

Preface

What characterizes humans is we can see the future. In other words, we have a dream. Animals live for now, but humans live for the future. Engineering is here to make our dreams come true. But the road to realize our dreams is not straight-forward. We have to find our way step by step. Yes, we have to be very much adaptive.

Our engineering has been like an oak tree. No matter what situations come up, it stands there, unperturbed. But the situations are not so gentle anymore. Our engineering has to be changed and it should be more adaptive like a willow tree. Willows communicate with the situations and they survive even in such hard situations where oak trees cannot withstand.

Willows just adapt to the present situations. But we have to be adaptive, not for now, but for tomorrow to make our dreams come true. But, how can we do that? To make a fruitful step forward, we need to communicate with the outer world and at the same time we have to look back and look into the future.

Our engineering has focused primarily on spatial issues. But if we get down to the basics of engineering or if we consider why we started engineering, we will realize we have to be time conscious. We have to be situation aware in terms of not only space but also time.

To go back and forth in time, we have to communicate not only with the outer world but also with ourselves. Then, we can collaborate with others and with our products to make a right step forward.

Emotion and motivation come from the same Latin word “movere”, so they are closely related and they constitute a closed loop. Dreams are our motivations and emotions light our way to our destinations.

Although there are diverse topics in Volume 3, the main stream is communication. The word “communication” is associated with the commons. We have to communicate to create our commons not only between humans, but also between humans and products and last but very importantly between products, because our products are getting softer and softer and more and more flexible and adaptive.

I hope the reader set sail to the new world of communication and find out how emotional engineering plays an important role there. I am sure they will enjoy the voyage.

Finally, I would like to thank all authors from the bottom of my heart and my sincere thanks go to Mr. Anthony Doyle, Ms. Gabriella Anderson, and Ms. Vani Gopi, all at Springer and Ms. Radhika Sree V for editing the book.

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