

Evoluutiopsykologian sovellukset, biometrinen mittaaminen ja vesistökokemukset

Tutkimusryhmä:

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Evolutionary psychology in tourism research

- **Evolutionary psychology** = a science that studies human emotions and behavioural tendencies as evolved mechanisms
- Humans look for **places that are good for survival** (water, plants, shelter, no danger or disease risk)

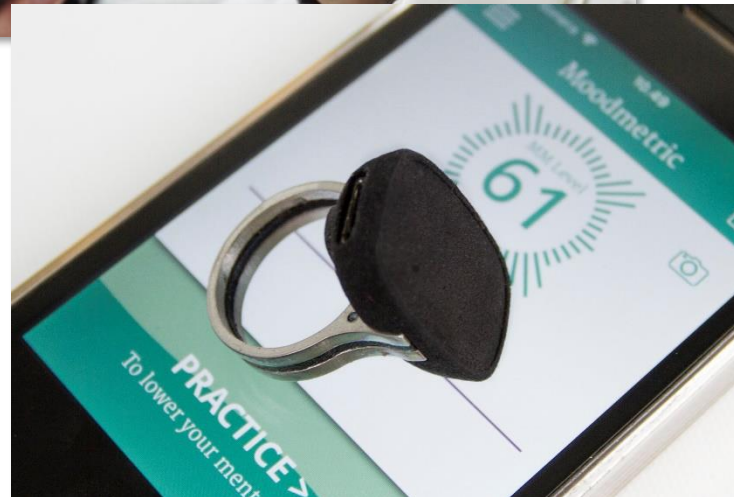
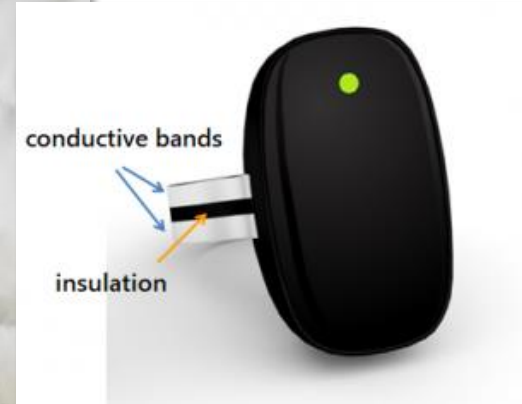


Biometrics in tourism research

- **Biometrics** = measuring bodily functions
- **Data on tourist experiences** can be collected with biometric technologies that monitor e.g. heart rate, skin conductance, facial expressions, hormone levels, and brain activity.



Moodmetric Ring



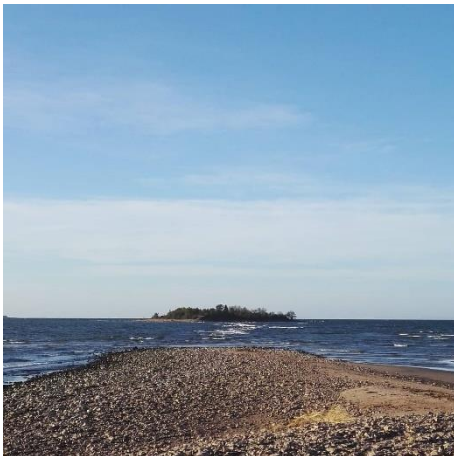
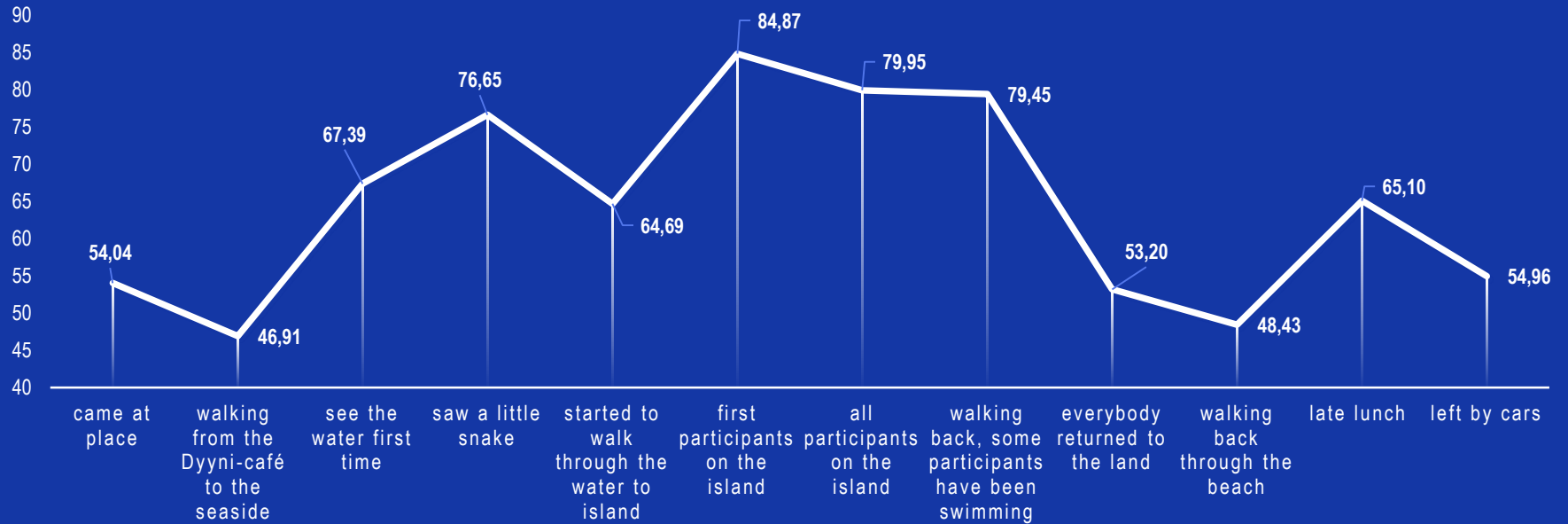
Our pilot study in 2018

- We measured tourist experiences by the water (Yyteri bird towers, Munakari walk through water, Iso-Enskeri island boat trip, Kokemäenjoki canoeing, Pinkjärvi hiking)
- Not everything by the water is relaxing!



An example of stress graph

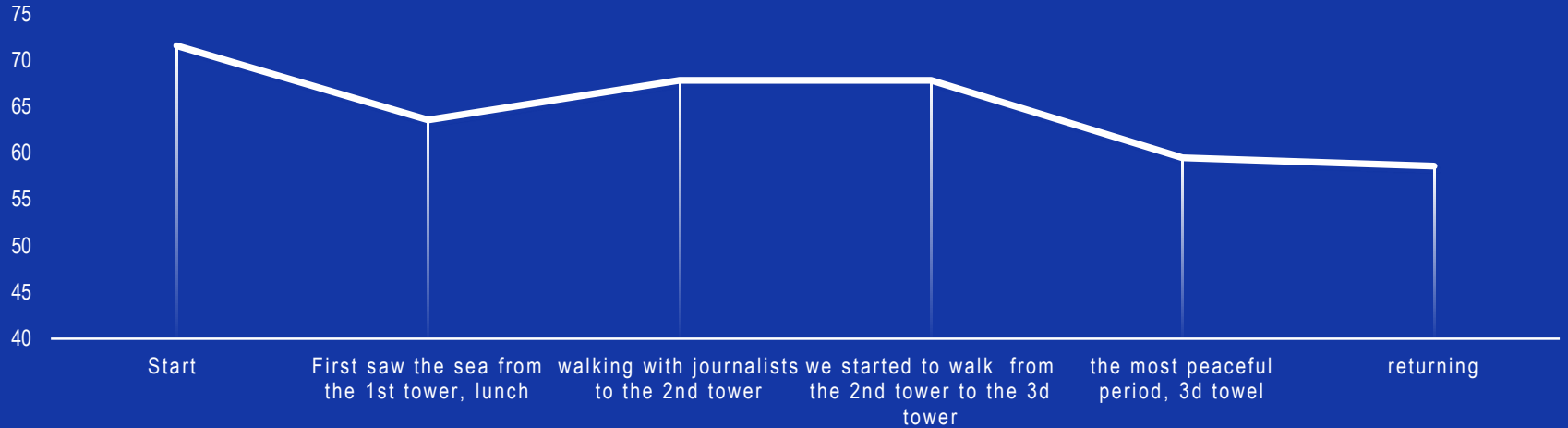
STRESS LEVEL AVERAGE FOR GROUP IN TRIP #3



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An example of stress graph

STRESS LEVEL AVERAGE FOR GROUP IN TRIP #4



The Study is in a process

- At final the Study will be done in three different countries: Finland, Latvia and Mexico.
- We are testing now which components in landscape have strongest influence on how people do judge the landscape during relaxing activities.



Thank you!

- University of Turku is interested in new research projects on evolutionary psychology, biometric measurements and/or blue tourism

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