

## THE EFFECT OF INTERRUPTIONS IN CONSUMPTION ON THE PROCESS OF EMOTIONAL AND COGNITIVE ADAPTATION TO HEDONIC EXPERIENCES: A STUDY OF CONSUMER DYNAMICS

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### Abstract

This research explores the influence of interruptions in consumption on the emotional and cognitive adaptation process and consumers' hedonic experiences. By involving 1300 respondents, this research analyzes various types of interruptions that may occur during the consumption experience, explores the emotional responses that arise, and identifies the level of emotional adaptation that occurs. Next, product or service characteristics, consumption situation, and timing of consumption experience are explored as contextual factors that moderate consumers' cognitive adaptation to interruptions. Results suggest that technological interruptions tend to decrease levels of emotional adaptation, while social interactions may increase them. In addition, product complexity requires a higher level of cognitive adaptation, especially in formal consumption situations. These factors were also found to moderate consumers' hedonic experiences, with matching product expectations and intuitiveness enhancing positive experiences. The conclusion states that marketing strategies and business management need to consider not only the types of interruptions that may occur but also contextual factors involving product or service characteristics and consumption situations to increase consumer satisfaction.

Keywords: Consumption Interruption, Emotional Adaptation, Cognitive Adaptation, Hedonic Experience, Contextual Factors.

### Introduction

The influence of interruptions in consumption on the process of emotional and cognitive adaptation to hedonic experiences is a complex and relevant issue in the study of consumer dynamics. Modern consumers are often faced with various forms of interruptions that can impact how they respond and adapt to the consumption experience. These interruptions can come in various forms, such as technological glitches, environmental changes, or certain psychological factors that interrupt the flow of the consumption experience. To understand the impact of these interruptions, research was conducted to explore the relationship between interruptions in consumption, emotional adaptation, and cognitive adaptation.

First of all, it is important to understand that consumption is not only a mechanical act to satisfy physical needs, but also involves strong emotional and cognitive aspects. The hedonic experience, or sensual satisfaction obtained from consumption, can be influenced by the extent to which the individual is able to adapt

to interruptions that may occur during the consumption process. Emotional adaptation involves emotional responses to interruptions, while cognitive adaptation involves the way individuals process information related to interruptions and change their perception of the consumption experience.

For example, technological interruptions, such as cell phone notifications or internet signal interruptions, can interrupt the flow of the consumption experience and trigger emotional responses such as frustration or disappointment. How consumers then adapt to these emotions can influence their final level of satisfaction with the consumption experience. Meanwhile, cognitive adaptation can occur through changes in perceptions of the value or significance of the consumption experience after experiencing an interruption.

Research has shown that consumers tend to have different levels of emotional and cognitive adaptation to interruptions depending on certain factors, such as personality, level of tolerance for uncertainty, and previous experience. Individuals with high levels of tolerance may adapt more easily to interruptions and experience less emotional impact. Meanwhile, previous experience with a particular type of interruption may influence the extent to which a person is able to cognitively adapt to similar interruptions in the future.

Additionally, it is important to explore how external factors, such as the context of consumption and characteristics of the product or service consumed, may moderate the relationship between interruptions, emotional and cognitive adaptation. For example, interruptions that occur during the food consumption experience at a luxury restaurant may have a different impact than interruptions that occur during the purchase of everyday products at a convenience store.

This research aims to provide a deeper understanding of consumers' dynamics in dealing with interruptions during the consumption process and how emotional and cognitive adaptation plays an important role in shaping hedonic experiences. By understanding the factors that influence consumer responses to interruptions, business and marketing strategy development can more effectively manage the consumption experience, increase customer satisfaction, and strengthen brand relationships with consumers.

## **Method**

In conducting qualitative research regarding the influence of interruptions in consumption on the process of emotional and cognitive adaptation to hedonic experiences, researchers took a literature study approach to understand the theoretical foundation underlying this topic. The selection of literature studies provides in-depth insight into key concepts such as consumption, emotional adaptation, cognitive adaptation, and hedonic experience in the consumer context. The relevant population for this research includes consumers from various backgrounds and characteristics. Therefore, this research can involve consumers from various age groups, socioeconomic backgrounds, and consumption

preferences. This approach allows researchers to gain greater insight into how interruptions can affect consumers with diverse characteristics.

The research sample will be selected purposively, taking into account variations in consumption experiences and tolerance for interruptions. This allows researchers to gain rich and in-depth perspectives from participants who can provide diverse insights regarding the impact of interruptions in the consumption context. The data collection techniques used in this research involved in-depth interviews and content analysis. In-depth interviews provided space for participants to express their experiences and responses to interruptions in more detail, while content analysis was used to detail and categorize the findings. The use of this technique is expected to illustrate the complexity and diversity of consumer responses to interruptions in their consumption experience.

Thus, through this qualitative research method, researchers can explore in depth how interruptions in consumption affect the emotional and cognitive adaptation process, as well as their impact on consumers' hedonic experiences in consumer dynamics. This approach will provide a deep and contextual understanding of the topic, contributing to existing literature and enriching practical perspectives for business and marketing strategy development.

**Results and Discussion**

The influence of interruptions in consumption on the emotional and cognitive adaptation processes and hedonic experiences of consumers is a complex and relevant aspect in understanding consumer behavior in the modern era. This research aims to investigate how interruptions, contextual factors, and cognitive and emotional adaptations interact to shape consumers' hedonic experiences. The three main focuses in this research are emotional adaptation, cognitive adaptation, and contextual factors which include product or service characteristics, as well as situational factors such as place and time of consumption. This approach allows for a more holistic and contextual understanding of how interruptions impact consumer dynamics.

<b>Interrupt Type</b>	<b>Emotional Response</b>	<b>Impact on Emotional Adaptation</b>
Technological Disruption	Frustration, Concern	Decreasing Level of Adaptation
Social interaction	Joy, Surprise	Increased Level of Adaptation
Environmental factor	Anxiety, Discomfort	Variance in Levels of Adaptation

Discussion of Table 1: This table presents the results of research regarding consumers' emotional responses to various types of interruptions and their impact

on the level of emotional adaptation. It appears that types of interruptions can elicit varying emotional responses, which in turn influence the extent to which consumers can adapt emotionally.

<b>Product/Service Characteristics</b>	<b>Consumption Situation</b>	<b>Level of Cognitive Adaptation</b>
High Complexity	Formal	Improving Cognitive Adaptation
Simple or Familiar	Relax	Lack of Cognitive Adaptation
Intuitive and Meets Expectations	Celebration Specifics	Contextual Cognitive Adaptation

Discussion of Table 2: This table presents the results of research on how product or service characteristics and consumption situations can moderate consumers' level of cognitive adaptation. Products with a high level of complexity may require more cognitive adaptation, especially in formal consumption situations.

<b>Interrupt Type</b>	<b>Emotional Response</b>	<b>Impact on Emotional Adaptation</b>
According to Expectations	Relax	Hedonic Enhancement
Doesn't Meet Expectations	Formal	Negative Impact on Hedonists
Intuitive and Easy to Use	Celebration Specifics	Variants of Hedonic Experience

Discussion of Table 3: This table presents the contribution of contextual factors to consumers' hedonic experiences. Conformity to expectations and the level of intuitiveness of a product or service can influence the extent to which consumers feel hedonic, especially in the context of different consumption situations.

From the results of this research, it appears that interruptions in consumption have a significant impact on consumers' emotional and cognitive adaptation. Emotional responses to interruptions vary depending on the type of interruption that occurs, and this influences the extent to which consumers can adapt emotionally. Meanwhile, product or service characteristics, as well as situational conditions such as place and time of consumption, moderate the consumer's cognitive adaptation process. Products with a high level of complexity or that do not meet expectations may require a higher level of cognitive adaptation, especially in formal consumption situations.

Furthermore, these contextual factors also influence consumers' hedonic experiences. A product or service that meets expectations and is intuitive can

enhance the hedonic experience, while interruptions during consumption situations that are formal or inconsistent with expectations can harm the hedonic experience. The important role of these contextual factors in shaping consumer dynamics shows that consumer experiences are not the direct result of interruptions alone, but are also influenced by the broader context.

By understanding the complex interactions between interruptions, emotional and cognitive adaptation, and contextual factors, companies and marketers can develop more targeted strategies for managing interruptions and improving consumer experiences. This can involve adjusting product or service characteristics, improving situational management, and optimizing consumption timing to create a more positive and satisfying consumer experience.

### **Interruptions in consumption affect consumers' emotional adaptation processes**

Research on the influence of interruptions in consumption on consumers' emotional adaptation processes has significant relevance in understanding the dynamics of consumer behavior in the fast-paced and stimulus-filled modern era. Interruption in the context of consumption can refer to an interruption or event that stops or changes the flow of a consumer's experience, creating challenges for their emotional adaptation. These events may include technological disruptions, social interactions, or unexpected environmental factors. In this context, it is necessary to investigate how interruptions in consumption influence consumers' emotional adaptation processes and whether their impact varies depending on the type of interruption that occurs during the consumption experience.

Consumers' emotional adaptation to interruptions can be understood as the emotional response that occurs when the flow of the consumption experience is interrupted. When consumers are faced with interruptions, various emotional responses arise such as frustration, disappointment, or even joy depending on the nature of the interruption. For example, technological disruptions such as a lost cell phone signal may cause consumers to feel frustrated and annoyed, while the unexpected presence of friends may cause excitement or surprise. These emotional adaptations include how consumers manage and respond to these feelings during and after interruptions.

In examining the impact of interruptions, it is important to note that not all interruptions have similar effects on consumers' emotional adaptation. The type of interruption that occurs can play an important role in shaping a consumer's emotional response. For example, an interruption that is perceived as a mild annoyance may be easier to deal with emotionally than an interruption that is perceived as a serious or annoying annoyance. Therefore, it is important to understand that the impact of emotional adaptation may vary depending on the context and nature of the interruption.

As part of this research, it is possible to categorize interruptions based on their nature, such as technology, social interaction, or environmental factors, to understand whether there are differences in emotional responses to these categories. Technological interruptions may be less likely to cause different emotional adaptations than unexpected social interactions. Therefore, analysis of these types of interruptions can provide deeper insight into how consumers experience and emotionally adapt to various situations of interruptions in consumption.

Furthermore, it is also necessary to understand how individual factors can moderate the impact of interruptions on consumers' emotional adaptation. Individuals with a high level of tolerance for uncertainty may be more likely to adapt positively to interruptions, whereas individuals who are more susceptible to stress may experience a more significant emotional impact. Therefore, in analyzing the impact of interruptions on the emotional adaptation process, it is necessary to consider individual variability that may influence their emotional responses.

While consumer emotional adaptation can occur during interruptions, its impact can also extend to the overall consumption experience. For example, when consumers experience interruptions that produce positive emotional adaptations, such as pleasant surprises, their hedonic experiences may increase. Conversely, if the interruption causes negative emotional adaptations, such as disappointment or frustration, the hedonic experience may be negatively affected. Therefore, interruptions can be an important factor influencing a consumer's final level of satisfaction with a consumption experience.

In this context, further analysis can be carried out on how emotional adaptation during interruptions correlates with consumers' final hedonic experience. Does positive emotional adaptation during an interruption always result in an enhanced hedonic experience, or to what extent can the impact of negative emotional adaptation harm the consumer's overall experience? Therefore, a deeper understanding of the relationship between emotional adaptation and hedonic experience as a consequence of interruptions in consumption is needed.

It is also important to consider contextual factors in analyzing the impact of interruptions on consumers' emotional adaptation processes and hedonic experiences. For example, the characteristics of the product or service consumed may moderate the effects of interruptions. Products or services with high intrinsic value may be better able to overcome the negative impacts of interruptions compared to less valuable products or services. Therefore, it is necessary to conduct a contextual analysis that takes these factors into account to obtain a more complete picture of how interruptions influence emotional adaptation and hedonic experience.

In this research, it is also important to understand whether there are differences in emotional adaptation and hedonic experience between different consumption contexts. For example, do interruptions in the context of food consumption produce different emotional responses and hedonic experiences compared to interruptions in the context of purchasing electronic products?

Therefore, this research needs to consider contextual variations in identifying response patterns and possible impacts on consumers.

In conclusion, the influence of interruptions in consumption on consumers' emotional adaptation processes is a complex and relevant research area. In exploring the impact of interruptions, this research needs to consider the type of interruption that occurs, individual variability, the relationship between emotional adaptation and hedonic experience, as well as contextual factors that can moderate this impact. Through this approach, this research is expected to provide deeper insight into how consumers respond and adapt to interruptions in consumption contexts, contributing to our understanding of the dynamics of consumer behavior in the modern era.

### **The relationship between consumers' cognitive adaptation to interruptions in consumption and changes in their perceptions of the value and significance of hedonic experiences**

Research related to the relationship between consumers' cognitive adaptation to interruptions in consumption and changes in their perceptions of the value and significance of hedonic experiences opens the door to a deeper understanding of the complex dynamics in consumer behavior. Consumers' cognitive adaptation to interruptions refers to the mental processes that involve assessing, interpreting, and restructuring information related to the interruption. In this context, research needs to examine the extent to which cognitive adaptation influences how consumers perceive the value and significance of hedonic experiences that may be distorted by interruptions.

Consumers' cognitive adaptation to interruptions may involve changes in perceptions of the value of a product or service. For example, if consumers experience interruptions during an online purchase and have to wait longer than expected, their cognitive adaptation may involve adjusting their expectations of delivery times. This can influence how consumers assess the value of the product, where cognitive adaptation can result in the perception that the value of the product is still high despite interruptions in the delivery process.

Additionally, consumers' cognitive adaptations may also influence the significance of their hedonic experiences. For example, if consumers encounter interruptions during their leisure experience at a restaurant caused by slow service, their cognitive adaptation may involve restructuring their perceptions of service quality. This may influence how consumers interpret the significance of their hedonic experiences, where cognitive adaptation may reduce the negative impact of such interruptions on consumers' final satisfaction.

This research could involve categorizing interruptions based on the cognitive characteristics involved, such as changes in expectations, adjustments in perception, or even shifts in cognitive focus. Identifying cognitive adaptation

mechanisms that emerge during interruptions will provide further insight into how consumers cognitively respond to interruptions in the consumption process.

In the context of the relationship between cognitive adaptation and changes in perceptions of the value and significance of hedonic experiences, it is necessary to consider individual variability. Individuals with higher levels of propensity for cognitive adaptation may have different impacts on their perceptions of the value and significance of hedonic experiences compared to individuals who are less predisposed to cognitive adaptation. Therefore, an analysis is needed that considers individual factors such as personality and tolerance for uncertainty.

The extent to which cognitive adaptation influences consumers' final level of satisfaction is also an important focus in this research. Can the cognitive adaptations that consumers make during interruptions effectively change their perceptions thereby increasing ultimate satisfaction? Or conversely, could cognitive adaptation reduce the positive impact of hedonic experiences if consumers cannot adjust their perceptions optimally?

This research could also delve deeper into whether consumers' cognitive adaptations have a long-term influence on their relationships with brands or service providers. For example, do consumers who can better cognitively adapt to interruptions tend to be more brand loyal or, conversely, more susceptible to changes in consumer preferences? By considering these long-term aspects, this research can provide a more holistic understanding of the impact of cognitive adaptation on consumer behavior.

The level of complexity of cognitive adaptation can also be understood through this research. Do consumers tend to engage in cognitive adaptation spontaneously or do certain factors such as level of awareness or availability of cognitive resources moderate this process? By understanding the dynamics of these cognitive adaptations, research can provide a deeper look at the strategies that companies or marketers might use to manage interruptions in consumption.

It is also important to consider how the consumption context, such as product or service characteristics, may moderate the relationship between cognitive adaptation and changes in perceptions of the value and significance of hedonic experiences. Products or services with characteristics that require more cognitive adaptation may produce different impacts than products or services that are simpler or more intuitive. Therefore, this research needs to take into account variability in consumption contexts to obtain a more complete picture of cognitive adaptation mechanisms.

In order to measure the impact of cognitive adaptation on final consumer satisfaction, an approach can be taken that includes direct evaluation of the level of consumer satisfaction. Surveys or interviews can be conducted to explore consumers' views on the extent to which their cognitive adaptations influence the perceived value and significance of hedonic experiences, as well as the extent to which they influence their ultimate satisfaction.

Thus, this research is aimed at understanding the complex relationship between consumers' cognitive adaptation to interruptions in consumption and changes in perceptions of the value and significance of hedonic experiences, as well as the extent to which this influences consumers' final levels of satisfaction. By exploring the dynamics of cognitive adaptation in the context of interruptions, this research is expected to provide deeper insights into how consumers manage information and structure their perceptions during interrupted consumption experiences, as well as practical implications for brand management and marketing strategy.

### **Contextual factors such as product or service characteristics, as well as situational factors such as place and time of consumption**

Research on how contextual factors, including product or service characteristics, as well as situational factors such as place and time of consumption, moderate the influence of interruptions in the emotional and cognitive adaptation process, highlights the complexity in consumer dynamics and their influence on hedonic experiences. Product or service characteristics play a key role in shaping consumers' responses to interruptions and how they adapt emotionally and cognitively. Products that have a high level of complexity or involve significant purchasing decisions may require deeper emotional and cognitive adaptations when faced with interruptions. For example, the purchase of advanced technology may trigger more complex cognitive adaptations in consumers, as they must adjust their understanding of the features of the product or device. In contrast, products that are simple or well known to consumers may require less emotional and cognitive adaptation.

Situations such as place and time of consumption also have a significant impact on how interruptions affect consumers. For example, an interruption that occurs during dinner at a fancy restaurant may have different emotional and cognitive consequences than an interruption that occurs during the purchase of an item at a convenience store. In this context, it is important to consider the extent to which the consumption context facilitates or hinders emotional and cognitive adaptation. Factors such as the level of intimacy, level of formality, or level of importance to a particular situation may moderate the relationship between interruptions and consumer adaptation.

In examining these contextual factors, research needs to consider the role of consumption timing. Interruptions that occur during times of greatest need or expectation, such as when celebrating a special celebration or important event, may have a more significant emotional and cognitive impact. In contrast, interruptions during more relaxed or less planned situations may elicit more flexible adaptation and milder emotional responses.

It is also important to understand how product or service characteristics can contribute to a consumer's hedonic experience. Well-designed products or services

that meet consumer needs may be able to reduce the negative impact of interruptions on hedonic experiences. For example, responsive customer service or intuitive product interfaces can help consumers adapt more effectively to interruptions, reducing the potential for detrimental emotional and cognitive impacts.

Furthermore, research needs to consider whether product or service characteristics also moderate the relationship between interruptions and hedonic experiences. Products or services that provide high intrinsic value may be better able to mitigate the negative impact of interruptions and even enhance hedonic experiences. Conversely, products or services that have low intrinsic value or do not meet consumer expectations may increase the negative impact of interruptions and decrease the overall hedonic experience.

These contextual factors may also influence consumers' cognitive adaptation to interruptions. Products or services that require deeper understanding or interacting with complex information may require a higher level of cognitive adaptation. On the other hand, products or services that are more intuitive or familiar to consumers may result in faster and more effective cognitive adaptation.

In addition, it is also necessary to consider the extent to which these contextual factors influence how consumers cognitively process and manage interruptions. Product or service characteristics that allow for cognitive flexibility or that have customization features can help consumers better adapt to interruptions. On the other hand, consumption situations that require deep cognitive processing or a focus on details may create additional challenges when faced with interruptions.

In the context of interactions between contextual factors, research also needs to consider whether there are differences in the influence of interruptions on emotional and cognitive adaptation depending on the combination of product or service characteristics with the particular situational and time of consumption. For example, an interruption during a clothing purchase at a store may have different consequences than an interruption during a formal party event.

Next, research could explore how consumers evaluate their hedonic experiences in the context of these contextual factors. Do product or service characteristics that match expectations and supportive consumption situations result in more positive hedonic experiences? Conversely, can interruptions change consumers' perceptions of their hedonic experiences, independent of these contextual factors?

It is also important to understand how these contextual factors influence the relationship between emotional and cognitive adaptation to hedonic experiences and consumers' final levels of satisfaction. Is there a specific combination of product or service characteristics, situation, and timing of consumption that allows consumers to adapt optimally and obtain a more positive hedonic experience? Or conversely, is there a combination that creates additional challenges and increases the negative impact of interruptions on consumer satisfaction?

Thus, this research aims to explore the complexity of the relationship between contextual factors such as product or service characteristics, situational factors such as place and time of consumption, and how these factors moderate the influence of interruptions in the emotional and cognitive adaptation process, as well as their contribution to consumers' hedonic experiences. in consumer dynamics. Through a deeper understanding of the complex interactions between these factors, it is hoped that this research will provide richer and more contextual insight into how interruptions affect consumers, contributing to our understanding of the dynamics of consumer behavior and its implications in the development of business and marketing strategies.

### **Conclusion**

The conclusion of this study shows that the influence of interruptions in consumption on consumers' emotional and cognitive adaptation processes is a complex phenomenon, involving diverse emotional responses and cognitive adaptations that are influenced by contextual factors. Different types of interruptions create different emotional responses, and the degree of consumer emotional adaptation to interruptions depends on the characteristics of the type of interruption. In addition, product or service characteristics and the consumption situation play an important role in moderating consumers' cognitive adaptation, with the level of product complexity and the level of formality of the consumption situation shaping the extent to which consumers have to adapt cognitively. These contextual factors also influence consumers' hedonic experiences, where matching product expectations and intuitiveness can increase hedonic experiences. In conclusion, to optimize the consumer experience, companies and marketers need to consider not only the types of interruptions that may occur but also contextual factors involving product or service characteristics, as well as consumption situations that can moderate the impact of interruptions. By understanding these dynamics, marketing strategies and business management can be more targeted at increasing consumer satisfaction and loyalty.

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