

# Affective User Research & Human-AI Interaction

Seminar Summer 2024, Karlsruhe  
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# Affective User Research & Human-AI Interaction

## Seminar #2 Part: Dataset introduction & Data Exploration Methods

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# Agenda

## Agenda

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Dataset experience

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Dataset Introduction

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Data Storytelling

# Dataset Experience

# Dataset collection experience

“Eat your own dogfood”

Try the dataset collection and  
understand user experience

For the question for your prolific ID  
please answer with  
**2024-07\_kit\_seminar**



Visit:  
<https://survey.iism.kit.edu/index.php/715885?newtest=Y&lang=de>

# Dataset Description

# Dataset Introduction

## Dataset “Affective Experiences in LLM Interaction”

Objective: Understanding how users interact with LLM-based generative AI assistants and how this behavior in form of user prompts is influenced by emotions and how the prompts and answers by the generative AI assistant influence emotions of the users.

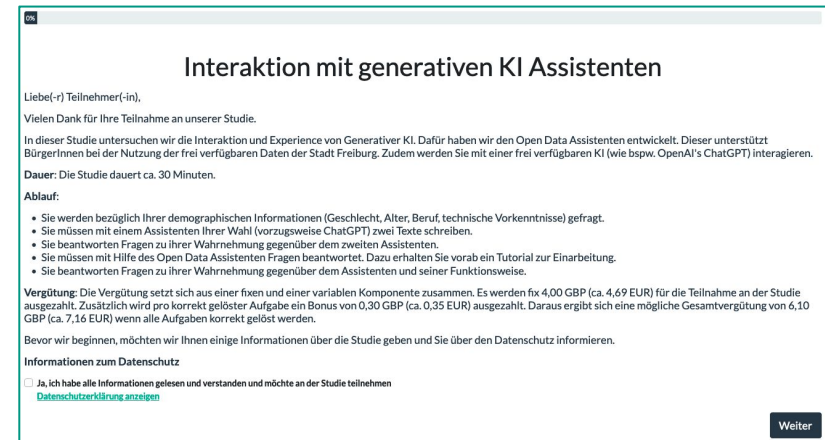
Dataset contains:

- User prompts and generative AI assistant answers
- User emotions in form of valence and arousal
- User click interaction with generative AI assistant tool
- User perceptions

Data collection for this seminar via limesurvey and prolific.com with a study for around 30 minutes:

- 83 individual subjects
- 1244 labels for valence and arousal
- >2559 messages

Two generative AI assistants in use: OpenAI’s ChatGPT, Self-developed “Open Assistant”



The screenshot shows a survey interface with the title "Interaktion mit generativen KI Assistenten". It includes a greeting, a thank you message, a description of the study, a duration of 30 minutes, a list of tasks, a compensation section, and a consent checkbox. A "Weiter" button is at the bottom right.

**Interaktion mit generativen KI Assistenten**

Liebe(-r) Teilnehmer(-in),

Vielen Dank für Ihre Teilnahme an unserer Studie.

In dieser Studie untersuchen wir die Interaktion und Experience von Generativer KI. Dafür haben wir den Open Data Assistenten entwickelt. Dieser unterstützt BürgerInnen bei der Nutzung der frei verfügbaren Daten der Stadt Freiburg. Zudem werden Sie mit einer frei verfügbaren KI (wie bspw. OpenAI's ChatGPT) interagieren.

**Dauer:** Die Studie dauert ca. 30 Minuten.

**Ablauf:**

- Sie werden bezüglich Ihrer demographischen Informationen (Geschlecht, Alter, Beruf, technische Vorkenntnisse) gefragt.
- Sie müssen mit einem Assistenten Ihrer Wahl (vorzugsweise ChatGPT) zwei Texte schreiben.
- Sie beantworten Fragen zu ihrer Wahrnehmung gegenüber dem zweiten Assistenten.
- Sie müssen mit Hilfe des Open Data Assistenten Fragen beantworten. Dazu erhalten Sie vorab ein Tutorial zur Einarbeitung.
- Sie beantworten Fragen zu Ihrer Wahrnehmung gegenüber dem Assistenten und seiner Funktionsweise.

**Vergütung:** Die Vergütung setzt sich aus einer fixen und einer variablen Komponente zusammen. Es werden fix 4,00 GBP (ca. 4,69 EUR) für die Teilnahme an der Studie ausgezahlt. Zusätzlich wird pro korrekt gelöster Aufgabe ein Bonus von 0,30 GBP (ca. 0,35 EUR) ausgezahlt. Daraus ergibt sich eine mögliche Gesamtvergütung von 6,10 GBP (ca. 7,16 EUR) wenn alle Aufgaben korrekt gelöst werden.

Bevor wir beginnen, möchten wir Ihnen einige Informationen über die Studie geben und Sie über den Datenschutz informieren.

**Informationen zum Datenschutz**

☐ Ja, ich habe alle Informationen gelesen und verstanden und möchte an der Studie teilnehmen

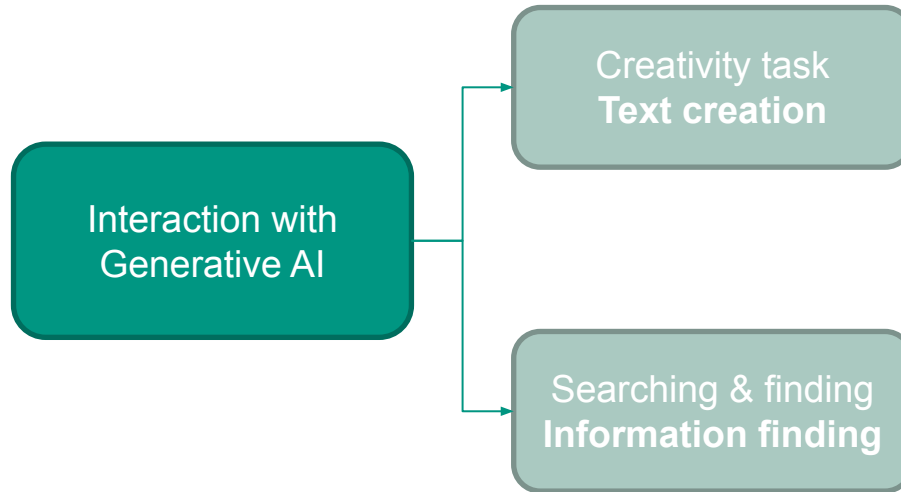
[Datenschutzerklärung anzeigen](#)

**Weiter**

Image from <https://www.flaticon.com/free-icons/ai-assistant> created by Freepik - Flaticon

# Dataset Tasks

Two tasks for human-AI interaction in dataset:



Subjects had to create a text of their choice for a specific task using an generative AI assistant of their choice. They were able to refine the text as much as they want using the generative AI assistant.



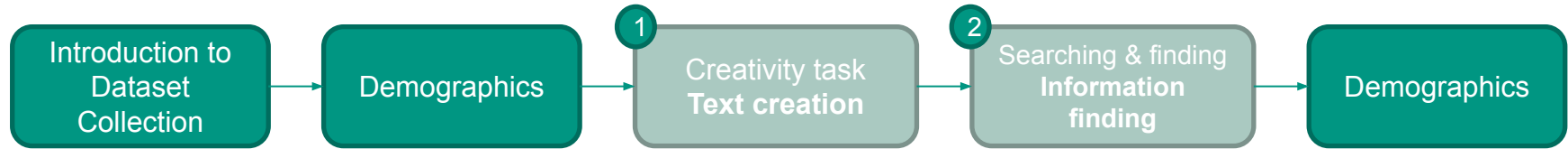
Subjects had to find information about the city of Freiburg like the inhabitants of a suburb or the amount of child care spaces in the neighbourhood. They were using a self-developed assistant called "Open Assistant".



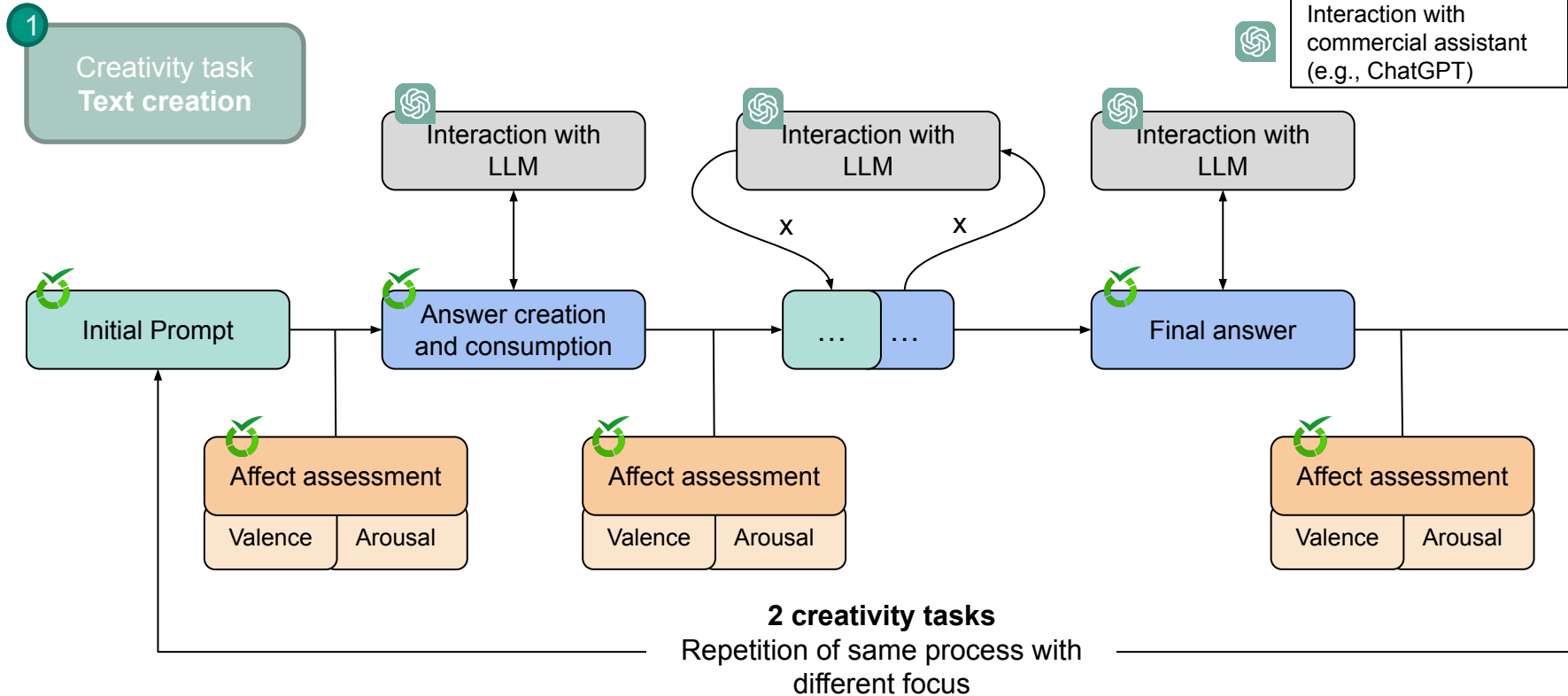
Image from <https://www.flaticon.com/free-icons/ai-assistant> created by Freepik - Flaticon



# Dataset: Data Collection



# Dataset: Data Collection



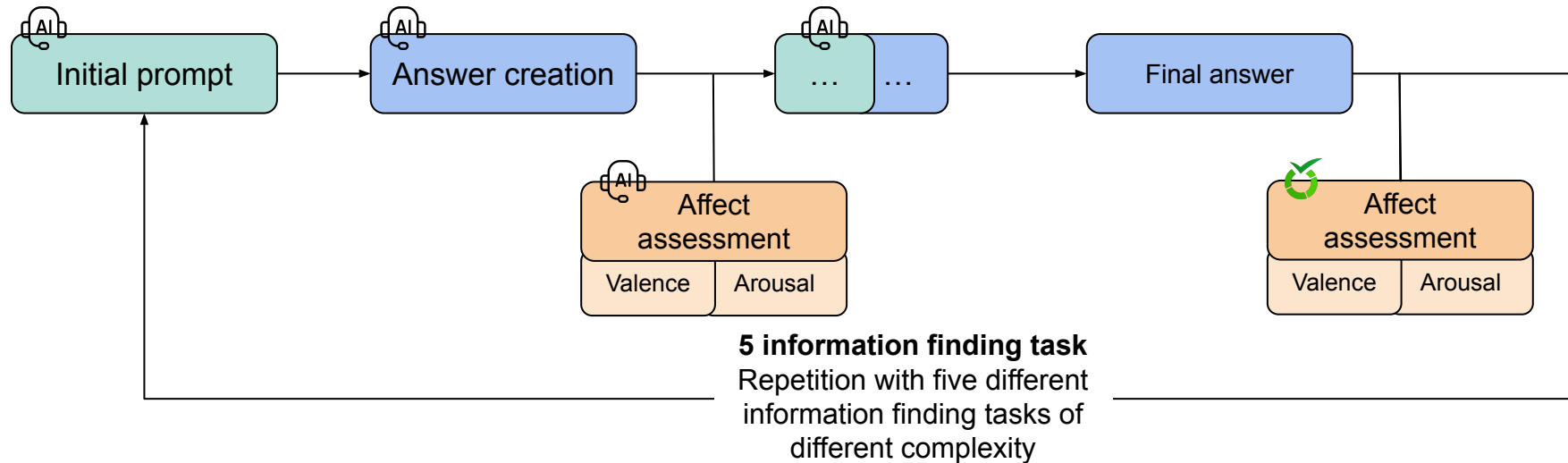
# Dataset: Data Collection

2

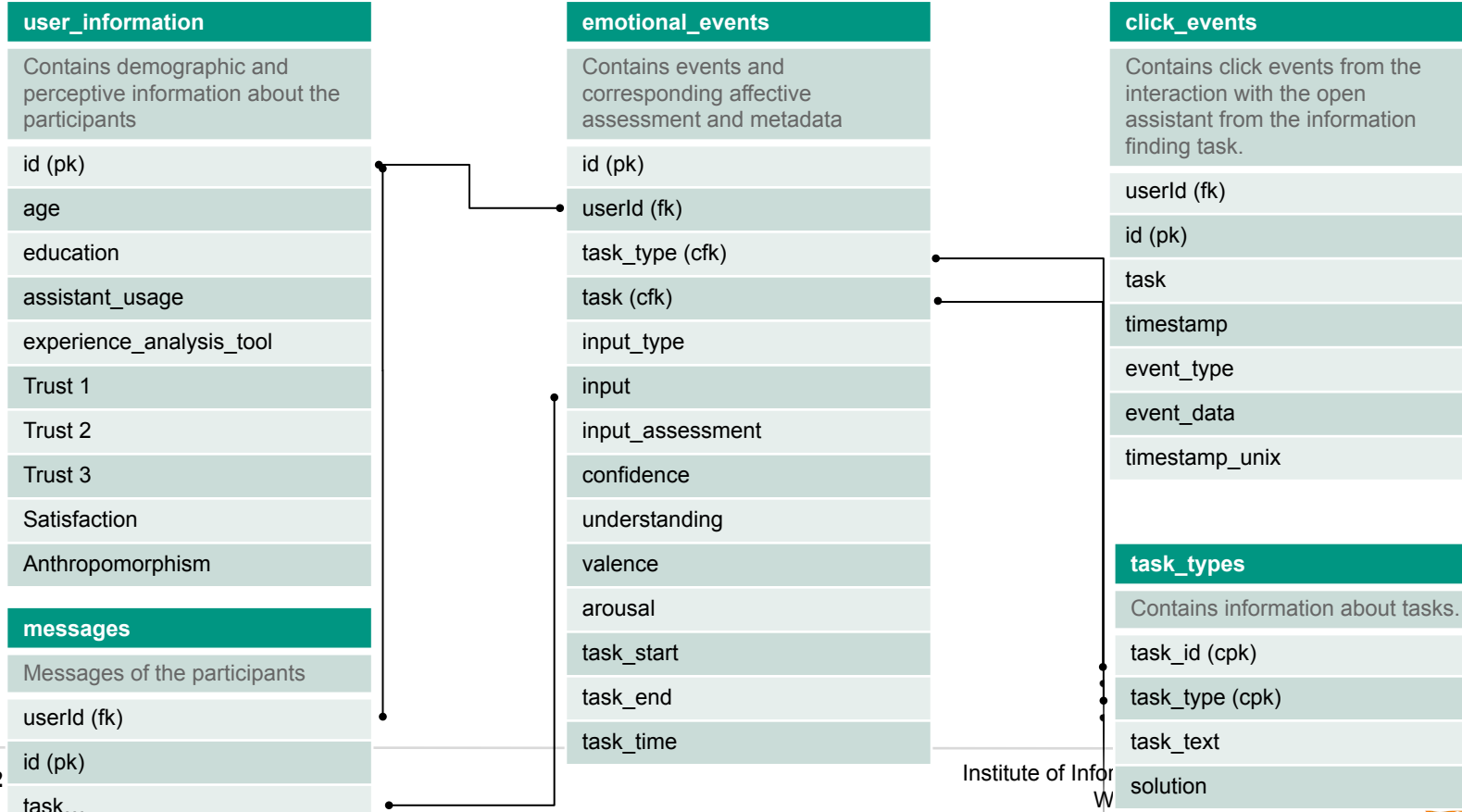
Searching & finding  
Information  
finding



Interaction with  
self-developed Open  
Assistant



# Data model



# Data model (2)

user_information			
Attribute name	Description	Value type	Value range / example
id (pk)	Identifier of participant	int	112
age	age of participant	int	34
education	level of education of participant	string	middle_school, abitur, bachelor, master, phd
assistant_usage	experience in using generative AI assistants	string	daily, weekly, monthly, yearly
experience_analysis_tool	experience in using data and analytics solutions	int	1 (very low) - 7 (very much)
Trust 1	question about trust level of participant: "Ich glaube, dass generative KI Assistenten meine Fragen ehrlich und transparent beantworten."	int	1 (Do not agree) - 7 (Highly agree)
Trust 2	question about trust level of participant: "Ich vertraue darauf, dass generative KI Assistenten meine Informationen sicher und vertraulich behandelt."	int	1 (Do not agree) - 7 (Highly agree)
Trust 3	question about trust level of participant: "Ich habe das Gefühl, dass generative KI Assistenten zuverlässig und konsistent in seinen Antworten ist."	int	1 (Do not agree) - 7 (Highly agree)
Satisfaction	question about satisfaction with generative AI assistants: "Ich bin insgesamt zufrieden mit der Leistung von generativen KI Assistenten."	int	1 (Do not agree) - 7 (Highly agree)
Anthropomorphism	question about perceived anthropomorphism of generative AI assistant: "Ich habe das Gefühl, dass generative KI Assistenten menschliche Eigenschaften oder Gefühle haben."	int	1 (Do not agree) - 7 (Highly agree)

# Data model (3)

emotional_events			
Attribute name	Description	Value type	Value range / example
id (pk)	Identifier of event	int	3
userId (fk)	user ID of participant. Foreign key for user table.	int	112
task_type (cfk)	type of task. Foreign key for task table.	string	information_finding, text_creation
task (cfk)	task order	string	daily, weekly, monthly, yearly
input_type	type of input of event such as the prompt of the task, the answer by the llm or the final input. This is dependent on the task	string	prompt, llm_answer, final_output
input	input to the emotional event. Can be the prompt message, the final answer to the task by the participant or the llm answer	string	-
input_assessment	Empty column to provide possibility to assess input. Open for interpretation by seminar participant.	object	-
confidence	confidence in correctness of personal answer to task. Applies only to task_type information_finding	int	1 (Not at all) - 7 (Absolutely)
understanding	understanding of answer behavior of open assistant. Applies only to task_type information_finding	int	1 (Not at all) - 7 (Absolutely)
valence	valence assessment after event.	int	1 (Very negative) - 6 (Very positive) In some cases AO07 -> Convert to 6
arousal	arousal assessment after event.	int	1 (Very low activation) - 6 (Very high activation) In some cases AO07 -> Convert to 6
task_start	time when task started. Only present in information_finding task.	int	Format: unix timestamp
task_end	time when task ended. Only present in information_finding task.	int	Format: unix timestamp
task_time	Time for task in seconds.	float	76.76

# Data model (4)

Notes for table emotional\_events:

- Content of rows depends on task\_type
- For information\_finding:
  - There are no values for arousal and valence for rows with input\_type prompt
  - The entry for input for rows with input\_type “final\_output” is the answer to the question.
  - The entry for input for rows with input\_type “prompt” is the initial prompt.
  - The entry for input for rows with input\_type “llm\_answer” is the first answer prompt.
- For text\_creation:
  - There are no values for confidence and understanding.
  - There is no value for time\_start and time\_end.

# Data model (5)

click_events			
Attribute name	Description	Value type	Value range / example
id (pk)	id of individual event	int	112
userId (fk)	Identifier of participant	int	22
task	task number	int	1 - 5
timestamp	timestamp of event in date format	date	-
timestamp_unix	timestamp of event in unix format	int	-
event_type	type of click event	string	click_table, maximize_table
event_data	json element containing data about the click event in form of type, surveyId participant, taskId, and the clicked table	json	Focus on the tableName



# Data model (6)

task_types			
Attribute name	Description	Value type	Value range / example
task_id (cpk)	Identifier of task	int	112
task_type (cpk)	type of task.	int	34
task_text	task description as presented to participants	string	-
solution	solution to information_finding tasks. Does not apply to text_creation task.	json	-

# Data model (7)

messages			
Attribute name	Description	Value type	Value range / example
userId (cpk)	identifier of participant	int	112
task	type of task	int	3
message_type	task description as presented to participants	string	human, agent_finish
timestamp	timestamp of the message in date format	date	-
input	message of the human participant or the open assistant	json/string	-
timestamp_unix	timestamp of the message in unix format	int	-

## Notes:

- Messages in this table are only for information finding task using the open assistant.

# Open Assistant Introduction

# Agenda

## Agenda

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Dataset Introduction

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Data Storytelling

# Data Storytelling

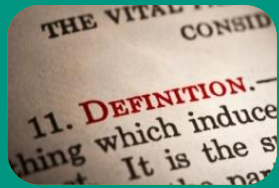
The audience is **22 times** more likely to remember a fact when told a story!

Forbes, 2016

# Data Storytelling

- Data storytelling is a powerful tool for communicating insights.
- Focus on emotional resonance and connecting with your audience.
- Experiment with different narrative approaches to find what works best for you.
- We'll look into two specific frameworks that help in crafting compelling data stories:
  - Hero's journey
  - Narrative structure

# Data Storytelling



**Data storytelling** is the ability to effectively communicate insights from a dataset using narratives and visualizations. It can be used to put data insights into context for and inspire action from the target audience.

Three components:

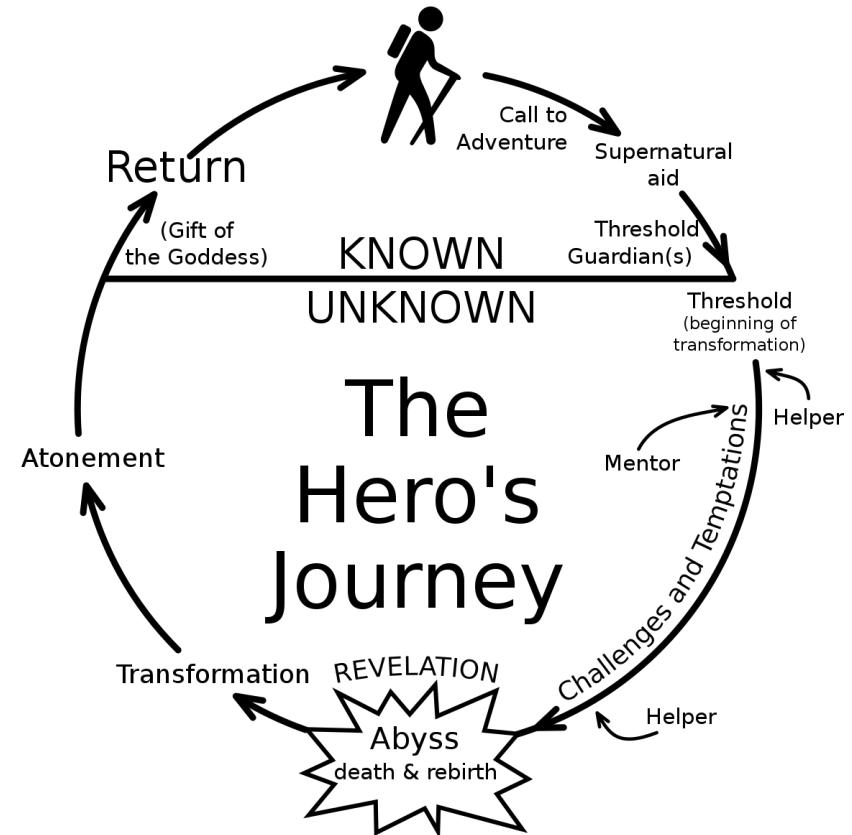
1. **Data:** Thorough analysis of accurate, complete data serves as the foundation of a data story
2. **Narrative:** A verbal or written narrative, also called a storyline, is used to communicate insights gleaned from data, the context surrounding it, and the recommended actions
3. **Visualizations:** Visual representations of the data and narrative can be useful for communicating its story clearly and memorably

<https://online.hbs.edu/blog/post/data-storytelling>



# Hero's Journey

- **Ordinary World:** Introduce the current situation or status quo.
- **Call to Adventure:** Present a problem or challenge that needs to be addressed.
- **Challenges & Trials:** Explore the obstacles faced and the data-driven insights that guide the way.
- **Transformation:** Reveal the key insight or solution that changes the narrative.
- **Return with the Elixir:** Share the impact or outcome of the transformation, highlighting the value of the data-driven decision.



# Narrative Structure

- **Hook:** A captivating opening that grabs attention.
- **Rising Insight:** Building context and introducing the problem.
- **Aha Moment:** The turning point where the key insight is revealed.
- **Resolution:** The outcome and impact of the data-driven decision.
- **Call to Action:** (Optional) Encourage the audience to take action based on the insights.



# Situation-Problem-Solution-Next Steps (SPSN) Framework

## Slide 1: Situation

Describe the current state to your audience  
What is the status quo you're trying to change?

## Slide 2: Problem

Picture the problem.  
What's the issue with the situation?  
What is the pain you're trying to solve?

## Slide 3: Solution

Present the solution.  
How do you solve the problem?  
How do you cure the pain?

## Slide 4: Next Steps

You convinced the audience.  
What are the next steps you need to take?  
Which actions need to be taken?

<https://towardsdatascience.com/storytelling-for-data-scientists-317c2723aa31>

# SPSN Framework – Example

## Slide 1: Situation

- Consumers leave data traces when browsing our website
- We store and collect data for every user
- We don't offer personalized recommendations

## Slide 2: Problem

- Consumers expect recommendations, because our competitors offer it
- We're missing out on potential revenue
- Consumers switch to our competitors for product browsing

## Slide 3: Solution

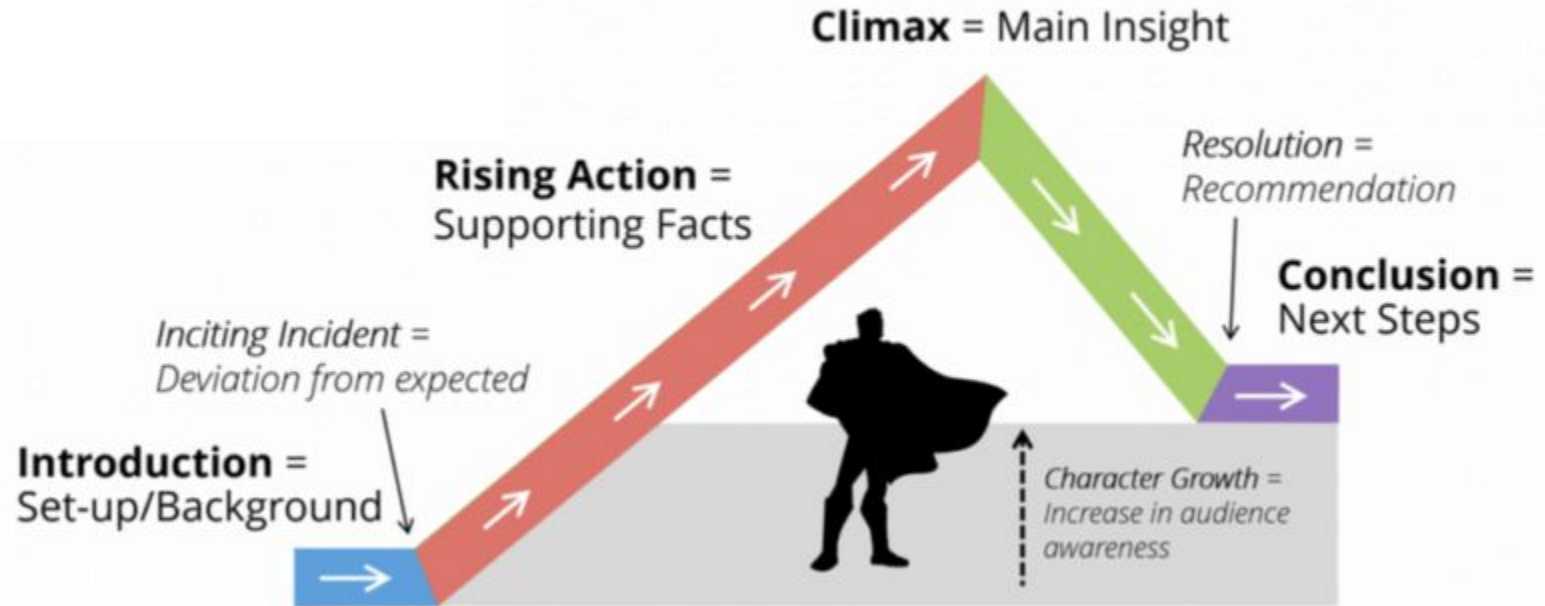
- Create personalized item recommender
- Train state-of-the-art recommendation algorithms
- Roll out recommender to all users

## Slide 4: Next Steps

- Create recommendation project team of 6 data engineers & scientists and a Product Owner
- Invest 100k in cloud resources
- A/B tested recommender will be ready for rollout in 6 months

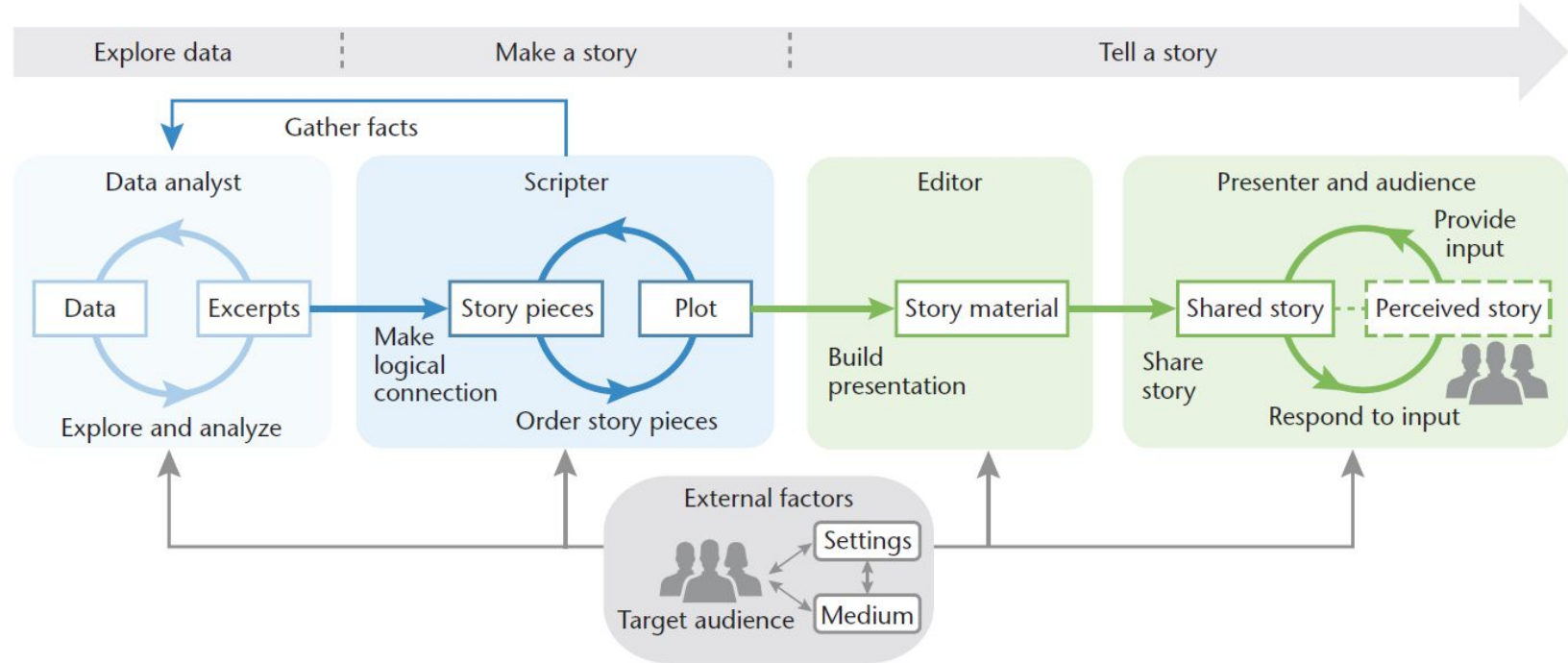
<https://towardsdatascience.com/storytelling-for-data-scientists-317c2723aa31>

# Freytag's Pyramid



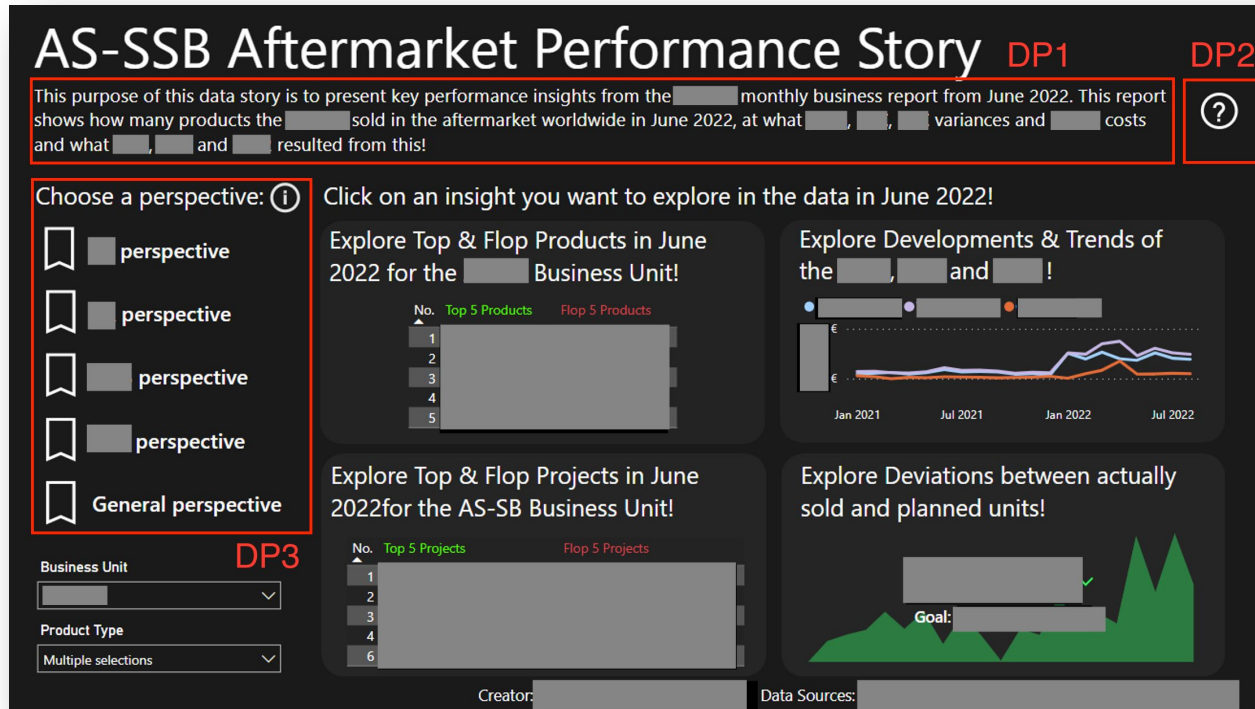
<https://www.blastanalytics.com/blog/persuasive-storytelling-with-data-visualization>

# Data Storytelling Process



Lee et al. (2015)

# Research Example: Integrating Data Stories in a Dashboard



[https://aisel.aisnet.org/ecis2023\\_rp/327/](https://aisel.aisnet.org/ecis2023_rp/327/)

# Models and Packages

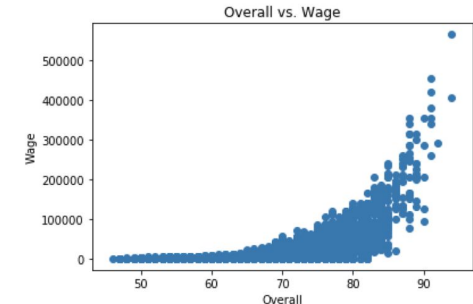


# Matplotlib

- Matplotlib is a library in Python that enables users to generate visualizations like histograms, scatter plots, bar charts, pie charts and much more.
- Methods for different chart types:
  - `hist()` -> histogram
  - `scatter()` -> scatter plot
  - `bar()` -> bar chart
  - ... see [documentation](#)
- Labels:
  - `title()`
  - `ylabel()`
  - `xlabel()`
  - `axis()`

- Usage

```
import matplotlib.pyplot as plt  
plt.scatter(df['Overall'], df['wage_euro']) plt.title('Overall vs.  
Wage')  
plt.ylabel('Wage')  
plt.xlabel('Overall')  
plt.show()
```





# Matplotlib Cheat Sheet

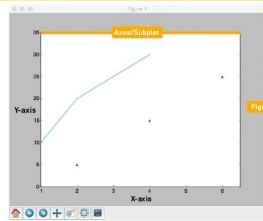
Matplotlib is a Python 2D plotting library which produces publication-quality figures in a variety of hardcopy formats and interactive environments across platforms.

## Matplotlib Cheat Sheet

### BecomingHuman.AI

#### Anatomy & Workflow

##### Plot Anatomy



##### Workflow

- |                 |                   |
|-----------------|-------------------|
| 01 Prepare data | 04 Customize plot |
| 02 Create plot  | 05 Save plot      |
| 03 Plot         | 06 Show plot      |

```

import matplotlib.pyplot as plt
x = [1,2,3,4]
y = [10,20,25,30]
fig = plt.figure()
ax = fig.add_subplot(111)
ax.plot(x, y, color='lightblue', linewidth=3)
ax.scatter(x, y, color='green', marker='x')
ax.set_xlabel('X-axis')
plt.savefig('fig.png')
plt.show()
    
```

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#### Prepare The Data

Also see Lists & NumPy

##### Index Tricks

```

import numpy as np
x = np.linspace(0, 10, 100)
y = np.cos(x)
z = np.sin(x)
im = ax.imshow(z, cmap=plt.cm.gray)
data = 2 * np.random.random(10, 100)
data2 = 3 * np.random.random(10, 100)
Y,X = np.mgrid[0:3,100:,0:3,100:]
U = 1 - X**2 + Y
V = 1 + X**2
from matplotlib.colorbar import get_sample_data
img = np.load(get_sample_data('axes_grid/parula_normal.npy'))
    
```

##### Create Plot

import matplotlib.pyplot as plt

fig = plt.figure()

fig1 = plt.figure(figsize=plt.figaspect(2))

##### Axis

All plotting is done with respect to an Axis. In most cases, a subplot will fit your needs. A subplot is an axes on a grid system.

```

fig.add_subplot()
ax1 = fig.add_subplot(221) # new col num
ax2 = fig.add_subplot(212)
fig1.axes = plt.subplots(nrows=2,ncols=2)
fig1.axes[2] = plt.subplot(nrows=3)
    
```

#### Plotting Routines

##### 1D Data

```

lines = ax.plot(x)
ax.scatter(x,y)
ax.plot(x,y,linestyle='dashed',color='red')
ax.plot(x,y,linestyle='dashed',color='red')
ax.plot(x,y,linestyle='dashed',color='red')
    
```

##### 2D Data

```

fig, ax = plt.subplots()
im = ax.imshow(img, cmap=plt.cm.gray,
               interpolation='nearest',
               vmin=2,
               vmax=2)
    
```

Draw points with lines or markers connecting them  
 Draw unconnected points, isolated or colored  
 Plot vertical rectangles (constant width)  
 Plot horizontal rectangles (constant height)  
 Draw a horizontal line across axes  
 Draw a vertical line across axes  
 Draw filled polygons  
 Fill between y-values and 0

Contourmapped or RGB  
 ax.contour(x,y,z,levels=10,colors='magma')  
 ax.contourf(x,y,z,levels=10,colors='magma')  
 ax.contour(x,y,z,levels=10,colors='magma')  
 ax.contourf(x,y,z,levels=10,colors='magma')

#### Customize Plot

##### Colors, Color Bars & Color Maps

```

plt.plot(x,y,color='r',lw=2,ls='--')
ax.plot(x,y,alpha=0.4)
ax.plot(x,y,color='r')
fig.colorbar(mappable=im,orientation='horizontal')
im = ax.imshow(z, cmap=plt.cm.gray)
    
```

##### Markers

```

fig, ax = plt.subplots()
ax.scatter(x,y,marker='x')
ax.plot(x,y,marker='x')
    
```

##### Linestyles

```

plt.plot(x,y,linewidth=4.0)
plt.plot(x,y,linestyle='solid')
plt.plot(x,y,linestyle='dashed')
plt.plot(x,y,linestyle='dotted')
plt.plot(x,y,linestyle='dashdot')
    
```

##### Text & Annotations

```

ax.text(x,y, 'Sample Grid',
        style='italic',
        color='red',
        fontweight='bold',
        fontfamily='serif',
        fontsize=12,
        fontstyle='italic',
        fontweight='bold',
        fontfamily='serif',
        fontsize=12)
    
```

##### Mathtext

```

plt.text('Sigma',1.05, fontsize=20)
    
```

##### Limits, Legends & Layouts

###### Limits & Autoscaling

```

ax.margins(0.05,0.1)
ax.autoscale()
ax.set_xlim(0,10)
ax.set_ylim(0,10)
    
```

###### Legends

```

fig, ax = plt.subplots()
ax.plot(x,y,color='r',label='r')
ax.plot(x,y,color='b',label='b')
    
```

###### Titles

```

ax.set_title('Sample Grid')
ax.set_xlabel('X-axis')
ax.set_ylabel('Y-axis')
    
```

###### Subplot Spacing

```

fig1.subplots_adjust(wspace=0.5,
                    hspace=0.5,
                    left=0.125,
                    right=0.875,
                    top=0.9,
                    bottom=0.1)
    
```

###### Axis Spines

```

ax1.spines['top'].set_visible(False)
ax1.spines['bottom'].set_visible(True)
    
```

Add padding to a plot  
 Set the aspect ratio of the plot to 1  
 Set limits for x and y axis  
 Set limits for x-axis

Set a title and x and y axis labels  
 No overlapping plot elements

Manually set x-ticks  
 Make y-ticks longer and go in and out

Manually set x-ticks  
 Make y-ticks longer and go in and out

Make the top axis line for a grid invisible  
 Move the bottom axis line outward

#### Save Plot

##### Save figures

```

plt.savefig('fig.png')
plt.savefig('fig.png',transparent=True)
    
```

##### Show Plot

```

plt.show()
    
```

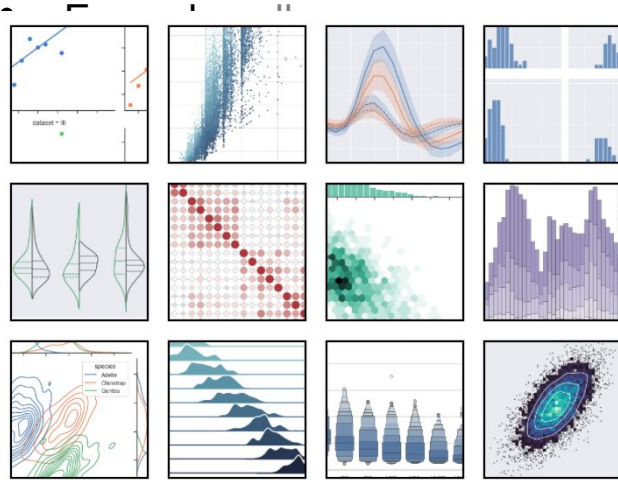
##### Close & Clear

```

plt.cla()
plt.clf()
plt.close()
    
```

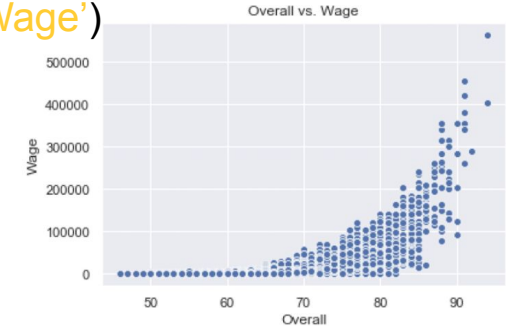
# Seaborn

- Seaborn is a visualization library that is built on top of Matplotlib. It provides data visualizations that are typically more aesthetic and statistically sophisticated.



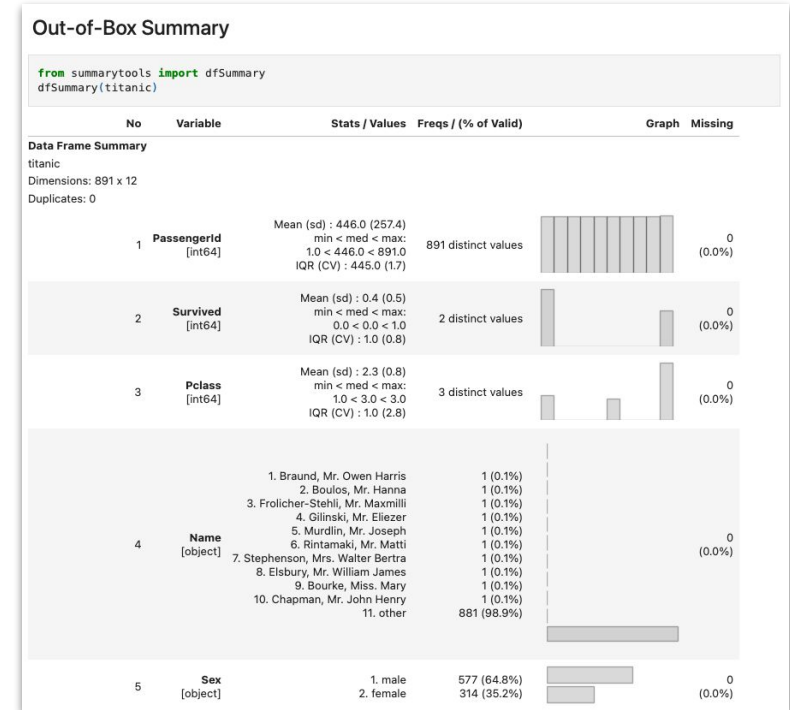
- Usage:

```
import matplotlib.pyplot as plt
import seaborn as sns
sns.scatterplot(df['Overall'], df['wage_euro'])
plt.title('Overall vs. Wage')
plt.ylabel('Wage')
plt.xlabel('Overall')
plt.show()
```



# Summarytools

- **Automated Exploratory Data Analysis (EDA)** in Jupyter Notebook:
  - Streamlines the EDA process for faster insights.
  - Works directly within your Jupyter Notebook environment.
- Comprehensive **Data Frame Summaries**:
  - **Descriptive Statistics**: Calculates mean, interquartile range (IQR), and other essential measures.
  - **Frequency Distributions**: Shows the frequency of different values in your data.
  - **Missing Data Analysis**: Identifies and quantifies missing values in each column.
- **Data Visualization**: Generates graphs and tables to visualize distributions, patterns, and relationships within your data.



# Questions, Comments, Observations

