

Methodologies for evaluating the affective experience of a mediated interaction

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Ideal objective : access to the affective experience of the users

Complementarity verbal reports / behavior-based methods



How to improve the reliability of verbal reports ?

Specific technics of interview

re-immersing the user in the interaction

Complementarity verbal reports / behavioral data

(questionnaire,
interview...)

(physiological data, facial,
vocal, actions,...)



during the interaction ;
«[objective]»

But which emotional meaning ?

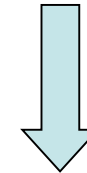
Ambiguous cues -> interpreted
with verbal reports

Sometimes absence of cues

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But which emotional meaning ?

Ambiguous cues -> interpreted
with verbal reports

Sometimes absence of cues

Reliable subjectivity

Risk of rationalization and
forgetting



Verbal reports

Difficulty : risk of rationalization, generalization, justification;
subjective transformation of the experience

Objective : What happens during the interaction ? How do the
users experience it ?

Not opinions nor judgments, but lived experience

Not global description, but specific moments of use

-> antecedents of emotions

-> interview to relaunch and focus

Disrupting double task -> after the interaction

Re-immersing the user -> better recall -> less rationalization

Interviews

Not trivial ; subtle technique ; effects on responses

Explicitation Interview

Vermersch 1994, Depraz, Varela & Vermersch 2003

Vivid memory ; «[situated]» recall

Questioning the sensorial context

Not inducing : «[and at this moment what happened to you? ; and when you saw that, what did you see?]»; interrogative echoing, etc...

Helping to recall details and pre-reflected affects

Actively accompanying

Self-confrontation (video-supported interview)

watching the video of the interaction (subjective camera)

stop and describe

mnesic support

Example : a mediated interaction

Setting and data

Marie and Agnes buy a present for a friend ; remote and mediated;

M in a jewelry, shows to A (outside) ; audio and video link

- 2 video recordings of A and M during the interaction
- explicitation interviews
- self-confrontations

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Some results :

Some emotions not inferable from vocal, facial, verbal cues (10 judges) but verbalized

ex :

when M moves the camera quickly to new showcase

-> A «not associated», «pushed», «rushed» ... but judged neutral ;

when A wants to see something else

-> A «frustrated», «no control» ... but judged positive/neutral

To conclude ...

Need of verbal reports

- for interpreting the emotional meaning
- when social masking of emotions, or expressive limit

Need of behavioral data

- for emotions which cannot be verbalized (not conscious)

Tricky question :

when contradictory data, which one do we rely on ?...

(ex: looks still but says uncomfortable and frustrated)

maybe the 'socially risky' ones (values, masking and image protect°)