

“日本でダンスをデザインすることの検証”

慶應義塾大学 大学院 政策・メディア学科 修士課程2年
鈴木 絵美子

(1). Summary

This study aimed to validate the effect of nonverbal display of celebration (referred as “embodied celebration” in this study) as a persuasive tool for engaging individuals to health-enhancing activities. Despite that most individuals are motivated to become healthy, actually engaging with such activities has not been easy. Recent studies have pointed out that increasing motivation is inefficient for inducing such behavior. For this reason, this study was conducted in order to understand how the gap between person’s intention and action can be bridged by studying experienced health coordinators’ communication strategies. In particular, by conducting interviews, it was found that experienced dance teachers possess nonverbal communication strategies which persuade students to take action. Especially, their use of “embodied celebration” was considered to be very important to engage students to action through raising students’ self-efficacy. In order to validate the effect of “embodied celebration”, the relation between teachers’ “embodied celebration” and students’ class engagement were analyzed through behavior analysis under 2 conditions; in a class targeted for children and in a class targeted for adults. In both conditions, significant positive correlation was observed. From this study, it became clear that “embodied celebration” is an effective tool for persuading health-enhancing activities.

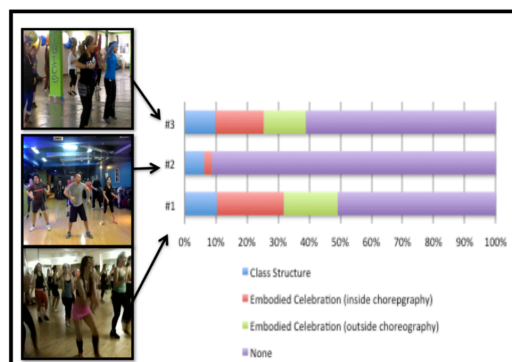


Figure1. One of the research findings on embodied celebration

(2). Acknowledgements

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