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Preface

This book contains the collection of Special Session papers accepted at the 7th International Conference on Kansei Engineering and Emotion Research (KEER 2018), organized by Japan Society of Kansei Engineering (JSKE), the Taiwan Institute of Kansei (TIK), the European Kansei Group (EKG), and Malaysia Association of Kansei Engineering (MAKE) in cooperation with the Research Interest Group of Kansei/Affective Engineering (RIG KAE), Universiti Teknologi MARA (UiTM).

KEER 2018 was held in Kuching, Sarawak. This conference has grown to become a leading point of contact between research, scientist, engineers, and practitioners in the adoption of Kansei and Emotion approach. KEER 2018 held 10 simultaneous Special Session tracks, covering conventional and emerging areas related to Kansei and Emotion, including Kansei, Emotion, and Games; Kansei, Emotion, and Computing; Kansei, Emotion, and Well-being/Quality of Life; Kansei, Emotion, and Design; Kansei, Emotion, and Health/Ergonomics; Kansei, Emotion, and Multidisciplinary Fields; Kansei, Emotion, and Culture; Kansei, Emotion, and Social computing; Kansei, Emotion, and Evaluation; and Kansei, Emotion, and User Experience. All tracks describe research work in diverse domains highlighting the benefits it could bring to improvements of the broad spectrum in quality of life of real-world scenario. KEER 2018 provides a platform for scholars, researchers, and practitioners to share their expertise, research work, and innovation in related fields.

KEER 2018 received 289 paper submissions from 18 countries in 5 regions: Asia Pacific; Europe, Middle East, Africa; Latin America; USA; Canada. Ninety-four papers were published and presented as Special Session papers, while other accepted papers were published in regular conference proceedings. The ratio of Special Session papers is 32.5%, reviewed by experts from an array of 95 reviewers from different countries, including Japan, Taiwan, UK, and the Netherlands.

We would like to thank all the KEER International Board, the sponsors and supporters, chapter contributors, the local and international committee, for all their assistance and hard work to make KEER 2018 a success. We hope that the papers
included in this book will be beneficial to the audience and become a helpful reference for all the people who have the interest to address any of the research areas as introduced in this book.

March 2018

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