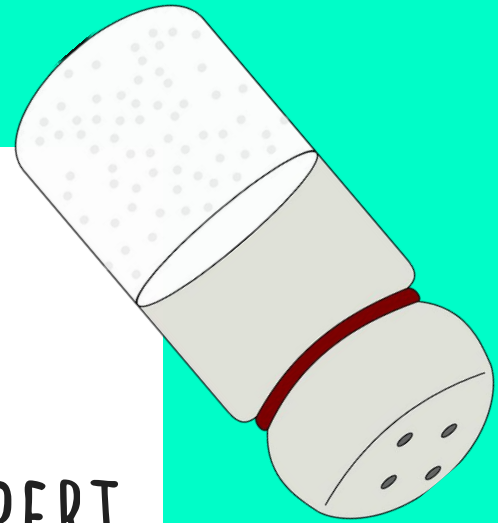


# EMBODIED COGNITION

**Thinking through interaction (touch)**

DISCLAIMER:  
I'M NOT AN EXPERT  
... JUST INTERESTED



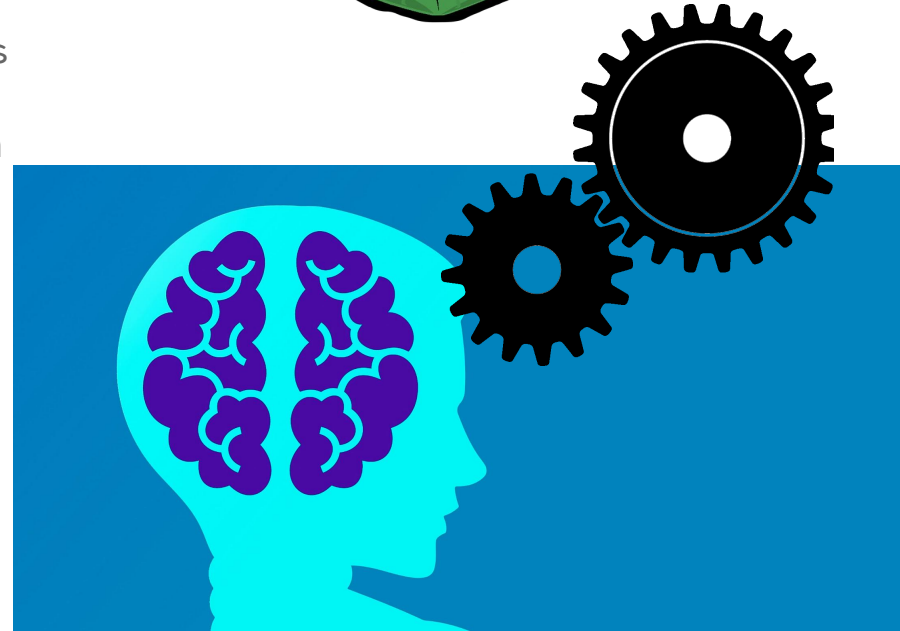
# INTERACTION IS PART OF HOW WE THINK

Environment holds meaning.

Store and retrieve meaning by interacting with env.

We sense + manipulate things around us

Offline cognition == simulated interaction



# COMMUNICATION TRIGGERS SENSORY EXPERIENCE

Simulating an interaction  
which holds meaning.

“That was a rough game”

“Heavy heart”

“Warm welcome”

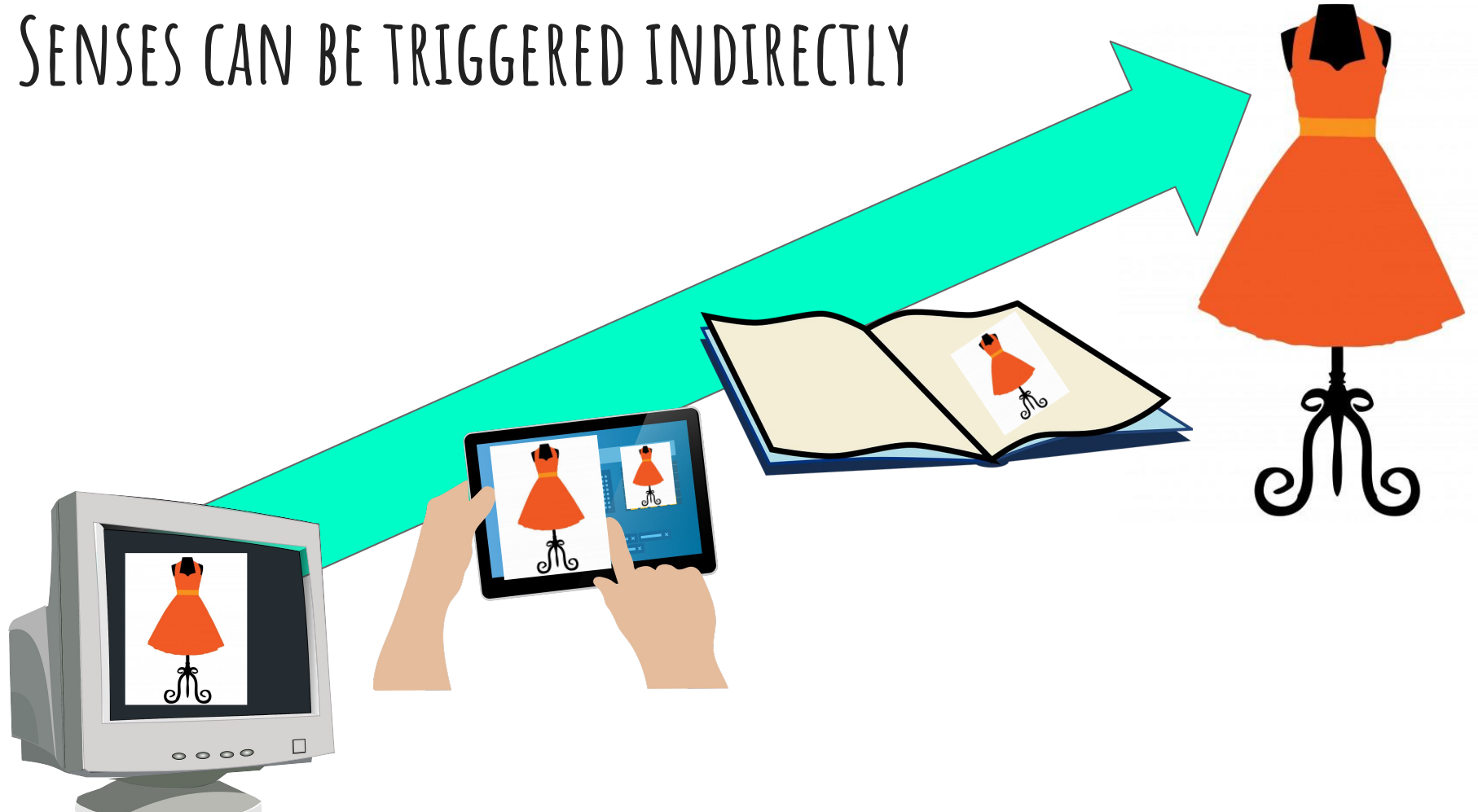
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# YOUR SENSES CAN BE MANIPULATED

## Endowment Effect



SENSES CAN BE TRIGGERED INDIRECTLY



# SIGNAL BIAS

Control your environment to suit your goals

