Human Computer Interaction CE 382

Course Instructor: Vincent M. Nofong, Ph.D.

July 24, 2024

Outline

- Who I am
- Course Information and Outline of CE 382
- Expected Learning Outcomes
- Rules
- Chapter Two: Establishing Requirements

About me

- Name: Vincent M. Nofong, PhD
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- Uni website: https://www.umat.edu.gh/staffinfo/ staffDetailed.php?contactID=385
- Office hours (Working days): 09:00 am 16:00 pm GMT
- Research interest: data mining, trend prediction, classification, bioinformatics, artificial intelligence, machine learning



Course Information (CE 382)

■ Credit hours: **3**

Attendance: 10%

Continuous Assessment: 30%

Quizzes - two or three

Group assignment - one (application development)

Group presentations

■ End of Semester: **60**%



Course Outline (CE 382)

- Interaction Design
- Establishing Requirements
- Prototyping
- Data Gathering and Analysis
- Cognitive Aspects of Design
- Social and Emotional Interactions
- User Interfaces
- Evaluations



Expected Learning Outcomes (CE 382)

Students should understand and be able to:

- Explain the characteristics of good and bad interaction design and use them to evaluate HCIs
- Explain the characteristics of users that influence HCl and use them to inform user interface development
- 3 Explain, analyze and develop interaction evaluations
- Explain and develop requirements for interaction design
- **Solution** Construct interactions using evaluation-based iterative process for directing the design of user interfaces.



Reference Materials

- Preece, J., Rogers, Y. and Sharp, H. (2023), Interaction Design: Beyond Human-Computer Interaction, John Wiley & Sons Ltd, Hoboken, U.S.A., 6th Edition, 716 pp. slides are based on this reference
- Lazar, J., Feng, J. H. and Hochheiser, H. (2017), Research Methods in Human-Computer Interaction, Morgan Kaufmann, Burlington, U.S.A., 2nd Edition, 560 pp.
- Shneiderman B., Plaisant C., Cohen M. and Jacobs, S. (2016), Designing the User Interface, Pearson Publishers, 6th Edition, 616 pp.

Rules

- **The Feel free to ask questions in class, unless they are too** "personal".
- 2 Students should not be late for lectures or practicals.
- 3 Students should attend all lectures and practicals.
- In case you are unable to attend lectures or will be late. send me an email - at least 30 minutes before lectures.
- 5 Students should do and submit all assignments before the given deadline.
- 6 Unless otherwise permitted, students should not use their mobile phones in class - note usage of Laptops/Desktops is permitted.

HCI CE 382

Chapter Six: Social and Emotional Interactions

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Social Interaction in the Digital Age

- Humans are social beings, engaging in various forms of interaction in everyday life.
- Social technologies have emerged to facilitate social connections even when physically apart.
- Importance of Social Interaction
 - Building Relationships: Social interactions foster connections, trust, and a sense of belonging.
 - Communication and Collaboration: Effective communication enhances teamwork and cooperation.
 - **Emotional Well-being**: Social interactions contribute to happiness, support, and emotional fulfillment.



Social Interaction in the Digital Age

- Negative Impact of Social Technologies:
 - **Shallow Interactions**: Superficial connections and a decrease in meaningful face-to-face interactions.
 - Distraction and Addiction: Excessive use of social technologies can impact productivity and well-being.
 - Privacy and Security Concerns: Sharing personal information and potential risks of online interactions.
- Social technologies have transformed the way we interact, offering both opportunities and challenges.
- Finding a balance between online and offline interactions is essential for social well-being.



Social Interaction in the Digital Age Questions Raised by Social Technologies:

Are in person conversations being superseded by social media interactions?

Social Interaction in the Digital Age Questions Raised by Social Technologies:

- Are in person conversations being superseded by social media interactions?
- How many friends do you have on Facebook, LinkedIn, WhatsApp and so on versus real life?
- How much do they overlap?
- How are the ways that we live and interact with one another changing?
- Are the established rules and etiquette still applicable to online and offline?



Social Interaction in the Digital Age Conversational Mechanisms and Rules (1/5)

- Conversations involve various mechanisms and "rules" that guide the flow of interaction.
- Example of Face-to-Face Conversation:
 - Mechanism 1: Mutual Greetings:
 - A: "Hi there"
 - B: "Hi!"
 - C: "Hi"
 - Mechanism 2: Small Talk:
 - A: "All right?"
 - C: "Good, how's it going?"
 - A: "Fine, how are you?"
 - C: "OK"



Social Interaction in the Digital Age Conversational Mechanisms and Rules (2/5)

- Conversations involve various mechanisms and "rules" that guide the flow of interaction.
- Example of Face-to-Face Conversation:
 - Mechanism 3: Exchanging Personal Updates:
 - B: "So-so. How's life treating you?"

Social Interaction in the Digital Age Conversational Mechanisms and Rules (3/5)

- Conversational rules provide a framework for understanding how conversations unfold.
- Rule 1 (Turn-Taking): The current speaker chooses the next speaker by asking an opinion, question, or request.
- Rule 2 (Self-Selection): Another person decides to start speaking without being directly prompted.
- Rule 3 (Continuity): The current speaker continues talking until they choose to end their turn.



Social Interaction in the Digital Age Conversational Mechanisms and Rules (4/5)

- Other conversational rules that help coordinate conversations:
 - Backchanneling: Backchanneling involves using verbal and non-verbal cues to signal attention and encourage the speaker to continue. E.g. of backchanneling cues: "Uh-uh", "Umm", "Ahh".
 - **Following**: Following refers to the ability to understand and respond appropriately to the ongoing conversation.
 - Farewell Rituals: Farewell rituals are used to signal the end of a conversation and indicate the intention to leave. E.g: "Bye then", "See you", "Yeah, bye", "See you later".



Social Interaction in the Digital Age Conversational Mechanisms and Rules (5/5)

- Other conversational rules that help coordinate conversations:
 - Implicit Cues: Implicit cues are non-verbal signals that indicate a person's readiness to end the conversation. E.g.: looking at the watch, fidgeting with coat and bags.
 - Explicit Cues: Explicit cues involve direct verbal communication indicating the desire to end the conversation. E.g.: "Oh dear, look at the time", "I must go", "I'm running late".
- Understanding these conversational rules can help in analyzing and improving communication dynamics.
- Awareness of these rules can enhance conversational flow and avoid interruptions.

Social Interaction in the Digital Age Breakdowns in Conversation

- Breakdowns in conversation can occur when there is a misunderstanding or miscommunication between speakers.
- When a speaker's statement is misunderstood, they may repeat their statement with emphasis to clarify their intention.
- Tokens are linguistic devices used to indicate confusion or the need for clarification. E.g.: "Eh?", "Huh?", "What?"



Online Conversations: Understanding Dynamics and Breakdowns

- Online conversations have become increasingly prevalent in our digital age.
- Do the same conversational rules apply in online conversations?

Online Conversations: Understanding Dynamics and Breakdowns

- Online conversations have become increasingly prevalent in our digital age.
- Do the same conversational rules apply in online conversations?
- While some rules may still be relevant, the online context introduces new dynamics and norms.
 - Breakdowns in Email Conversations: often repaired by providing clarification or using emoticons to convey emotions.
 - **Breakdowns in Instant Messaging**: typically repaired through quick clarifications or using emojis to express emotions.
 - **Breakdowns in Texting**: repaired by sending follow-up messages to correct errors or provide additional context.
 - Breakdowns in Videoconferencing: repaired by reconnecting

Social Interaction in the Digital Age

Remote Conversations

- Remote conversations refer to interactions between individuals who are physically separated.
- Various applications have been developed to facilitate remote conversations.
 - E.g.: videoconferencing, instant messaging, and chatrooms.
- Remote conversations offer unique advantages, such as overcoming geographical barriers and enabling real-time communication.
- Despite their benefits, remote conversations also pose challenges, including technological constraints and potential for misinterpretation.

Social Interaction in the Digital Age Remote Conversations: Early Videophone and Visualphone



Early British Telecom's Videophone



An Early Mobile Visualphone developed in Japan

Remote Conversations: Current Videoconferencing

- Videoconferencing platforms like Teams and Zoom have transformed the way we communicate, offering seamless transitions between conversations and collaborative work.
- However, they also present unique challenges that impact users' experiences.

Remote Conversations: Current Videoconferencing

- Videoconferencing platforms like Teams and Zoom have transformed the way we communicate, offering seamless transitions between conversations and collaborative work.
- However, they also present unique challenges that impact users' experiences.
 - **Zoom Fatigue** (identified by Bailenson (2021)): Excessive amounts of close-up eye gaze during videoconferencing can lead to mental exhaustion and strain.
 - **Cognitive Load**: Videoconferencing requires intense cognitive load, as individuals need to process both verbal and non-verbal cues simultaneously. This increased cognitive demand can contribute to mental fatigue and reduced attention span.



Social Interaction in the Digital Age Reading Assignment:

- The impact of Facebook and Twitter
- The Skype success
- Coordination Mechanisms
- Awareness Mechanisms
- Designing technologies to support awareness

Not examinable



Social Interaction in the Digital Age Notification Systems

- Allow users to initiate communication and share relevant information with others, rather than being constantly monitored.
- They provide updates on shared objects and the progress of collaborative tasks, enhancing communication and collaboration within teams.

Social Interaction in the Digital Age Notification Systems: Benefits

- **User Empowerment**: Users have control over when and how they notify others, promoting autonomy and agency.
- **Information Sharing**: Notification systems facilitate the sharing of updates, changes, and important insights with team members.
- Task Progress Tracking: Users can stay informed about the progress of collaborative tasks and have a clear overview of the project's status.



Social Interaction in the Digital Age Notification Systems: Design Considerations

Social Interaction in the Digital Age Notification Systems: Design Considerations

- Clear and Intuitive Interface: Notification systems should have a user-friendly design that allows for easy navigation and understanding.
- Customization Options: Users should have the ability to customize their notification preferences to suit their communication needs.
- Privacy and Security: Ensuring the confidentiality of notifications and protecting user data is essential.



Emotions and Behavior in HCI

- Emotional interaction explores how users feel and react while interacting with technologies.
- Affective computing aims to recognize, interpret, and respond to human emotions through technology.
- Understanding emotional responses helps design elements trigger specific emotional reactions in users.
- Designing for happiness, fostering trust, and motivating learning are essential considerations.
- Emotionally responsive interfaces adapt to users' emotional states and provide appropriate feedback.
- User-centered emotional design prioritizes users' needs, preferences, and emotional well-being.

Emotional Interaction in the Digital Age Emotional Interaction in User Experience

- Emotional interaction involves understanding and addressing human emotions, such as happiness, sadness, annoyance, anxiety, frustration, and motivation.
- Translating emotional knowledge into various aspects of the user experience is essential for impactful design.
- Achieving emotional interaction in design is challenging due to the dynamic nature of human emotions.
- Emotions can be influenced by various factors, making emotional design complex and context-dependent.



Emotional Interaction in the Digital Age Activity: Understanding Emotions in Online Shopping (1/3)

- Consider your emotions when buying a big ticket item online (e.g., refrigerator, vacation, computer).
- Reflect on the different emotions experienced during an everyday online shopping activity for products like a new phone, washing machine, or vacation.

Emotional Interaction in the Digital Age Activity: Understanding Emotions in Online Shopping (2/3)

- The process starts with the realization of needing or wanting the item, followed by the desire and anticipation to purchase it.
- Exploring numerous websites, comparison sites, reviews, and recommendations generates joy or frustration during the decision-making process.
- The thrill of selecting a product may be followed by the shock of its cost, leading to disappointment if affordability is an issue.
- Revisiting options and seeking expert advice may evoke annoyance and mistrust in sales assistants.



Emotional Interaction in the Digital Age Activity: Understanding Emotions in Online Shopping (3/3)

- The struggle continues, causing tiredness and increased frustration during the search for alternatives.
- Relief ensues once a decision is made, but the online payment process can induce anxiety and concern about data accuracy.
- Doubts and second-guessing arise after completing the purchase, causing uncertainty about the chosen product.



Emotional Interaction in the Digital Age Designing Interfaces to Match and Influence Emotions

- Can interfaces be designed to match or change our emotions? Should they aim to improve how we feel?
- Understanding the continuous fluctuations in our moods and feelings is crucial in interface design.
- How can interfaces keep track of our emotional states and respond appropriately?
- Certain moods may align better with specific interface designs, impacting the overall user experience.
- Designing for various emotions like happiness, anger, sadness, boredom, or focus requires thoughtful consideration.

Designing Interfaces to Match and Influence Emotions: Design Considerations:

- Emotional Alignment:
 - Match the interface design with the user's current emotional state.
- Visual Cues:
 - Use color, animations, and graphics to evoke specific emotions.
- Interaction Styles:
 - Adapt interactions to suit different emotional contexts.
- **Personalization**: Offer customization options to let users tailor the interface based on their preferences.
- **Emotional Feedback**: Provide emotive responses to user actions, reinforcing positive emotions.
- Mindfulness and Empathy: Design interfaces that promote well-being and empathy towards users.

Designing Interfaces to Match and Influence Emotions: Challenges

- Real-time Emotional Tracking: Implement technology to gauge user emotions accurately.
- Ethical Considerations: Ensure respect for user privacy and consent when dealing with emotional data.
- Cultural Sensitivity: Emotions can be interpreted differently across cultures; consider inclusivity.
- **Emotional Regulation**: Balance positive emotional influences without manipulating or exploiting users.
- **User Acceptance**: Address concerns about emotional surveillance and manipulation.

Designing Interfaces to Match and Influence Emotions: Designing for Specific Emotions

Happy:

- **Happy**: Vibrant colors, playful animations, and positive affirmations.
- Angry:

- **Happy**: Vibrant colors, playful animations, and positive affirmations.
- **Angry**: Simplified interfaces to minimize frustration and calming elements.
- Sad:

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- **Sad**: Gentle animations, comforting colors, and supportive content.
- Bored:



- **Happy**: Vibrant colors, playful animations, and positive affirmations.
- **Angry**: Simplified interfaces to minimize frustration and calming elements.
- **Sad**: Gentle animations, comforting colors, and supportive content.
- **Bored**: Engaging visuals, interactive elements, and surprise features.
- Focused:



- **Happy**: Vibrant colors, playful animations, and positive affirmations.
- **Angry**: Simplified interfaces to minimize frustration and calming elements.
- **Sad**: Gentle animations, comforting colors, and supportive content.
- **Bored**: Engaging visuals, interactive elements, and surprise features.
- **Focused**: Minimal distractions, clear hierarchy, and task-oriented layouts.

The Complex Relationship between Emotions and Behavior

- Emotions and behavior are interconnected in intricate ways.
- How does anger impact concentration? Does happiness influence risk-taking behaviors?
- Emotions can influence decision-making, cognitive performance, and daily actions.
- Angry individuals may focus better or become more distracted.
- Happiness could lead to increased risk-taking, like spending more money.
- Understanding the complex interplay between emotions and behavior is crucial for human-computer interaction design.



Emotional Interaction in the Digital Age Emotional Dynamics: Automatic vs. Conscious Emotions

- Emotions vary in duration and complexity.
- They can be categorized into automatic and conscious emotions.
- Automatic emotions are rapid and short-lived, like a sudden fit of anger.
- Conscious emotions develop slowly and endure over time, such as jealousy.
- Automatic emotions dissipate quickly, while conscious emotions linger and may require reflection for resolution.



Emotional Design Model

Visceral Design: Aesthetics and Sensory Appeal

- Focuses on making products visually attractive, tactilely pleasing, and appealing to the senses.
- Emphasizes the first impressions and emotional reactions to the product's appearance, texture, and sound

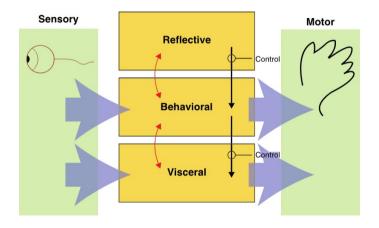
Behavioral Design: Usability and Functionality

- Focuses on the product's ease of use, functionality, and practicality.
- Aligns with traditional usability principles to ensure efficient and effective interaction.

3 Reflective Design: Meaning and Personal Value

- Explores the emotional and personal significance of the product to the user.
- Considers the deeper connections, memories, and emotional experiences associated with the product.

Emotional Design Model



Analyzing Swatch Watch Design Using the Emotional Design Model



- Brilliant colors and wild design elements that immediately catch the user's attention
 -Visceral Design
- Affordances that make it easy for users to interact with the watch and use its features -Behavioral Design
- Cultural images and graphical elements that evoke deeper meanings and personal connections -Reflective Design



Classification of Emotions through Facial Expressions

- Six Core Expressions
 - Sadness, Disgust, Fear, Anger, Contempt, Joy
 - Note: These core expressions can also be detected in text as well. How?
 - Reading assignment: Some literature classify emotions beyond the six above Plutchik's wheel of emotions not examinable
- Al Detection: Facial expressions are measured based on the presence or absence of:
 - Smiling, Eye widening, Brow raising, Brow furrowing, Raising a cheek, Mouth opening, Upper-lip raising, Wrinkling of the nose



Utilizing Emotional Data in Interaction Design

- Adaptive content based on emotional states:
 - Websites can modify ads, movie storylines, or content to match the user's emotional state
- Emotional support and assistance:
 - In a car system, detecting an angry driver may prompt a suggestion to take a deep breath
- Comprehensive data analysis (e.g. sentiment analysis):
 - Emotional data is not limited to facial expressions, but also includes eye-tracking, finger pulse, speech, and textual analysis (e.g., tweets, Facebook posts)
- Reading assignment How are emotions detected with technology? -Not examinable



Indirect Emotion Detection: Ethical Considerations

- Emotion detection is not only used for direct emotional responses but also to infer behavior. E.g:
 - Assessing a person's suitability for a job or predicting voting behavior in an election or sentiment analysis from tweets.

Ethical Concerns:

- Is it ethical for technology to read emotions from facial expressions or social media posts?
- Considerations for privacy and data usage
- Potential biases and accuracy issues in emotion detection algorithms
- Balancing the benefits of personalized experiences with user consent and data protection.

Anthropomorphism in Human-Computer Interaction

- Attributing human-like qualities to non-human objects e.g. cars, computers, household items, etc.
- Commonly used in advertising: dancing butter, animated drinks, talking breakfast cereals, etc.
- Leveraging anthropomorphism to create engaging and relatable interfaces
- Providing a sense of connection and emotional attachment to technology



The Power of User Feedback in Interface Design

■ Welcome Message:

- Option 1: "Hello Chris! Nice to see you again. Welcome back. Now, what were we doing last time? Oh yes, Exercise 5. Let's start again."
- Option 2: "User 24, commence Exercise 5."
- Which message do you prefer?

■ Feedback on Incorrect Answers:

- Option 3: "Now Chris, that's not right. You can do better than that. Try again"
- Option 4: "Incorrect. Try again"
- Which message do you prefer?



The Rise and Fall of Virtual Agents: A Tale of Clippy and Anna



The Rise and Fall of Virtual Agents: A Tale of Clippy and Anna

Microsoft's Clippy - A Well-Intentioned Desktop Agent

- Introduced as a helpful desktop assistant by Microsoft
- Intended to enhance user experience and aid productivity
- However, Clippy's reception was far from positive
- Clippy faced widespread dislike among users
- Perceived as annoying, distracting, and patronizing
- Its presence often interfered with users' tasks and workflow



The Rise and Fall of Virtual Agents: A Tale of Clippy and Anna

IKEA's Anna - A Virtual Agent with Facial Expressions

- IKEA introduced Anna as a virtual agent to assist customers
- Utilized blinking, moving lips, and head gestures for facial expressions
- Aimed to provide a more interactive and engaging experience



The Rise and Fall of Virtual Agents

Lessons learned from Clippy and Anna

- User preferences and receptiveness matter
- Balancing helpfulness and intrusiveness is crucial
- Implementing subtle and contextually relevant animations can improve user engagement

Designing the Future of Virtual Agents

- Leveraging AI advancements for more intelligent and empathetic virtual agents
- Prioritizing user feedback and preferences to create delightful interactions
- Striking a balance between assistance and user autonomy



Crafting Effective Error Messages: Shneiderman's Guidelines

"The application Word Wonder has unexpectedly quit due to a type 2 error."

Crafting Effective Error Messages: Shneiderman's Guidelines

"The application Word Wonder has unexpectedly quit due to a type 2 error."

Why not instead:

"The application has expectedly quit due to poor coding in the operating system"

Shneiderman's classic guidelines for error messages include:

- Avoid using terms like FATAL, INVALID, or BAD
- Audio warnings
- Avoid UPPERCASE and long code numbers
- Messages should be precise rather than vague
- Provide context-sensitive help



A funny image incorporated into a 404 error message



What are the advantages and disadvantages of the above error message?

The Power of Anthropomorphism in Educational Software

- Reeves and Naas (1996) discovered the impact of anthropomorphism in computer interactions.
- Computers that offer flattery and praise in educational software:
 - Result in positive user experiences.
 - Boost engagement and motivation.
 - Encourage students to continue with exercises.
- Anthropomorphism enhances user engagement in educational software.
- Incorporating personalized and positive feedback:
 - Increases user satisfaction.
 - Encourages active participation.
 - Fosters a positive learning environment.



Criticism of Anthropomorphism in User Interfaces

- **Deceptive**: Anthropomorphism may give users false expectations, leading to disappointment or frustration.
- Anxiety & Inferiority: Human-like characters can make users feel judged/inferior, affecting their confidence and motivation.
- Impersonal vs. Personal Feedback: Users may prefer more impersonal feedback, such as "Incorrect. Try again." over character-driven feedback like "Now Chris, that's not right. You can do better than that. Try again."
- Balance in Design: Careful consideration of anthropomorphism is necessary to create positive user experiences while avoiding negative impacts.

Dilemma: Should voice assistants teach kids good manners

- Kids interact with voice assistants like Alexa as if they were their friends, often neglecting to use politeness or manners.
- Children may not learn the importance of saying please and thank you, affecting their interactions with technology and potentially transferring to real-life situations.
- The responsibility lies with parents and voice assistants to teach good manners and appropriate behavior.
- Note: Recent Research: Studies show that kids differentiate between how they treat voice assistants and how they interact with humans (Alexis Hiniker et al., 2021).



Dilemma: Should computers say they're sorry?

- Would users be as forgiving of computer apologies as they are of each other's apologies?
- How sincere would users perceive the computer's apology after a system crash? E.g.: "I'm really sorry I crashed. I'll try not to do it again."
- Incorporating human-like manners in computer responses may enhance user experience, but sincerity and authenticity should also be considered to avoid potential user skepticism.



Creating Robotic Pets: Design Considerations

- Should robots be plastic-pet-like, cuddly-pet-like, or plastic-human-like?
- Most people enjoy interacting with pets and cuddly toys, making pet-like robots a popular choice.
- While realistic features enhance the emotional experience, some may find human-like robots creepy.

Note:

- Designing robotic pets involves a trade-off between realism and potential discomfort.
- Consider users' emotional experiences and comfort levels to strike the right balance in creating pet-like robotic companions.

Frustrating Interfaces (1/2)

Many causes:

- Application Issues:
 - Application malfunctions or crashes lead to user frustration.
 - System fails to execute users' intended actions.
- Unmet Expectations:
 - User expectations not fulfilled, leading to dissatisfaction.
 - Lack of information hampers users' understanding of the interface.
- Vague and Obtrusive Error Messages:
 - Unclear, obtuse, or condemning error messages worsen frustration.
 - Users struggle to grasp the problem and find a resolution.



Frustrating Interfaces (2/2)

Many causes:

- Design Elements:
 - Garish, noisy, gimmicky, or patronizing interface aesthetics evoke frustration.
 - Aesthetic choices impact user experience negatively.
- Cumbersome Processes:
 - Lengthy and complex task procedures lead to irritation.
 - Discovery of mistakes requiring a restart amplifies frustration.

