

# Evoluutiopsykologian sovellukset, biometrinen mittaaminen ja vesistökokemukset

Tutkimusryhmä:

Markus Rantala, biologian laitos

Anu Lähteenmäki-Uutela, kauppakorkeakoulu

Olena de Andres Gonzalez, kauppakorkeakoulu



Turun yliopisto  
University of Turku



# Evolutionary psychology in tourism research

- **Evolutionary psychology** = a science that studies human emotions and behavioural tendencies as evolved mechanisms
- Humans look for **places that are good for survival** (water, plants, shelter, no danger or disease risk)

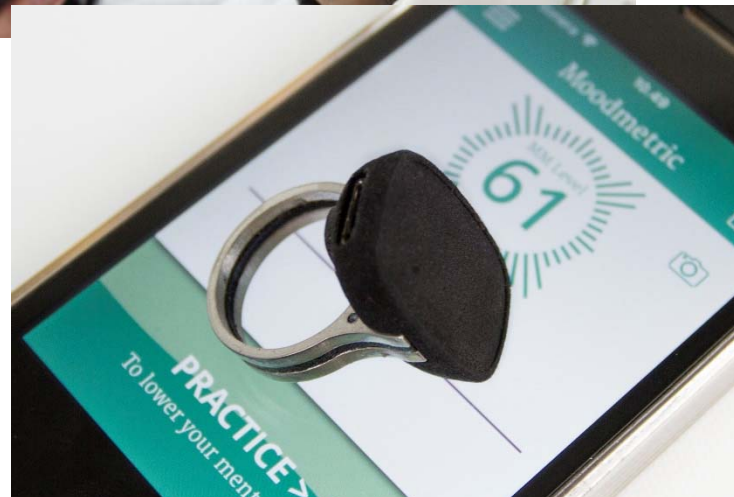
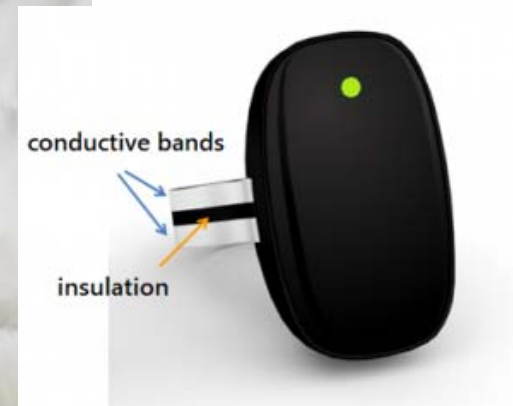


# Biometrics in tourism research

- **Biometrics** = measuring bodily functions
- **Data on tourist experiences** can be collected with biometric technologies that monitor e.g. heart rate, skin conductance, facial expressions, hormone levels, and brain activity.



# Moodmetric Ring

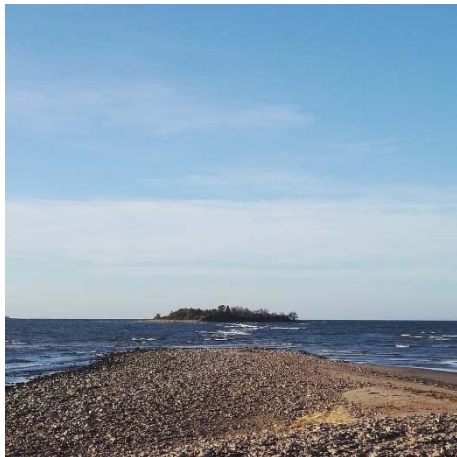
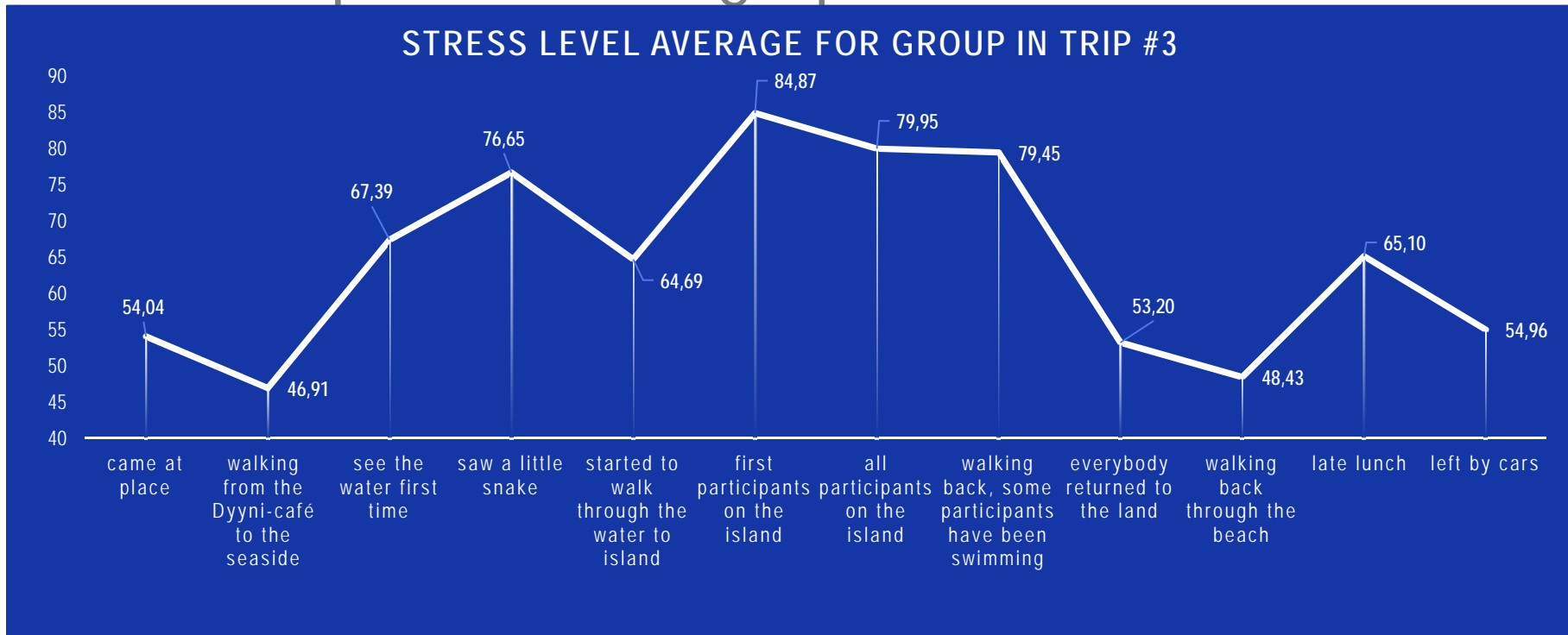


# Our pilot study in 2018

- We measured tourist experiences by the water (Yyteri bird towers, Munakari walk through water, Iso-Enskeri island boat trip, Kokemäenjoki canoeing, Pinkjärvi hiking)
- Not everything by the water is relaxing!

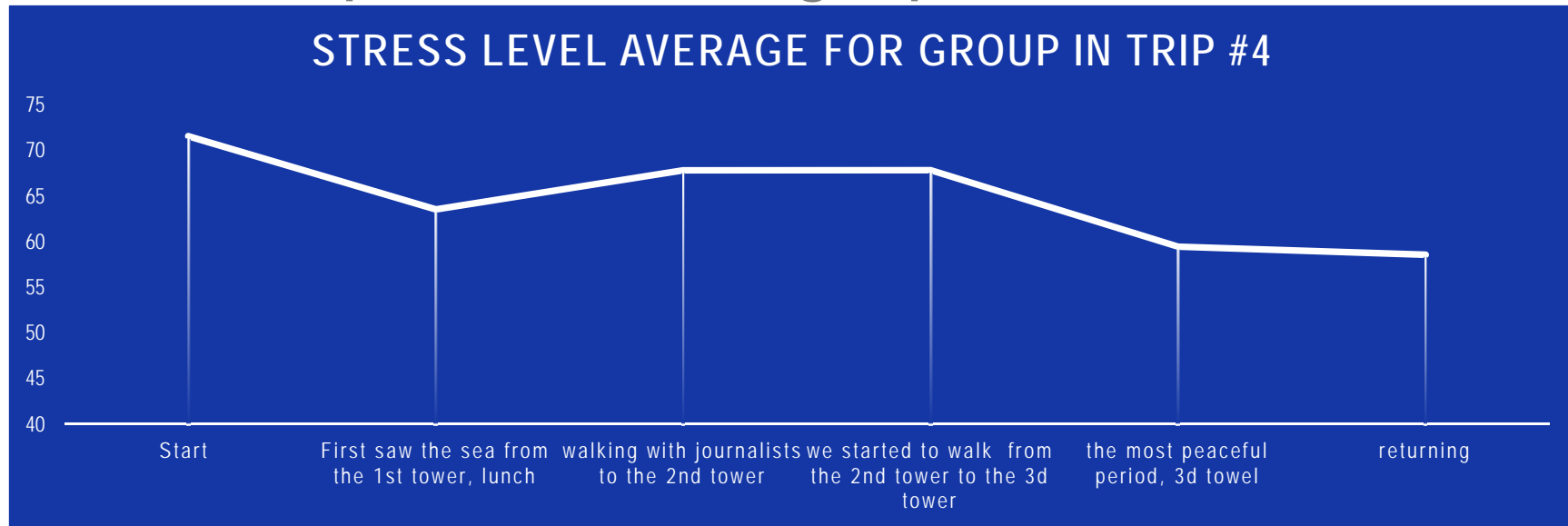


# An example of stress graph



Turun yliopisto  
University of Turku

# An example of stress graph



Turun yliopisto  
University of Turku



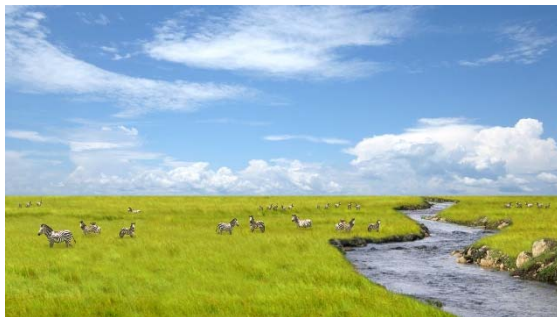
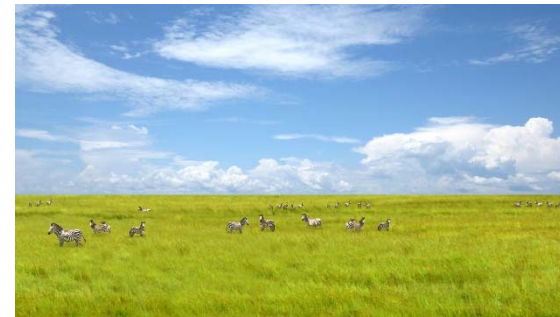
# A landscape study in process

- We are now testing which components in landscape have the strongest influence on preference.
- Water, plants, animals.





# Components of landscape



# Thank you!

- University of Turku is interested in new research projects on evolutionary psychology, biometric measurements and/or nature tourism.

[markus.rantala@utu.fi](mailto:markus.rantala@utu.fi)

[anu.lahteenmaki- uutela@utu.fi](mailto:anu.lahteenmaki- uutela@utu.fi),

[anu.lahteenmaki- uutela@ymparisto.fi](mailto:anu.lahteenmaki- uutela@ymparisto.fi)

[olena.de.andres@gmail.com](mailto:olena.de.andres@gmail.com)



Turun yliopisto  
University of Turku

