Lec 13

Emotional Interaction

Can Technology detect & affect our emotions?

Omar Hammad

https://www.youtube.com/watch?v=DX6-WNw5VtM

Affective computing vs Emotional Design

- technology that detect our emotions such as body movement, facial expressions, heartbeast, called affective computing
- it can have a lot of implications in health, retail, education and more.
- emotional design refer to technologies that evoke certain emotions in people such as bots, social robots, etc.

Emotions and Behavior

Fluctuations in emotions

- Emotions change frequently and are influenced by digital interactions.
- Example: Online shopping can evoke different emotional responses.

https://growth.design/case-studies/new-bing-ai-ep2

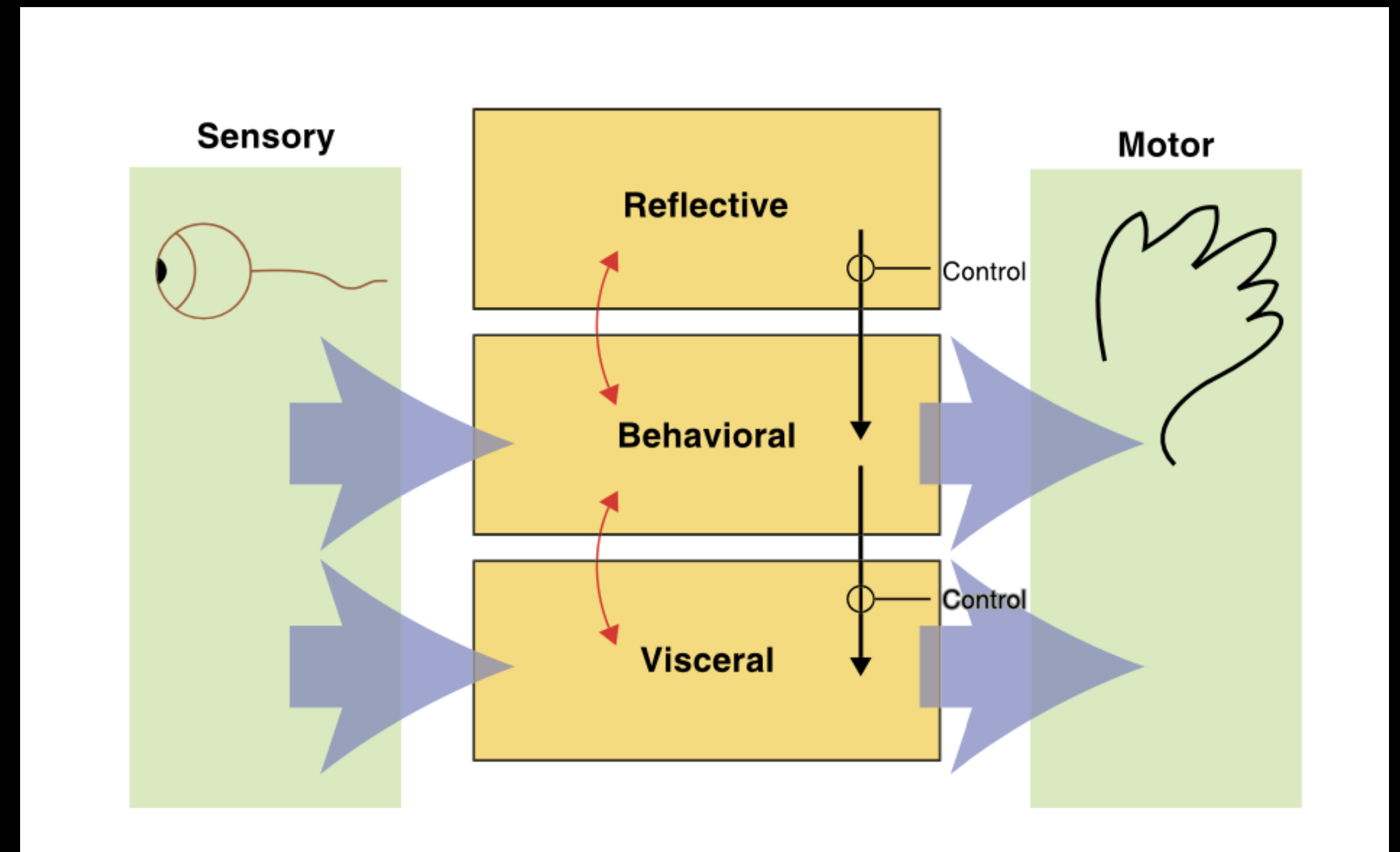Do people make emotional or logical decisions?

Emotions vs Mood

Do emotions cause certain behavior?

- depends on contex .. Roy Baumester et al (2007)
- depends on expectations .. Mayer Tamir & Yochanan (2017) .. the creative expeiment (calm vs excited)

Theoretical Models

Three levels of emotional design

- Visceral: Sensory aspects like look and feel.
- Behavioral: Usability and functionality.
- Reflective: Meaning and core values.
- Goal: Design for all three levels to create a holistic experience.

Plutchik's Wheel of Emotions

- Developed in the 1980s.
- Includes emotions like anger, disgust, fear, sadness, anticipation, joy, surprise, and trust.