

Title	感性的行為としての生け花がビジネスパーソンに及ぼす影響：動画鑑賞の短期効果とビジネス現場への活用可能性
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Abstract

In the VUCA era, psychological stress is gaining attention as a health risk. Among corporate health initiatives, office greening is one approach to stress reduction. Previous research has shown that viewing nature and plants reduces human stress. The author hypothesized that if nature and plants reduce stress, then ikebana, a traditional Japanese art form, might have a similar effect. However, research specifically targeting ikebana is scarce, highlighting the need to clarify the relationship between ikebana and stress reduction based on quantitative data. Furthermore, ikebana possesses an artistic dimension. While it has a logical aspect based on established forms, it also has a sensibility-driven aspect where these forms are applied freely. This act of arranging flowers using this sensibility is characteristic of ikebana.

Against this backdrop, this study focuses on ikebana, examining how its practice and appreciation are received in the daily lives and business settings of working professionals. Therefore, the objective of this study is to clarify how the practice of ikebana and the appreciation of its works are received in the business environment.

To clarify the short-term psychological and physiological effects of ikebana practice videos and work appreciation, a bio-measurement experiment using skin conductance sensors was conducted. Furthermore, to explore the medium- to long-term effects of ikebana practice experience on daily life and the business environment, semi-structured interviews were conducted, followed by qualitative analysis using thematic analysis and quantitative text analysis.

The physiological measurement experiment results showed that viewing ikebana itself reduces short-term stress, with ikebana practice videos being more effective than photographs of ikebana works. Furthermore, the effect was observed even without actual ikebana practice, achieved through just two minutes of viewing.

Qualitative analysis conceptualized ikebana's role in daily life, organizing its practice into three functions: (1) emotional regulation, (2) opportunities for focused attention, and (3) opportunities to exercise creativity. Conceptualizing its role in business settings yielded two functions: (1) development of personal capabilities and (2) experiences contributing to team building, indicating these could become transferable skills applicable to business.

Finally, we demonstrate its contribution to knowledge science. Ikebana, the sensory act of creating with flowers and plants, provides opportunities for focused awareness and shifting perspectives. When viewed within the framework of social horticulture, it offers new implications. Furthermore, statements from interviews revealing the sharing of tacit and explicit knowledge within the knowledge creation process indicate that it serves as an example of sharing embodied aesthetic knowledge.

Keywords: Ikebana, Business professional, Electrodermal Activity (EDA), Practical Video, Quantitative Text Analysis