences.

For this multidisciplinary issue, people from both the design and reversal theory communities have contributed with papers and reviews. Together with JMEP's editor Stephanie Kay Ellis, we are happy to present five full-length papers

that contain research studies and theoretical discussions, followed by five short papers that describe design cases in which reversal theory played a prominent role. Through these ten papers, we explore a broad range of topics – from airplane travel to hospital stay and train stations – which is a testament to the variety of application areas that both reversal theory and design are comfortable in.

In the first paper, Michael Apter presents a novel addition to reversal theory called "thing theory," which he first introduced in London in 2012. He discusses how several existing reversal theory principles can be newly interpreted and applied to a better understanding of people's relation to objects and the effect of design choices on people's experience and behavior. In the second paper, Fokkinga and Desmet discuss the tradition and rationale of using psychological theory in design, and propose the benefits of reversal theory in this practice. Specifically, they posit six ways in which reversal theory can be instrumental and inspirational in the design process, each of which are laced with examples of student work and real-world projects. In the third paper, Gielen and Van Leeuwen discuss how they used reversal theory to shape a university course on designing for children's play. The authors show how reversal theory helped their students to design for motivationally dynamic play activities, showcase some of the resulting student work, and discuss the implications of applying reversal theory to design from an educational perspective. In the fourth paper, Van Hagen, Galetzka and Pruyn describe a study on the waiting experience of passengers at a train station. They show how the success of different interior design choices depended on the passengers' motivational states (telic or paratelic) and the crowdedness of the station. In the fifth and final full paper, Van Midwoud, Huijgen, Scarpellini and Fokkinga discuss the development and testing of a game that intended to explain reversal theory to other designers in a playful and visual way. During the development, they found that the game also worked very well as a way to explore the emotions and needs of user groups.

The short papers present design cases in which reversal theory framed the user research, the design conceptualizations, and/or the evaluation tests. Rather than being research papers, they concisely discuss the design challenge the de-

signers took on, the product or service they designed, the process that lead to the design, and the role reversal theory played in the process. Each case was a graduation project carried out by design master students at the Delft University of Technology, The Netherlands. The first two short papers discuss case studies that focused on children and families. Ruijs' paper describes a design project that aimed to help children feel more comfortable and at home during a hospital stay. The designer used an understanding of protective frames to come up with four different design strategies to accommodate children's individual playing styles. Blesgraaf's paper deals with a lighter subject, the visitor experience of amusement parks. More specifically, he used reversal theory to analyze the waiting line experience, and created a new waiting system that was much more appreciated by both visitors and the park management. The final three short papers were part of a joint graduation project carried out for the Dutch airline company KLM, in which students proposed design solutions to improve the passenger experience of flying. In the first part of the project, the students jointly developed the reversal theory board game, which is discussed in the Carousel of Feelings paper in this issue. In the second part, they applied their insights and individually worked on design cases in which they focused on a specific aspect of the flying experience. Huijgen focused on improving the crew-passenger interaction and proposed a system of specified gifts that supports cabin attendants in making their service highly personal. Van Midwoud investigated the ritual of receiving and clearing the meal offerings during longer flights and designed a new meal package that helps passengers to switch to more pleasant states during and after their meal. Scarpellini came up with a way to empower passengers to take more control over their hydration, and simultaneously, their own mental state, by introducing a bottle that enables and stimulates passengers to obtain their own water during the flight.

Together, the ten papers represent a first exploration of what can be accomplished from an interaction between the two disciplines. We look forward to seeing many more examples in the future.