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Abstract
More and more so called “Healing Toys” are on the market recently, making the supply unable to meet the demand. What are the reasons for the generated feeling of healing caused by those Healing toys? And what are the characteristics of healing of such products? With the trend of changing structure of population and age, many 50-to-64-year-old people of Mature age generation are undergoing the change of life and meeting the turning points such as midlife crisis, empty nest syndrome and gerontic panic. Nearly half of the people of Mature age generation consider their lives to be hard and full of pressure. Therefore, this study is to classify the numerous Healing toys on the market by KJ method, then using the Delphi method to understand the healing characteristics of those toys and related discussion by an interview with experts, and then investigating the people of Mature age generation’s perspectives by the questionnaire. We try to find out more methods to releasing pressure and its probabilities to provide design circles or the related toy manufacturers with guidelines and opinions.
The study result showed that Healing toys can be separated into five types, the type that is a personification in vision for appreciation purpose, the type that is controlled by the human voice and can interact with people, the type that can make an action by the
user's touch control for entertainment purpose, the type that is sensitive to the light and reacts with regular actions, and the type that contains IC chips and has some kinds of artificial intelligence. Through three rounds of Delphi method, we knew that the word “Healing” was named because the healing toys can soothe, relieve and transfer the strong pressure inside somebody’s mind. The characteristics of those toys are having cute appearance, harmlessness, tenderness, lovableness, two-way interaction, addition function that can give surprise, and relationship related with emotions of oneself.
The concrete feelings given by the healing toys are happiness, relaxation, reducing pressure, transferring attention, deferring bad moods, and having the power to change emotions. Besides, the healing toys are considered suitable to be assisting materials to heal somebody’s mind by playing games because it has characteristics of helping to transfer or relieve negative emotions and helping to transfer attention. The questionnaire results from Mature age generation indicated that the most favorable, healable and desirable toy is the type that contains IC chips and has some kinds of artificial

intelligence; and the type that is a personification in vision for appreciation purpose is in contrast. Considering the related perspectives toward the healing toys, people of Mature age generation mostly agree the expert, Delphi for his viewpoints.
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