

Body Language: Key to Professional Success
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Lecture - 07
Haptics II

Welcome dear participants to the 2nd module of the 2nd week. In the previous module we had looked at haptics and its role in the workplace, we had looked at different types of handshakes, different types of greetings as well as cultural variations. In today's module we would discuss the role of Haptics particularly at the workplace. We would also analyze what is the significance of haptics in establishing appropriate and acceptable gender relationship in a multicultural setting.

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Sense of Touch among Professionals

- Touch is always related to a goal or part of a routine professional interaction, which makes it less threatening and more expected
 - Two-way sensation between humans, sans technology, requires a close proximity between people
- Socially sanctioned polite touching behaviors help initiate interactions and show that others are included and respected
 - A pat on the arm, pat on the shoulder, forearm touch
- Boundaries are important
 - In a friendship, for example, too much touch can signal sexual or romantic interest, and too little touch can signal distance or unfriendliness (Heslin & Apler 1983)





Image Courtesy:
<https://www.psychologytoday.com/us/blog/threat-management/201709/touching-co-workers-a>



When we touch other persons, we find that the technological barriers are absolutely absent, we have to move close to a person and establish a touch. Therefore, this proximity sometimes may be questioned in the workplace. However, we find that in the workplace touch is always related to a goal or it is a part of a routine professional interaction. And this context makes this touch less threatening and sometimes an enabling aspect of interpersonal relationships also.

Socially sanctioned polite touch behaviors help us to initiate interaction with others, help us to overcome our hesitations and at the same time it shows us that we are included in

our team and that we are respected by others. Sometimes we find that a single touch on the forearm tells us that our efforts are moving in the correct direction.

However, particularly when we look at the role of touch in interpersonal skills, particularly within intercultural situations and in across gender situations we have to understand that the set and unset boundaries are important and they have to be kept intact. In any type of friendship or in any type of office environment, too much touch can also create certain doubts in the minds of the people and at the same time an absence of touch can also signal aloofness which is not conducive to a work atmosphere.

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Touch & Cultural Variations

- Touch intensifies experiences
- Cultural and institutional practices are significant
- **Contact cultures:** Culture whose norms allow for more touching, as well as closer interpersonal communication distances and more eye contact
 - People in such cultures, for example, in the Middle East or the Mediterranean region of Europe, are usually comfortable with high levels of sensory input from touch or smell
- **Noncontact cultures:** People in Northern Europe, as well as many Asian countries, tend to touch less often; stand farther apart, and may rely more on visual communication
- Touch is a fuzzy and complex area: 'no touch' norms
 - When used properly, touch can create feelings of warmth and trust
 - When used improperly, touch can betray trust, cause annoyance



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Human touch always intensifies experiences. When another person touches us in a professional setting, it validates a positive feeling in most of the situations. However, as we have commented in our previous module also, the cultural as well as institutional practices are significant and these differences should be understood by the interactants.

We have discussed two different types of cultures which are the contact culture as well as the non contact culture. A contact culture is one where as it is considered to be normal to touch other people; it is considered to be normal to move closer to other people while communicating and at the same time to have a more direct eye contact while touching other people. People in such cultures for example, people in the Middle East or in the Mediterranean region of Europe are comfortable with high levels of sensory inputs from touch or also from a smell.

In comparison to that in the non-contact culture for example, people in the Northern Europe as well as in many Asian countries there is a tendency to touch less often, there is a tendency to stand further apart and in most of our communication we try to rely on visual communication.

There are several societal practices in non contact cultures which allow us to greet other people without having a physical contact with others. These differences alert us to this idea that touching other human beings in a workplace is a fuzzy as well as a complex area. And in this area interpretation has to be contextualized, these context maybe individual they may be cultural as well as they may be institutional. For example, many institutions prefer a 'no touch norm' where employees are alerted to this idea that they should not normally touch another human being and even a polite handshake is considered to be enough.

When used properly human touch can corroborate a positive feeling an assertive association amongst the colleagues, on the other hand when it is used in a negative sense it can break the trust and cause difficulties.

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- Responses to touch are cultural
- Whether or not someone will be offended by being touched during conversation depends on their culture
- For example, the French and Italians love to continually touch as they talk
- While the British prefer not to touch at any time unless it's on a sports field in front of a large audience
- Cultures that accept touching more often are India, Turkey, France, Italy, Greece, Spain, the Middle East, Parts of Asia and Russia
- Cultures where touch is not encouraged include Germany, Japan, England, United States, Canada, Australia, New Zealand, Estonia, Portugal, Northern Europe and Scandinavia

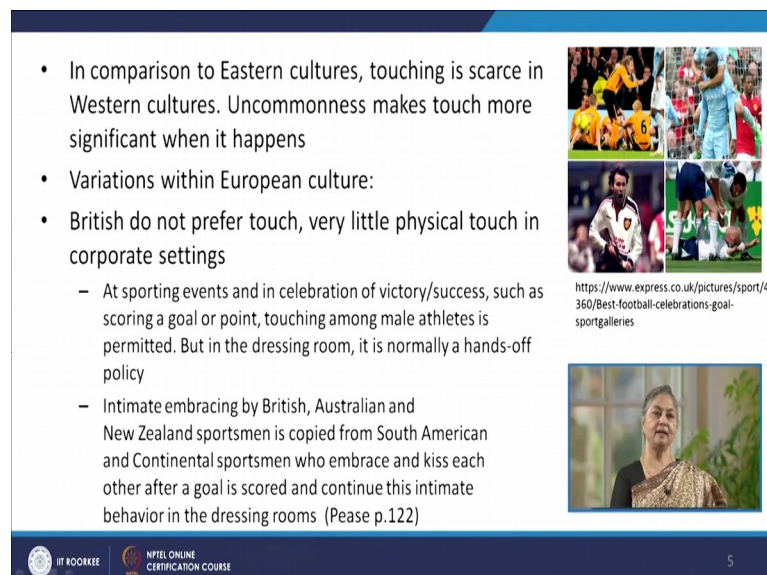
These cultural differences of contact and non-contact cultures and environments condition our responses when other people touch us, whether or not somebody would be offended by our touch depends on so many factors simultaneously. It depends on

individual psyche it depends on the immediate context within which the touch is being offered and at the same time it also depends on the cultural conditioning of an employee.

For example, the French and the Italian people are comfortable if somebody else touches them during the dialogue, they feel comfortable about this idea. Whereas people in the Britain feel very uncomfortable if somebody touches them in public and this touch is absolutely avoided except perhaps on the sports field and that too in front of a large audience. Cultures in which a touch is easily more accepted are considered to be the Indian society, the societies in turkey France Italy Greece Spain the Middle East parts of Asia as well as Russia.

However, where is in Russia people are comfortable as far as physical touch is concerned people of other far Eastern countries have a different cultural mindset. Cultures where touch is not encouraged include several Asian and European countries including Germany, Japan, England, USA, Canada, Australia, New Zealand, Estonia, Portugal, Northern Europe and Scandinavia. There are certain other cultures in which because of the gradual social changes towards a westernized education pattern norms about touching others are also changing gradually.

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The slide contains a list of bullet points on the left and three images on the right. The top image shows a group of football players celebrating. The middle image shows two football players embracing. The bottom image shows a woman in a saree.

- In comparison to Eastern cultures, touching is scarce in Western cultures. Uncommonness makes touch more significant when it happens
- Variations within European culture:
- British do not prefer touch, very little physical touch in corporate settings
 - At sporting events and in celebration of victory/success, such as scoring a goal or point, touching among male athletes is permitted. But in the dressing room, it is normally a hands-off policy
 - Intimate embracing by British, Australian and New Zealand sportsmen is copied from South American and Continental sportsmen who embrace and kiss each other after a goal is scored and continue this intimate behavior in the dressing rooms (Pease p.122)

<https://www.express.co.uk/pictures/sport/4360/Best-football-celebrations-goal-sportgalleries>

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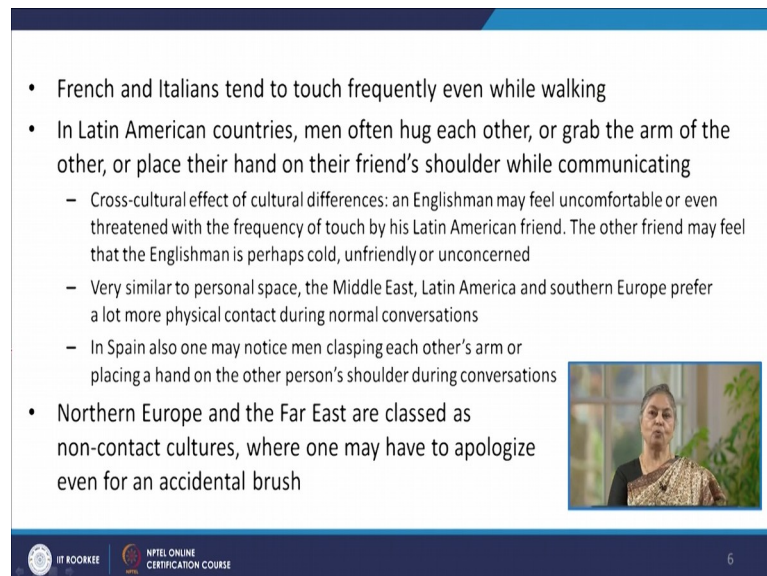
Our understanding of contact and non-contact cultures tells us that in comparison to Eastern countries and Eastern cultures touching is relatively scarce in the Western cultures. And the scarcity of public touch makes this touch much more significant

whenever it occurs. In a non-contact culture if a manager gives a pat on the shoulder of a subordinate employee, for the employee it is an encouragement which would always be remembered. However, within the same broad cultural umbrella we find that variations may exist, we can take the example of Europe and we find that even within European culture these cultural variations do exist.

We have already looked at the situation of the British people who do not prefer touch and we find that in the British corporate setting very small amount of touch is permissible. In the British society touch is permissible only at the sporting events and in celebration of victory or success, such as a scoring a goal or a point and in these situations stretching among athletes is permitted. However, in the dressing room it is still normally a hands off policy.

Allen Pease has commented that intimate embracing by British Australian and New Zealand sports person has been copied from the sports persons of South American and continental countries. In these countries sportsmen of an embrace and kiss each other after a goal has been scored and they continue this intimate behavior even in the dressing room.

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- French and Italians tend to touch frequently even while walking
- In Latin American countries, men often hug each other, or grab the arm of the other, or place their hand on their friend's shoulder while communicating
 - Cross-cultural effect of cultural differences: an Englishman may feel uncomfortable or even threatened with the frequency of touch by his Latin American friend. The other friend may feel that the Englishman is perhaps cold, unfriendly or unconcerned
 - Very similar to personal space, the Middle East, Latin America and southern Europe prefer a lot more physical contact during normal conversations
 - In Spain also one may notice men clasping each other's arm or placing a hand on the other person's shoulder during conversations
- Northern Europe and the Far East are classed as non-contact cultures, where one may have to apologize even for an accidental brush

We have commented on the behavior which is normally acceptable in France as well as in Italy. Similarly, we find that in Latin American countries it is common for men to hug each other or grab the arm of a friend or place their hand on the shoulder of a friend

during their communication. Similarly we find that in Spain we may notice men clasping each other's arm or placing a hand on another person's shoulder during conversations and during semiofficial dialogues.

In the same way we find that in Middle East in Latin American countries and in Southern European countries also a lot more physical contact during normal conversations is perfectly permissible. Sometimes it may generate confusions among people in cross cultural situations. For example if an Englishman who is not aware of these cultural differences has to interact with a Latin American colleague or a team-mate then the Englishman may feel very uncomfortable by the level of touch the Latin American friend can initiate at his end. He may find it crowd or disturbing or even threatening at moments. Similarly the Latin American friend may feel the absence of touch by the British as somewhat cold or unfriendly or unconcerned or an example of a smug attitude.

The presence or absence of touch the extent to which it is acceptable in a society depends on various sociological and cultural developments. We find that in Northern Europe and Far East cultures are relatively non-contact to the extent that one may have to apologize even if we accidentally brush against somebody in these societies.

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- An innocent hug made headlines around the world in 2009 when America's first lady, Michelle Obama, broke royal protocol on a visit to Britain by hugging the Queen
- By comparison, in the high contact cultures of the Middle East, Latin America, and Southern Europe, physical touch is a big part of socializing
- In much of the Arab world, men hold hands and kiss each other in greeting, but would never do the same with a woman
- In Thailand and Laos, it is taboo to touch anyone's head, even children
- In South Korea, elders can touch younger people with force when trying to get through a crowd, but younger people can't do the same

<https://virtualspeech.com/blog/cultural-differences-in-body-language>



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How human touch can initiate international confusions can be understood by this interesting event which made a headline in 2009, when Americas first lady Michelle Obama broke royal protocol on a visit to Britain and hug the Queen. This hug which was


so much against the British norm of behavior, so much against the royal protocol made the global headlines. So, we find that in various countries it is not only the frequency of touch, but also the position of touch, the point of the body where a human touch has been exercised also matters a lot.

For example, in the Arab world it is comfortable for men to hold the hands of each other or to kiss them in public a cross gender touch is absolutely prohibited. In Thailand and Laos it is a taboo to touch somebody on head particularly the young children because it is considered to be inauspicious. In South Korea, elders can touch younger people particularly when they are trying to get through a crowd etcetera, however it is considered to be very crowd if a younger person touches an elderly person in the same manner.


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Touch in Public

- The biggest cultural differences exist mainly in relation to territorial space, eye contact, touch frequency and insult gestures
- The regions that have the greatest number of different local signals are Arab countries, parts of Asia and Japan (Pease p. 113)
- For example, if a Middle Eastern man holds another man's hand in public, as is done in here by the Pakistani President Mr. Asif Ali Zardari with Iranian President Mr. Mahmoud Ahmadinejad, it is understood as a sign of mutual respect
- But one should avoid it in the USA or England



https://westsidetoastmasters.com/resources/book_of_body_language/chap5.html




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These cultural differences are also exhibited in international situations. We have referred to the global headline when the USA first lady Michelle Obama hug the Queen, the similar situation is exhibited in this photograph where the Pakistani president mister Asif Ali Zardari is holding hands with the Iranian president mister Mahmoud Ahmadinejad. It is understood as a sign of mutual respect because this is a commonly shared cultural belief; however, one cannot expect the same reaction in an American or a British society. So, these cultural differences do exist and they mainly exist in relation to territorial


space, eye contact the frequency of touch as well as the insulting gestures which are different in different societies.

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- The Japanese though, are culturally most opposed to the touch of a stranger. Bodily contact is considered impolite and handshakes, kissing and bear hugs have not become established
- Japanese people bow on first meeting, the person with the highest status bowing the least and the one with the least status bowing the most
 - On first meeting, business cards are exchanged, each person assesses the other's status and appropriate bowing follows (Pease p.116)
- Chinese do not like to be touched by strangers
- Introductions involve nod or a slight bow. Touch by a stranger is not welcome



(Image: <http://vnm manpower.com/en/25-most-interesting-things-about-japanese-business-culture-that-you-may-not-know-part-2-b1192.html>)



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In most of the western world we find that some type of a touch has become permissible now particularly the handshake. However, we find that there are still certain traditional pockets in certain societies and cultures where this is a still avoided. It is interesting to refer to the Japanese and the Chinese societies, various authors who have worked in the area of nonverbal aspects of communication have referred to these societal norms.

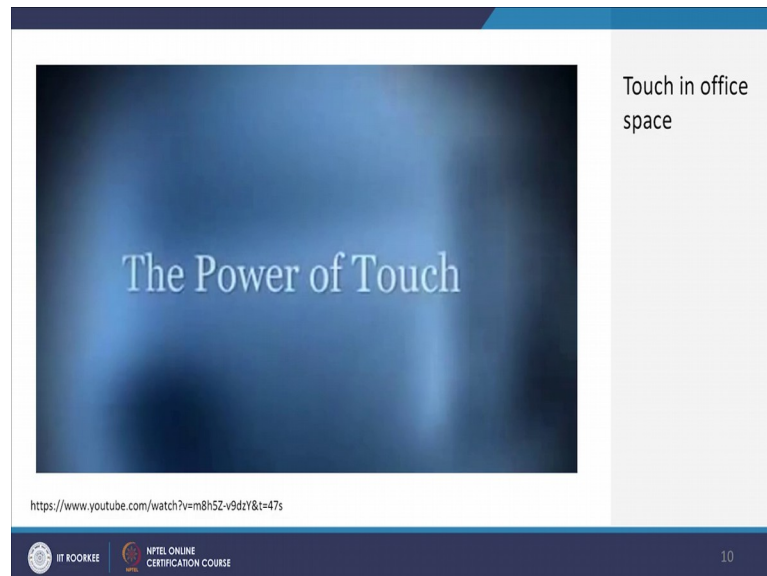
The Japanese in general are considered to be opposed to the touch of a stranger and bodily contact with a stranger is considered to be impolite in the Japanese culture and therefore they avoid kisses, the beer hugs as well as even intimate handshakes with others. Their culture allows them to bow to each other, and the person with the higher status bows the least and the one with the least status bows the most. The same cultural norms are witnessed in the Chinese societies also. Chinese also do not like to be touched by the strangers at least in the conventional Chinese social pockets.

And introductions in the Chinese convention involved a nod or a slight power. Touch is not welcome in the Chinese society. Though we find that those business houses and those work areas where the Chinese and Japanese people have to interact with the western culture, there is a closeness and proximity as far as the display of body linguistic

norms are concerned. So, these rules basically reflect the conventional makeup of Chinese and Japanese societies.

This video interestingly reflects the use of touch in the offices space.

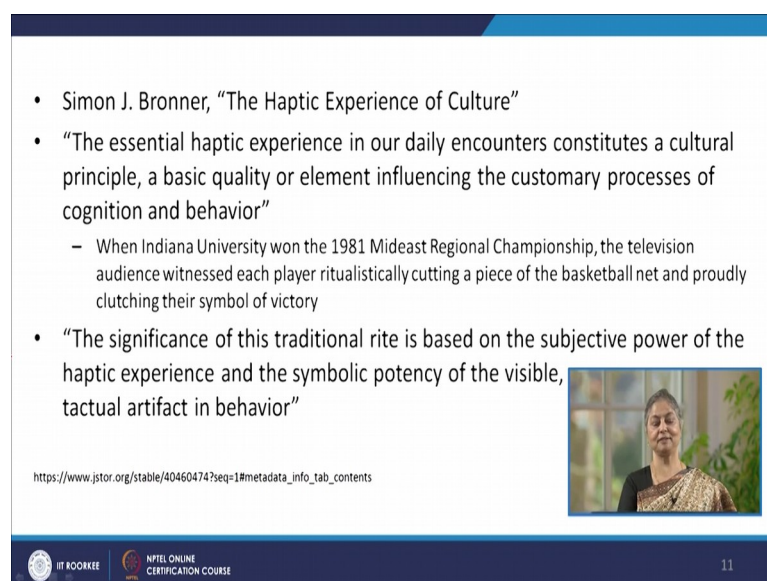
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The slide features a central video player with a dark blue background and the text "The Power of Touch" in white. To the right of the video player is a sidebar with the text "Touch in office space". Below the video player is a URL: <https://www.youtube.com/watch?v=m8h5Z-v9dzY&t=47s>. At the bottom of the slide, there are logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, and the page number 10.

In business touch is the quickest way to establish personal approval, a study on handshakes found that people are twice as likely to remember you if you shake hands.

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The slide contains three bullet points:

- Simon J. Bronner, "The Haptic Experience of Culture"
- "The essential haptic experience in our daily encounters constitutes a cultural principle, a basic quality or element influencing the customary processes of cognition and behavior"
 - When Indiana University won the 1981 Mideast Regional Championship, the television audience witnessed each player ritualistically cutting a piece of the basketball net and proudly clutching their symbol of victory
- "The significance of this traditional rite is based on the subjective power of the haptic experience and the symbolic potency of the visible, tactual artifact in behavior"

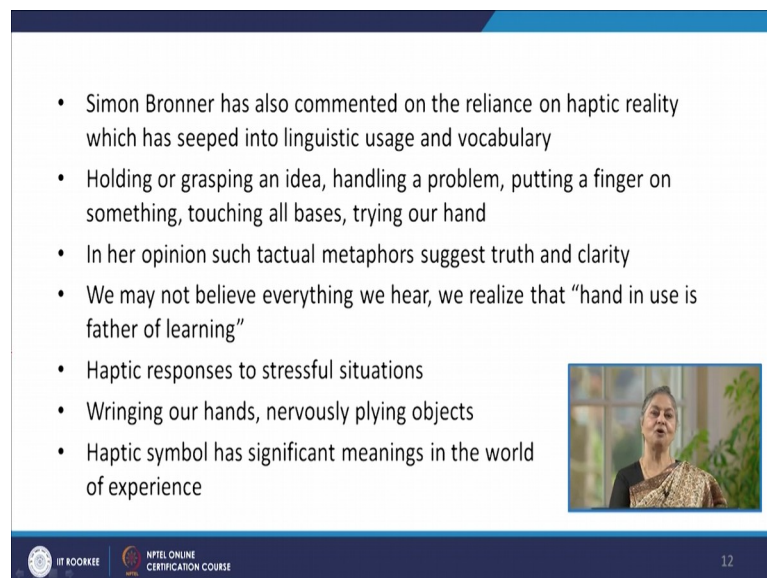
At the bottom left of the slide is a URL: https://www.jstor.org/stable/40460474?seq=1#metadata_info_tab_contents. At the bottom right, there is a small video inset showing a woman in a sari. At the bottom of the slide, there are logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, and the page number 11.

At this point I would like to refer to a very interesting article by Simon J. Bronner, Simon Bronner has written her article with the title of *The Haptic Experience of Culture* and I quote from this article “The essential haptic experience in our daily encounters constitutes a cultural principle a basic quality or element influencing the customary processes of cognition and behavior”. In the course of her argument she has quoted from a particularly sports event, when Indiana university had won the 1981 Middle East regional championship and it was shown on the TV to a live audience.

The audience witnessed that each player had ritualistically cut a piece of the basketball net and proudly clutched this symbol of victory. In her idea the haptic experience is not only related with the way we touch each other. But by extension it is also associated with the objects whom we touch and the sense of touch which is communicated in our association with inanimate objects.

And she is commented that “the significance of this traditional right is based on the subjective power of the haptic experience and the symbolic potency of the visible tactual artifact in behavior”. She has summed up the significance of the tactual artifacts in our day to day behaviors.

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- Simon Bronner has also commented on the reliance on haptic reality which has seeped into linguistic usage and vocabulary
- Holding or grasping an idea, handling a problem, putting a finger on something, touching all bases, trying our hand
- In her opinion such tactual metaphors suggest truth and clarity
- We may not believe everything we hear, we realize that “hand in use is father of learning”
- Haptic responses to stressful situations
- Wringing our hands, nervously plying objects
- Haptic symbol has significant meanings in the world of experience

She has also commented on the reliance on haptic reality which has seeped into our vocabulary and in different aspects of our linguistic usages. It is interesting to note how so many idioms are based on the wider area of haptics. For example we hold on to an

idea, we handle a problem, we put a finger on something, we tend to touch all bases, we try our hand maybe at new recipes. In the opinion of Simon Bronner, these tactual metaphors suggest is certain level of truth and a clarity of perception.

We may not believe everything we may hear but we realize that hand and use is father of learning. If we have actually touched something or we have experienced something with our hands, then this becomes a significant interpretation of the scenario in comparison to various versions which we might have heard from others.


In almost every language of the world we find that the idioms are based on our haptic association with the day to day life and a very interesting example can be found in the way we react to different stressful situations. When faced with stressful situations, we wring our hands we nervously ply objects. When we will look at the language of the fingertips then these aspects of our haptic behavior would be discussed once again.

So, haptic symbols have significant meanings in the world of experience. Human touch is important in every circumstances. It is equally important in our professional settings but it should come with certain moderators and we should be aware of certain filters before either extending our touch to other human beings or before looking at a particular interpretation of the touch of another human being.

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Moderators and Filters

- Position of touch
 - In Thailand, it is offensive to touch the head, as this body part is considered sacred
 - In India, touching the head is a rather personal behavior, blessing youngsters and children
 - Some cultures and societies have a taboo of touching persons and things with the left hand
- In the USA and Northern Europe touching has a lot to do with hierarchy
 - People who are older or of higher status may touch those who are younger or of lower status
 - The president of the company may touch the office employees. But the secretaries may not touch the president
 - Doctors may lay a comforting arm around a patient, but patients may not touch doctors. Adults may touch children, but children may not, unless they know them
 - Equals may touch each other
- Gender: Cultural differences, conventions



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We have referred to the position of touch and how it can have different cultural variations. In the USA and in Northern Europe touch also has a lot to do with his status and this status related hierarchies, people who are older or of higher status can comfortably touch a person who is younger or lower in status, but a younger person or a person who is lower in status would never initiate this touch. So, the president of the company may touch the office employees, but the employees would never touch the president. Equals may touch each other within the justifiable socially acceptable touch behavior.



We have also looked at the cultural differences the differences which exist in different organizations. A particular area which I want to touch upon is related with gender differences as far as our understanding of haptics is concerned.

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Haptics & Gender Differences

- Brenda Major, "Gender Patterns in Touching Behavior," *Gender and Nonverbal Behavior*, edited by C. Mayo, N. M. Henley, 2012, pp. 15-33
- Several consistent patterns of gender differences emerge from research on tactile communication
 - First, females from infancy on are touched more by others than males are
 - Second, men initiate touch more frequently than women
- Gender differences in touching behavior are closely linked to societal stereotypes about gender roles
 - Women are expected to be passive, dependent, emotional, and affiliative, whereas men are expected to be active, independent, unemotional, and aggressive
 - These stereotypes are widely held by both women and men, and both react toward others on the basis of these stereotypes



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I refer to an interesting article by Brenda Major. this article was published in 2012 and the title is *Gender Patterns in Touching Behavior*. However, the findings of Brenda Major are valid even in today's situation. She has suggested that several consistent patterns of gender differences emerged from research on tactile communication. She has also suggested that since their early childhood it is the young female child who is touched more in comparison to a male child, and at the same time because of the social norms men normally initiate touch more frequently than women.


Gender differences in touching behavior are also closely linked to the social stereotypes which exist in most of the societies about prefix gender roles. These gender roles and these stereotypes expect that women should be passive they should be dependent emotional, whereas men are expected to be active and independent unemotional and even aggressive in their day to day behavior. These stereotypes are widely held not only by men, but also interestingly by women and both react towards others on the basis of these stereotypes.



If our behavior is governed by these stereotypes then it not only inhibits our performance, but it also makes us less receptive as far as the other peoples positive intentions are concerned. So, it constricts not only my performance, but it also puts certain under constraints on the performance of other team members also who may belong to different genders.

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Haptics & Gender Differences

- Proactive behaviors (such as initiating touch) are more consistent with the male role whereas reactive behaviors (such as allowing oneself to be touched) are considered to be more consistent with the female role
- The dichotomy is similar to other distinctions that have been made between men's and women's behavior, e.g., agency vs. communion, instrumental vs. expressive, and status-asserting vs. status-neutralizing
- Gender stereotypes about touch leave women of higher status in dilemma
- Whether their touch be interpreted as an indication of power and support or would be misconstrued as an indication of weakness or as flirtatious

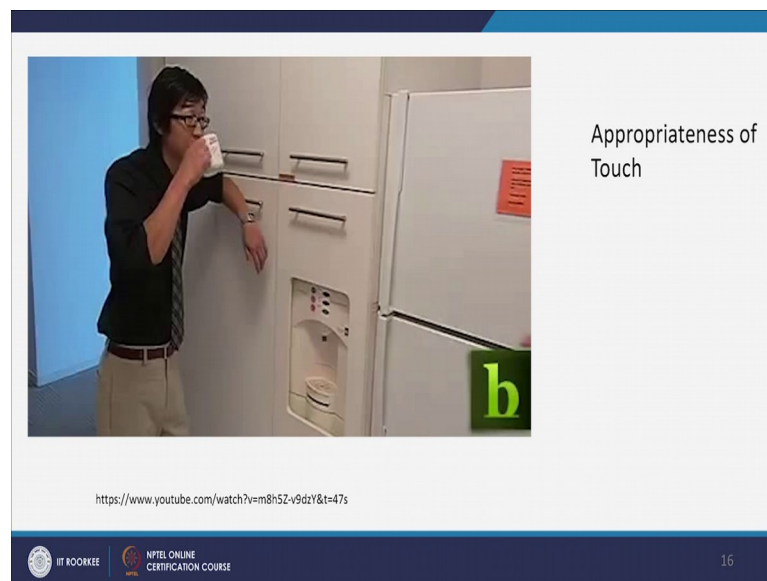


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As far as social stereotypes are concerned, male-roles are associated with proactive behavior, whereas women are normally associated with reactive behaviors. This dichotomy is similar to other distinctions which have been made between the behavior patterns of men and women. For example, agency versus communion, instrumental versus explicit, status asserting versus a status neutralizing, where is in all these dyads we find that men have been given the role of being an active agency whereas, women are supposed to be associated with passivity and less agency.

So, gender is stereotypes about touch leave women of higher status in a dilemma. It is only recent that women have started to wield positions of authority at a much higher level; they do not have any role models from whom they can learn skills in body language. So, they are often unsure whether they are touch to their junior male employees may be interpreted as an indication of power and support or it may be misconstrued as an indication of either weakness or even of flirtatious attitudes.

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The idea whether it touches appropriate or not is very interestingly displayed in this video.

Try increasing your communication impact by adding a touch now and again. If I remember to use your common sense about proper behavior in a professional setting, here are a few things to keep in mind. Make the touch light and short only long enough to establish a positive nonverbal signal, limit contact to the hands, arms, shoulder and back.

And be aware that touching bear shoulders are back switch female summer attire may expose can be perceived as a personal rather than a business gesture. Try touching someone when requesting assistance. Can you get me that report; research shows that touch as short as 140 of a second will increase that other person's willingness to help it is called the compliance effect.


Lastly use touching as a communication technique, for example touch the listener on the forearm to add emphasis to key parts of what you are saying. Because touch is used most often when we believe strongly in what we are saying touching can subconsciously enhance your credibility. Start paying attention to the amount of touching that is acceptable in your organizations culture, notice who the touches are and the positive or negative responses they.



On the basis of this discussion we can easily make out the haptics is pretty significant in the workplace.

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Haptics & its Significance in a Work Place

- Examining touch in a work setting is challenging as touch is one of the most complex forms of communication. Context is critically important in understanding the use, meaning and implication of a touch
- The workplace is a somewhat unique setting for tactile interaction because
 - Harassment concerns have caused many managers to fear touching their subordinates
 - Many organizations constrain or prohibit the use of touch in the workplace
- Certain types of touch can be used appropriately in the workplace (e.g., handshake, pat on the back), unwanted or deliberately intimidating hard touch is unprofessional, even criminal
- Interestingly at the same time, touch has been linked to behavioral outcomes such as increased compliance with requests from others as well as a feeling of camaraderie



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Examining touch in a workplace is challenging as touch is a complex as well as fuzzy aspect related with our communication. In any interpretation of touch context is critically important and the workplace is a somewhat unique setting for tactile interaction, because of harassment concerns which have caused many managers to fear any type of touch with their subordinates. This climate of fear has forced many organizations to prohibit the use of touch in the workplace.

We know that there are certain types of touches which can be used appropriately in the workplace, for example, an encouraging pat on the back a handshake but at the same time there may be an unwanted touch or a touch which is deliberately intimidating which is not only unprofessional, but can also be criminal. At the same time researchers in this area tell us that both these interpretations are equally applicable and available.

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- Several researches suggest that touch may be used to positive outcomes in the workplace.
- In particular, the findings of Fuller et al. (2011) support the notion that managers may use touch to influence employee perceptions
- In their study, managers who used touch more frequently were more socially effective in terms of subordinate perceptions of manager likeability, apparent sincerity, interpersonal influence, and perceptions of supervisor support.

(Source: Marler, Laura E et al. "Exploring the Role of Touch and Apologies in Forgiveness of Workplace Offenses." *Journal of Managerial Issues*, Vol. 23, no.2, 2011, pp. 144-163)



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Researchers suggest that touch may be used to positive outcomes in the workplace, this is particularly supported by a very interesting study which was done by Fuller and others and this study had supported the notion that managers may use touch to influence the perceptions of employees.

In the findings they had suggested that managers who used touch is a strategy, more frequently were more socially effective. In terms of subordinate's perceptions of their likeability apparent sincerity, interpersonal influence and perceptions of supervisor support. At the same time there have been many other instances supported by research and documented by various agencies in which touch has led to a negative impact on the employees.

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Human vs Machine Haptics

- Utility of the term haptics lies more in scientific, psychological and engineering concerns about embodied tactile or somatic perception
- Wide varieties of applications have emerged to span many areas of human needs, such as product design, medical trainers, and rehabilitation
 - Multiple disciplines such as biomechanics, neuroscience, psychophysics, robot design and control, mathematical modeling and simulation, and software engineering converge to support haptics (Mandayam A. Srinivasan)

Srinivasan, Mandayam. "What is Haptics?" Laboratory for Human and Machine Haptics: The Touch Lab, Massachusetts Institute of Technology. <http://touchlab.mit.edu>

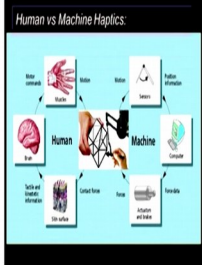



Image Courtesy:
<https://slideplayer.com/slide/11503510/>




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Nowadays we find that touch is not only related to human beings only, it has got a technological extension also. And utility of the term haptics now lies more in scientific psychological and engineering concerns about embodied tactile or somatic perceptions. A very interesting article by Mandayam A. Srinivasan has referred to white varieties of applications which have emerged to spend many areas of human needs which include product design medical trainers and rehabilitation.

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Different Applications of Haptics

- The term is deployed in various contexts, such as art history, aesthetics and architecture, although most frequently in the psychology of perception and engineering, especially in the technologies of touch
- Mandayam A. Srinivasan writes that in order to organize rapidly increasing multidisciplinary research literature, it is useful to define sub-areas of haptics. He suggests the following three areas into which it can be subdivided:
- **Human Haptics:** the study of human sensing and manipulation through touch
- **Machine Haptics:** the design, construction, and use of machines to replace or augment human touch
- **Computer Haptics :** algorithms and software associated with generating and rendering the touch and feel of virtual objects (analogous to computer graphics)



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He has also referred to three different types of haptics. The term haptics is deployed in various contexts for example in art history in aesthetics and architecture, and more frequently in the psychology of perception and engineering in man management in human resources. But now we find that the increasingly multidisciplinary research has made it possible to look at this particular art of touching in its technological dimensions.

So, he has subdivided haptics into three subcategories- **Human Haptics**, **Machine Haptics** and **Computer Haptics**. Human haptics is what we have been discussing in the last two modules, the study of human sensing and if I can use this word manipulation of their ideas and emotions through touch. Machine Haptics is the design construction and use of machines either to replace or to augment human touch, artificial intelligence is working in this direction. Then we have computer haptics which is based on algorithms and software's associated with generating and rendering the touch and feel of virtual objects.

So, this discussion of haptics tells us of its significance in the workplace, in our personal life also. The cultural variations which exist in it is interpretation as well as certain other dimensions which have become possible because of technological development. In our next module we would look at kinesics as an independent part of nonverbal aspects of communication.

Thank you.