

**Prof. Andrea Gaggioli**  
**Full professor, Director of the Research Center in Communication Psychology**  
**(PsiCom) and**  
**Coordinator of the International Master in User Experience Psychology,**  
**Università Cattolica del Sacro Cuore**

### **Bio**

Andrea Gaggioli is a Full Professor of General Psychology at the Department of Psychology at Università Cattolica del Sacro Cuore, Milan, Italy. At the same University, Prof. Gaggioli is Director of the Research Center in Communication Psychology and of the International Specializing Master in User Experience Psychology. Prof. Gaggioli's research focus is the psychology of digital experience, using a broad spectrum of methods, instruments, and technologies. At the applied level, his goal is to integrate positive psychology, digital tools, and art to design transformative experiences that improve people's lives. He has published widely (over 150 papers) in international journals, and he is member of the editorial board of prestigious scientific journals in his field.

**Keynote Address on:**

**“Designing Transformative Digital Experiences: The Potential of Positive Technologies  
for Personal Change”**

**Abstract**

As the digital landscape rapidly evolves, virtual reality (VR) and augmented reality (AR) are poised to reshape the way we engage with experiences, particularly those aimed at personal growth and self-discovery. By enabling individuals to step into alternate realities and navigate simulated scenarios, these technologies have the potential to facilitate transformative experiences that lead to personal change, growth, and development. In this keynote, I will delve into the psychological mechanisms underpinning the efficacy of virtual transformative experiences, highlighting how these technologies can evoke emotional responses, challenge perspectives, and prompt introspection. Additionally, ethical considerations surrounding the design and implementation of such experiences will be addressed, ensuring that the potential of these technologies is harnessed responsibly and thoughtfully.