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Implications of Conation for Design Presentation/Briefing

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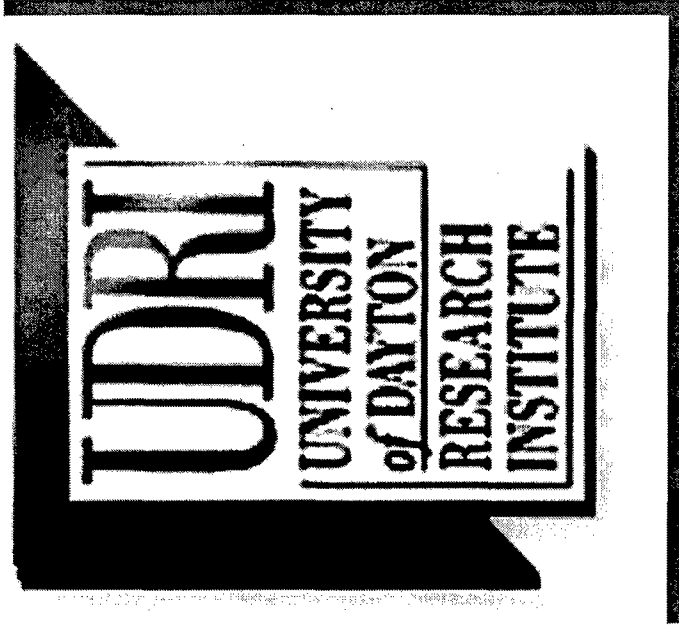
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Implications of Conation for Design

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Conation Defined

- “The aspect of mental processes or behavior directed toward action or change and including impulse, desire, volition, and striving.”

The American Heritage Dictionary of the English Language: Fourth Edition. 2000

- “That aspect of mental process or behavior by which it tends to develop into something else; an intrinsic “unrest” of the organism...almost the opposite of homeostasis. A conscious tendency to act; a conscious striving...Impulse, desire, volition.”

English & English, 1958, p 104

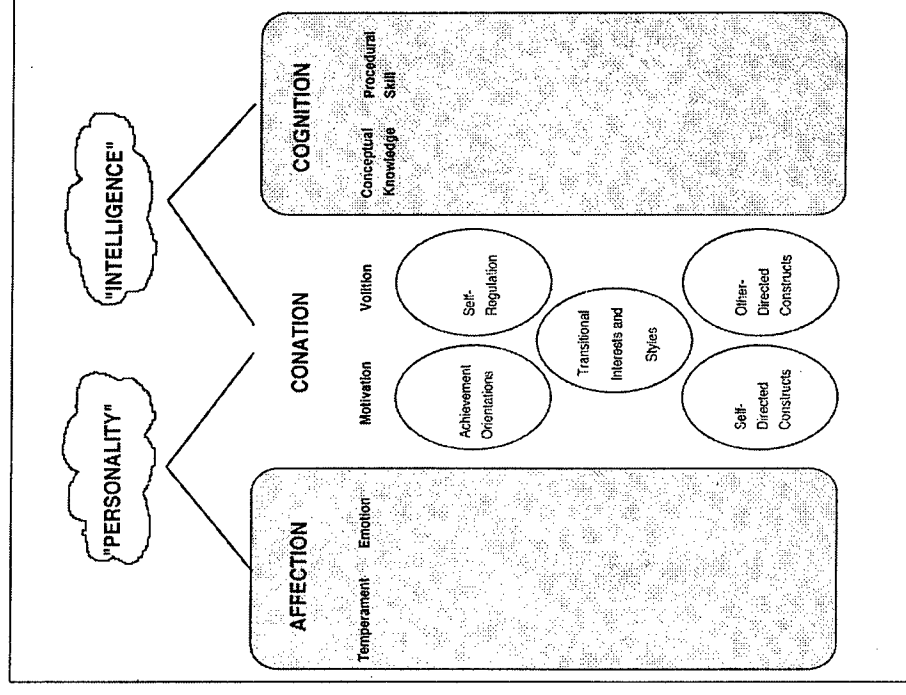
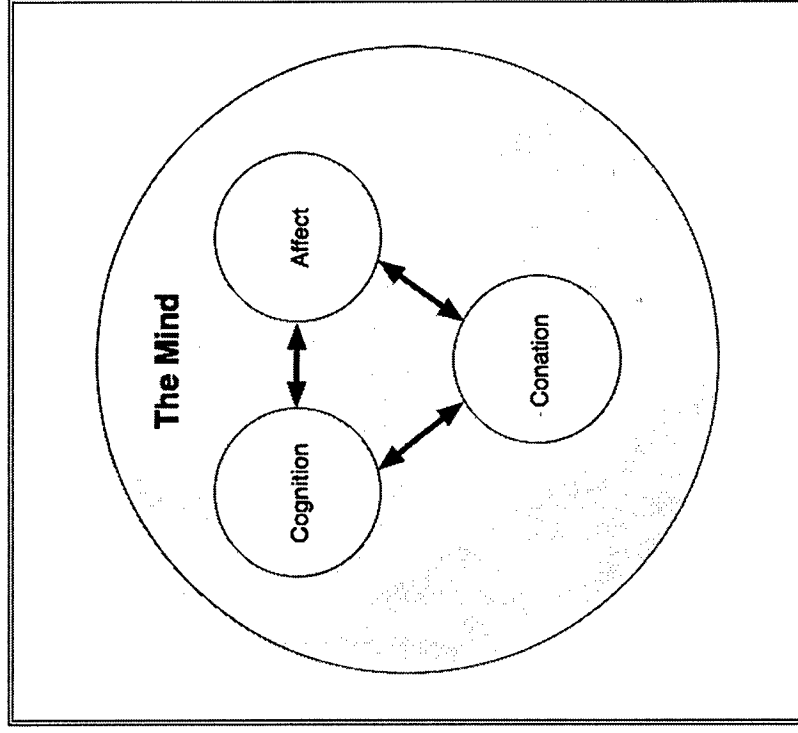
- “Conation connects cognition and emotion (affect) to action; used by an individual when he/she strives to carry out purposeful action.”

Huitt, 1997 as quoted in Meredith, 1999

Conation Synonyms

Ambition • Dedicated • Desire •
Desire to achieve • Dogged • Drive •
Focus • Impulse • Intent • Motivation •
Persistence • Striving • Vocation •
Volition • Will

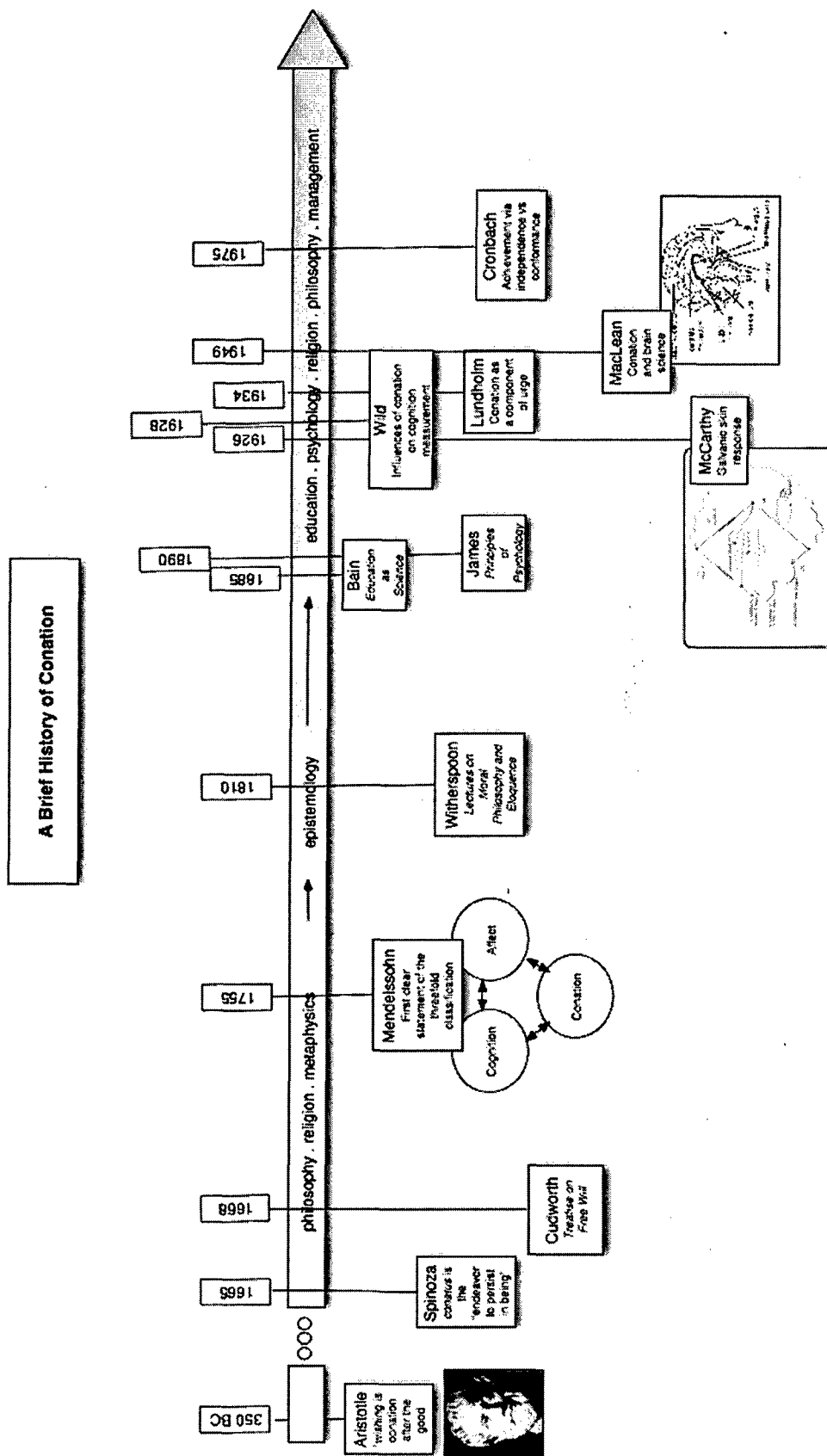
Conation Illustrated



The trilogy of the mind from
Meredith, 1999

Provisional taxonomy of conative
constructs (Snow & Jackson, 1997)

A Historical View of Conation



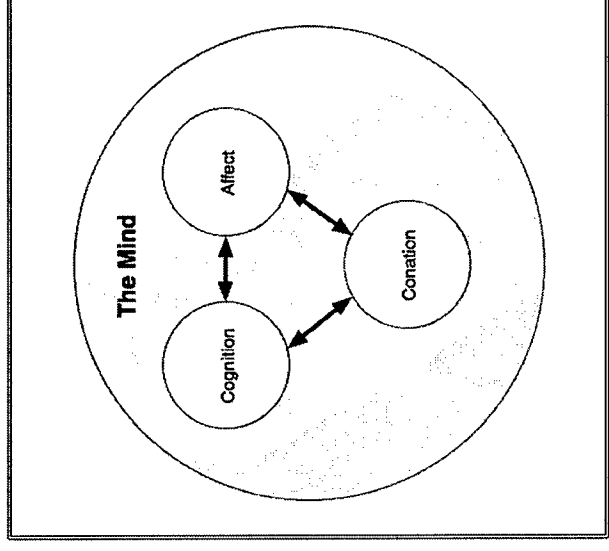
Modern Applications of Conation

- Management Consulting
 - **KolbeWAREwithal®**
 - a. The instinct to *Probe* initiates *Fact Finder* activity
 - b. The instinct to *Pattern* forces one to *Follow-thru*
 - c. The instinct to *Innovate* drives the *Quick Start* energy, and
 - d. The instinct to *Demonstrate* drives *Implementer* actions.
- Education
 - Individual differences in learning
 - Distance Learning
 - Child Rearing
- Mental Health
 - Moral Re-Conation Theory

Implications of Conation for Design

- Conative elements found in CTA
 - Goals, goal shifts, priorities
- Conative elements found in Emotional Design

– (Norman, 2004)



What Would Conative Task Analysis Look Like?

- Levels of conation
 - High-level goals (system goals?)
 - Cultural values (work culture)
 - Near term motivators (risk)
- Universal conations
 - Esteem
 - Vocational Success
 - Safety and Security

Discussion....