



Studying affect and emotions as important parts of user experience

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Sub disciplines concerning emotions

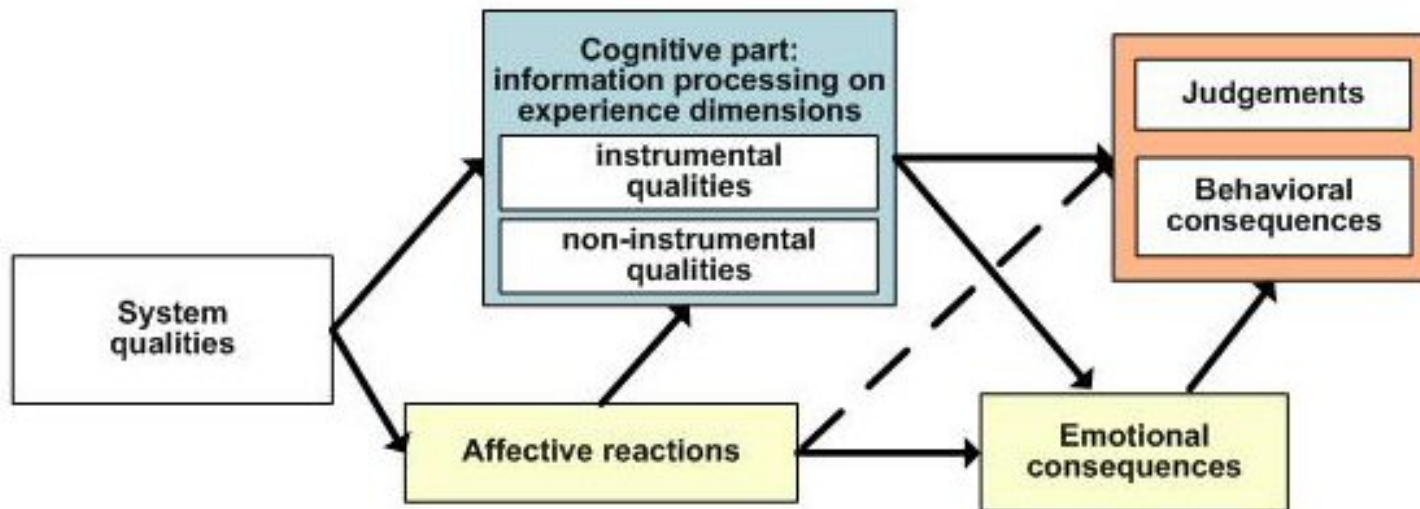


Affective Computing	Emotional Design	
Affective computing systems recognize users' emotion, model users' affective states, adapt to users' affective state and express emotions	Affect and emotion are studied as important parts of user's experience with interactive systems and the aim is to consider emotional aspects in the interactive system design process	
	Emotional System Design	Emotional System Evaluation

Affect, emotions and user experience



■ User experience research framework



Studying user experience of digital audio players



- User experience evaluation approach
 - Studying *instrumental and non-instrumental qualities* as well as *affective reactions and emotional consequences* of system use
 - Questionnaires to survey affective/emotional aspects:
 - Affective quality questionnaire (Zhang & Li, 2005)
 - SAM: self-assessment manikin (Morris, 1995)
 - Evaluated systems:



Comparing methods to study emotional aspects of the user experience



- Multifaceted measuring of emotional aspects
 - Studying the relationship between different components
 - Methods linked to the Process Model of Scherer (1984):
 - cognitive: Appraisal questionnaire after video feedback
 - physiological: skin conductivity, heart rate
 - facial action: electromyographie (zygomaticus, corrugator)
 - subjective feelings: SAM (self assessment manikin)
 - behavioural: accuracy and speed during working tasks
 - Aim: understand which methods are best applicable to study affect and emotions as parts of user experience



Thank you!

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