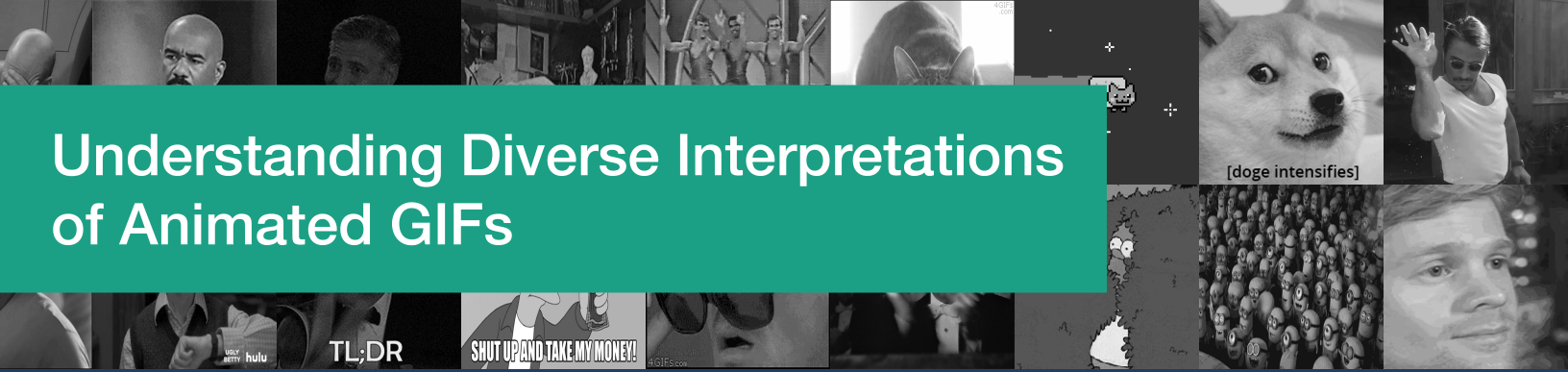# Understanding Diverse Interpretations of Animated GIFs

Research Questions

Do people interpret GIFs in the same way?

If so, how are their interpretations different?

What factors contribute to diverse interpretations of GIFs?

Methods

40 GIFs selected from Giphy based on two variables
- Embedded text
- GIF Duration

152 survey respondents each provided an emotion for 15 GIFs randomly selected from the 40.

We used VADER for sentiment analysis, and compared variance of sentiment between groups.

"I love this gif. It's so happy."
"I see someone using this ironically."

"Joy"
"Intimidation"
"Ready to fight"

"Pride"
"Sadness"
"Hungry"

Findings

People interpret GIFs differently. The amount of variance differed according to some factors:

- Longer had more variance than shorter
- Positive sentiment has more variance than negative sentiment
- No significant difference based on text or no text

	Mean	SD	Min	Max
text	-0.13	0.29	-0.81	0.73
no text	0.05	0.29	-0.74	0.90
long	-0.02	0.30	-0.74	0.79
short	-0.07	0.28	-0.81	0.90

Descriptive statistics of sentiment scores

	chi2	p
text vs no-text	2.82	>0.05
long vs short	7.81	<0.01
positive vs negative	7.00	<0.01

Bartlett's test results

Future Work

How do people communicate with GIFs?

How do people choose different GIFs for different scenarios?

Semi-structured interviews to understand how people communicate with GIFs.

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