

i-Lab 3



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Olomouc

PSYCHOLOGICAL ASPECTS OF INNOVATION LABORATORY

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Erasmus+

Project implement in "Erasmus +" program.

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Univerzity Palacký was **founded in the 16th century.**

It is **the oldest university in Moravia** and the second-oldest university in the Czech Republic.

Almost **22 000 students** are enrolled at its **8 faculties.**





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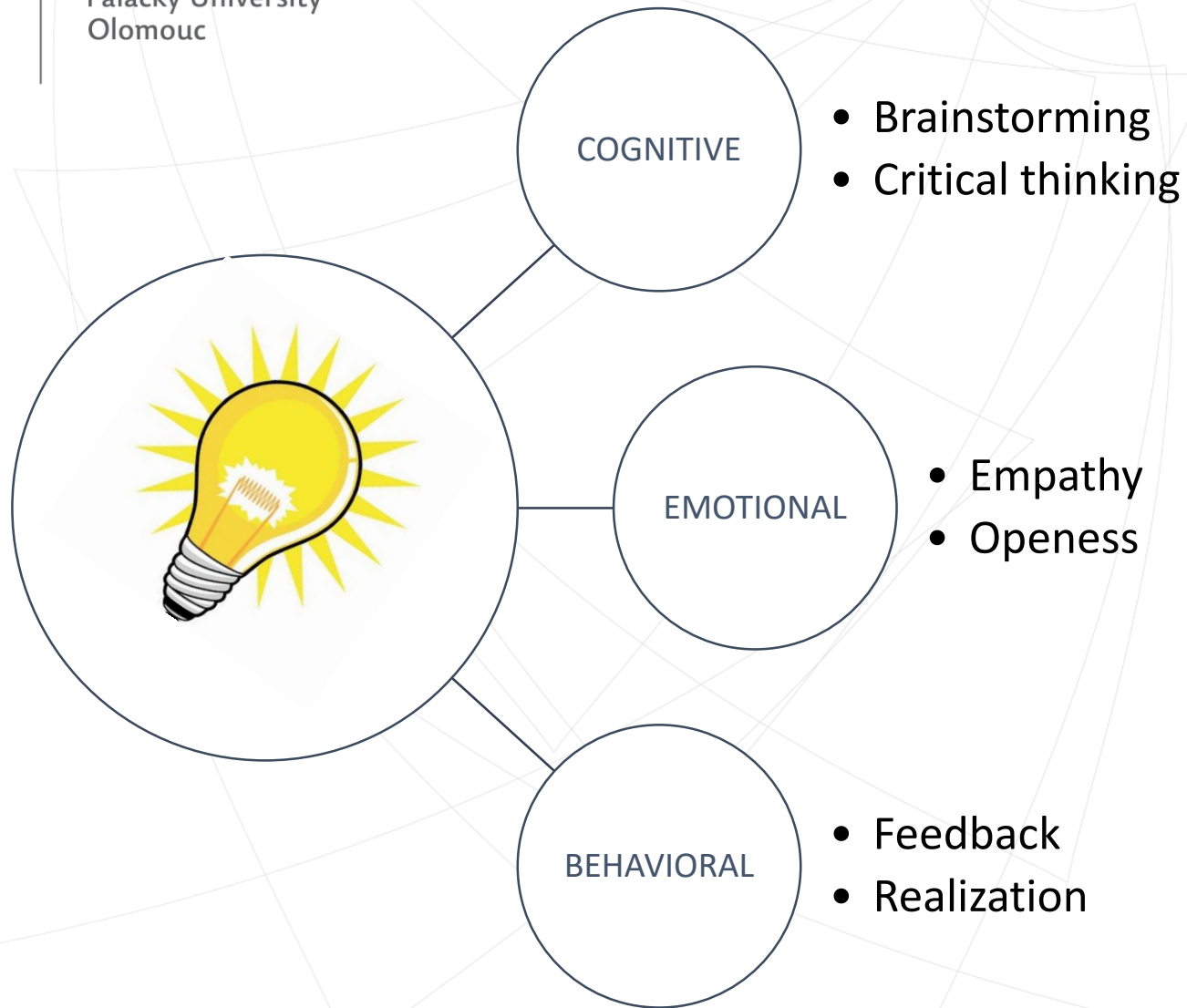




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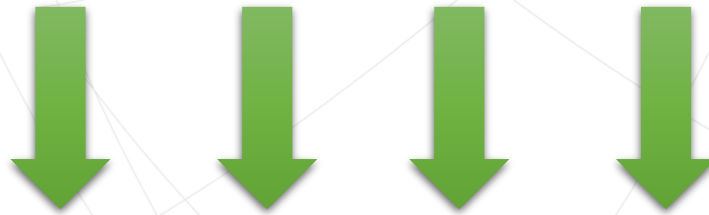






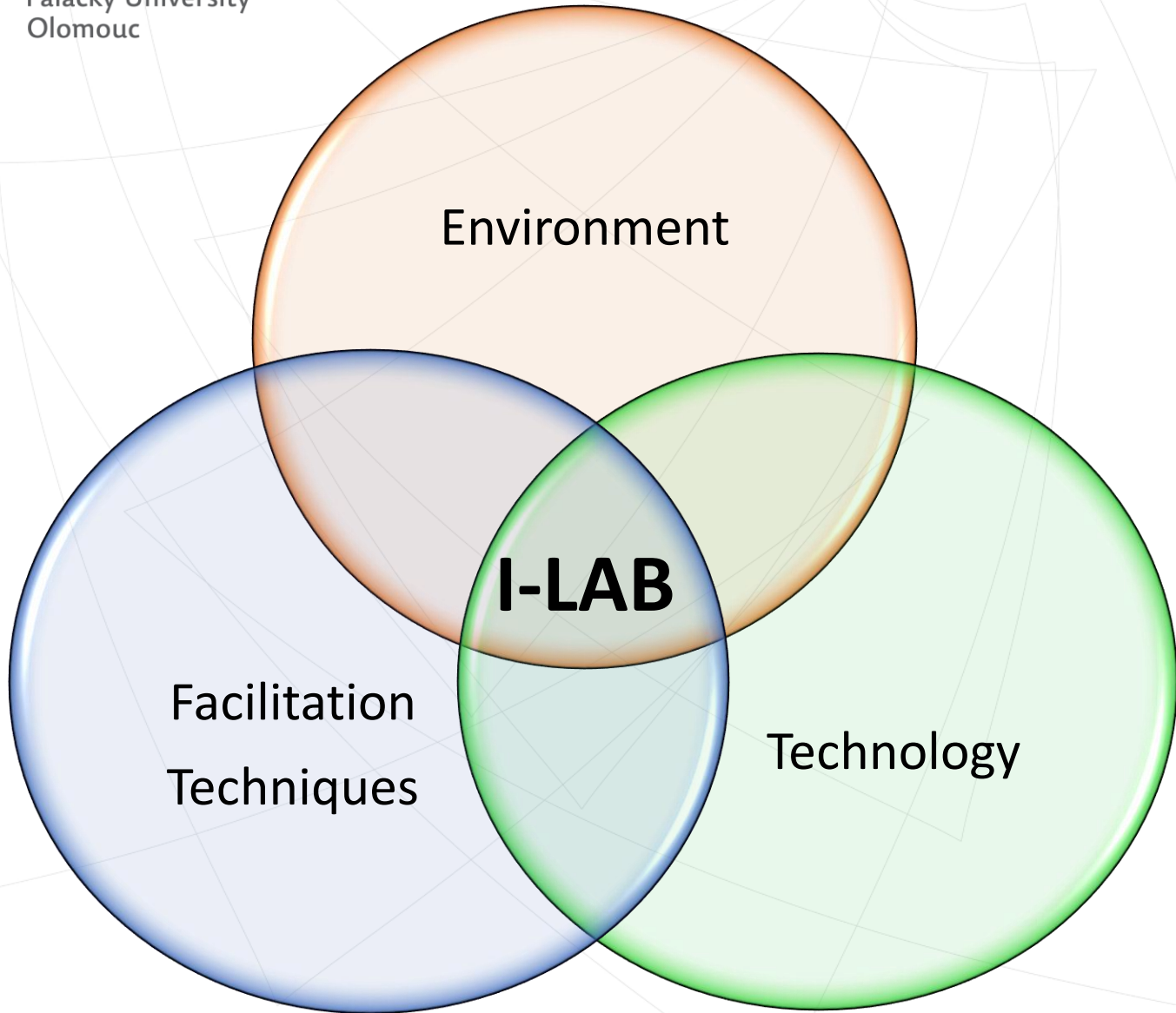


Shannon and Weaver's model





The Innovation Laboratory Concept





Virtual brainstorm software (VBS)

Disinhibition effect (Suler, 2004)

It's well known that people say and do things in cyberspace that they wouldn't ordinarily say or do in the face-to-face world. They loosen up, feel more uninhibited, express themselves more openly.

Triple A engine (Cooper, 1999)

- Accessibility
- Affordability
- Anonymity

Personality-friendly (e.g. introvert vs. extrovert)



Senses

General feeling – flow, mindfulness

- Sight – psychological effect of colors (e.g. Icecreakers)
- Hearing – relaxation music
- Smell – olfactory associations
- Taste – energy a pleasure
- Touch – gadgets (stress killers)







Group dynamics

- Trust
- Rules
- Specifics of small groups
- Psychodrama, role playing
- Social facilitation
- Stages of group creation



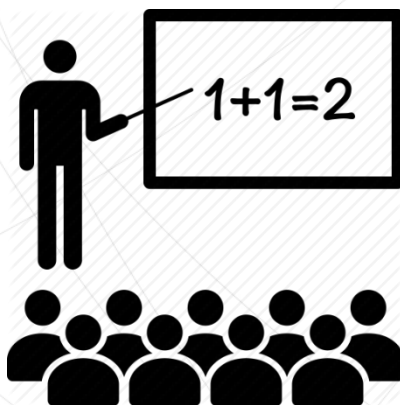
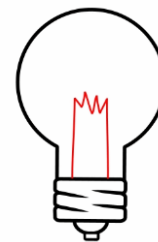
- Experiments (e.g. Ringelmann effect, Bystander effect)



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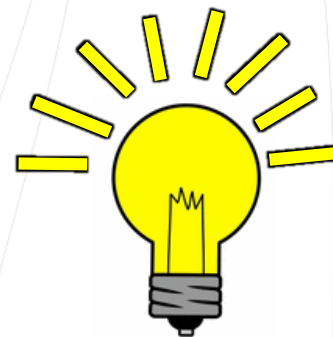
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Thanks for your attention.

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