

References

Gu, Q., Tang, W. and Xue, C. (2023) 'The effect of time lapse on the halo effect in the subjective evaluation of digital interfaces', in Design, User Experience, and Usability: 22nd International Conference, DUXU 2023 (Lecture Notes in Computer Science, vol. 14032). Cham: Springer, pp. 171–183.

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Re: Initial post

by [Ruben Marques](#) - Tuesday, 9 December 2025, 7:37 PM

Your analysis of Gu et al. (2023) does a really good job on contrasting theoretical sophistication and realistic practicality in measuring emotional responses over time. It's hard to disagree with your conclusion that longitudinal affective tracking, while methodologically valuable, remains largely unrealistic for typical software development contexts.

I agree that the kind of multi-session emotional measurement Gu et al. advocate offers deeper insights into user perception dynamics, particularly concerning the halo effect. However, as you note, the cost, skill and infrastructure demands make such studies a luxury few teams can afford. This aligns with findings from Law et al. (2014), who stress that UX practices often face organisational and cultural limitations that prevent systematic evaluation. Similarly, Hertzum (2020) argues that many development teams still struggle with even basic usability testing due to time and budget pressures, let alone advanced emotional analytics.

So i think your point stands very well, since frameworks such as ISO 9241-11 (2018) or the usability heuristics from Nielsen (1994) continue to deliver more immediate and actionable value in mainstream settings.

References

Gu, Q., Tang, W. and Xue, C. (2023) 'The effect of time lapse on the halo effect in the subjective evaluation of digital interfaces', Design, User Experience, and Usability: 22nd International Conference, DUXU 2023 (Lecture Notes in Computer Science, vol. 14032). Cham: Springer, pp. 171–183.

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