



Group photo of exchange students and students returning from study abroad together with SDM faculty

February 2013



Message from the Faculty

Building System-Oriented Nation Based on Science and Humanities

It has been a while since science, as opposed to the humanities, lost its popularity among students in Japan. Considering that science and technology have been the driving force behind the nation's prosperity, I am afraid that this phenomenon could lead to the deterioration of Japan's national strength. Science and technology-related subjects, such as mathematics and physics, require students to patiently accumulate knowledge. This may be one of the reasons why students find it difficult to visualize whether what they are studying will be of any use. The same is true for university-level research. Some students study component technology without really understanding how that particular technology can be applied or how it will fit into the bigger

picture. This is an example of failing to see the whole picture as a system. I believe that the study and research of science will be more interesting if one tries to see where a particular knowledge is leading to and how the technology can be applied. At Keio SDM we do not distinguish science from the humanities. Rather, we promote the education of system design, integrating science and the humanities. Students are encouraged to see the bigger picture based on scientific thinking while dealing with a wide range of issues, from detail technology to applied business, based on thought from both science and the humanities. I believe that education as such will make Japan more system-oriented, thereby contributing to building a stronger nation.

Tetsuro Ogi, Professor
Graduate School of System Design and Management

News

TOPIC 1

Keio Innovative Design School (KiDS) Workshop

On January 6 a special spring session of the Keio Innovative Design School (KiDS) was held with the theme, "System Design Workshop on Changing the World with Altruistic Thinking: Cause Related Marketing (CRM) Design Method Using Wants Chain Analysis (WCA)." Participants learned a great deal from the comparison of CRM designs with and without WCA. An experiment was done by dividing the participants into two groups. One group began their discussion with brainstorming,

while the other group conducted WCA before brainstorming. Interestingly, the discussion tended to diffuse when it began with brainstorming, whereas it tended to lead to systematic social understanding when they conducted WCA before brainstorming. The KiDS will continue to share the results of Keio SDM's education and research with greater society while using such occasions to verify our research findings.



Workshop at KiDS



TOPIC 2

Keio SDM Extension Lecture, "Workshop on Systems: Taking Panoramic View of All Things for Systematic Execution"



Workshop at Keio SDM extension lecture

The Keio Systems School, which was newly established in 2013, held its first workshop on Sunday, January 13, and its second workshop on Sunday, February 3. The first workshop covered how to capture everything around us as a system. It attracted more than seventy participants, including engineers who actively develop technological systems and those with no system development experience, such as undergraduate students and working professionals. The second workshop covered a systems engineering approach, which captures design and development objects as systems. It was attended by seventy individuals who were mostly engineers of private companies as well as undergraduate engineering students. Participants gave positive feedback for the workshops, expressing that they were useful for learning overarching and crosscutting ways of thinking. The third workshop is scheduled for Wednesday, March 6 and will focus on a collaborative system development approach utilizing Systems Modeling Language (Sys ML).

TOPIC 3

Keio SDM Extension Lecture, "Tips for Reaching Hearts: Proposals to Win the Hearts and Minds of People"



Lecture by Mr. Shinya Uchida

Keio SDM organized an extension lecture by Mr. Shinya Uchida entitled, "Tips for Reaching Hearts: Proposals to Win the Hearts and Minds of People," on Wednesday, January 16. Mr. Uchida is a copy writer at Dentsu Inc. who is also active as a magician. He calls himself a "salary-magician" as he is a "salary-man (salaried worker)" and magician at the same time. Based on his experience from both of these fields, he lectured about catchy and captivating proposals that "buzz." Being eloquent in speech, he delivered an

attractive lecture filled with information and tips. His video clip, "iPad Magic <http://www.youtube.com/watch?v=cbl0r0CIT18>," made the world's most played video one day on YouTube because he strategically analyzed the relevant data, such as Google trends, and synchronized the timing with the release of iPad. It was also useful for Keio SDM as it encourages how to think of better ways of disseminating information according to the needs of users.



Mr. Shinya Uchida

Debriefing and Informational Session for Study Abroad/Exchange Programs



Presentation

On January 23 Keio SDM held a debriefing and informational session for study abroad/exchange programs on Hiyoshi Campus. This year we had exchange students from Massachusetts Institute of Technology (US) as well as from Delft University of Technology (the Netherlands), Swiss Federal Institute of Technology, Politecnico di Milano (Italy), Institut National des Sciences Appliquées de Toulouse (France), and Purdue University (US). This indicates the expansion of Keio SDM's international network. At the informational session Dean and Professor Takashi Maeno introduced Keio SDM. Professor Masaru Nakano, a focal

point of international coordination, then gave a briefing on the study abroad program. Subsequently exchange students from overseas and Keio SDM students who returned from study abroad took turns introducing their respective universities. Topics included culture and customs of the countries, the personality of the cities, the strength of the universities, as well as the learning and research environment. Using photos, speakers shared their exciting experiences of jumping into other cultures, which held the audience's attention. For exchange students from overseas, a series of group-work activities at Keio SDM seems to have given them opportunities to learn about the Japanese

way of working. By better understanding some characteristics of Japan, they gained insight as to how to communicate effectively with Japanese people. Similarly Japanese students who studied in multi-national and multi-cultural environments learned the importance of "recognizing and overcoming the differences" between themselves and others through a series of small troubles they had to overcome themselves. Through partnering with top overseas universities, Keio SDM's exchange programs offer opportunities for students to deepen their understanding of multiple cultures and to establish and expand their global network, which is essential for global human resources.



Students and faculty listening to the presentation

Laboratory / Center profile

Regional Development and Vitalization Laboratory <http://lab.sdm.keio.ac.jp/rdvl/> (in Japanese)

Members: Professor Takashi Maeno, Associate Professor Naohiko Kohtake, Associate Professor Seiko Shirasaka, Guest Professor Monta Nakajima, Project Professor Mikako Hayashi, Guest Professor Toshiyuki Yasui, and others

Objective:

The Regional Development and Vitalization Laboratory aims to systematize research on regional development and vitalization. It conducts case studies regarding the subject by organizing seminars and field visits. Every month we hold a number of seminar sessions and share information with a view to systematizing and enhancing studies of regional development and vitalization. The laboratory collaborates with the Methodology Research Group of the Japan Association of Regional Development and Vitalization. We also work with other universities, central and regional governments, and private companies, thereby engaging in open and constructive discussions for better society. We welcome interested individuals and parties.

Examples of Research Topics:

- Methodology systematization, research analysis of regional development and vitalization using methods, such as research structural analysis
- Mechanism of regional development and vitalization, methodologies and methods concerning establishing indicators and quantifying
- Analysis of regional development and vitalization based on information technology, open data, economics, and public administration
- Case studies of tourism, industrial development, arts promotion, sports promotion, and regional branding
- Case studies of agriculture and city symbiosis, the agriculture, forestry and fisheries industry for local support, and revitalization of local shopping areas
- Methodology and case studies related to collaboration, co-creation, NPO, and social capital.
- Studies related to town development, community, regional development and vitalization



Group photo of the laboratory members



At a seminar session

Spatial Location-Based Service Laboratory

Members: Professor Shinichiro Haruyama, Associate Professor Naohito Kohtake, Assisting Professor Takaaki Ishida, and others

Objective:

Most social issues that exist in this world are closely related to spatial factors, such as locations of persons and things. In order to address these issues, one needs to acquire information related to the contexts and locations, analyze them, and make decision based on the results of the analysis. The objective of the Spatial Location-Based Service Laboratory is to do these things in a cross-cutting manner. We collaborate with companies both inside and outside Japan, with national institutions, and with other universities to promote leading-edge research. We also organize and administer international conferences and symposiums concerning spatial locational information service. Our goal is to contribute to industrial development. Please contact us if you are interested in taking part.

Research Topics/Activities:

- Research on space locational information application, such as guide systems for the visually impaired
- International project for message distribution system for emergencies based on locations of persons and things
- Study on sensor system for optimal lighting and ventilation system in public spaces
- Research on indoor and outdoor seamless positioning technology based on visible light communication technology, indoor messaging system (IMES), and a localization (estimating self-position) method.
- Administration of Location Business Japan and Asia Oceania Regional Workshops on GNSS
- Joint research and exchange programs with MIT, Purdue University, Delft University of Technology, and Regional Integrated Multi-Hazard Early Warning System for Africa and Asia (RIMES)



at a meeting with RIMES



Visually impaired participant experiences a navigation system



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