Emosta EmoReader
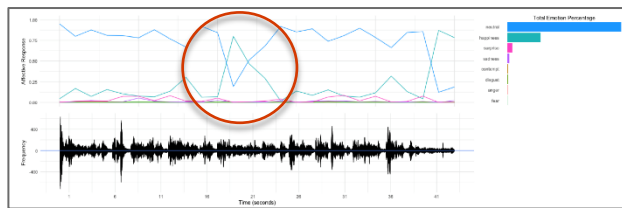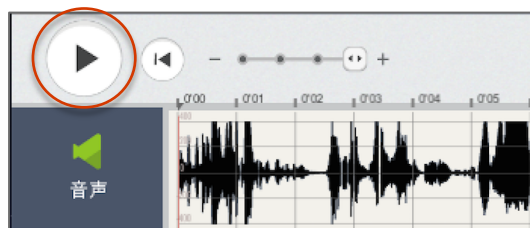## Data Interpretation Cheat Sheet

Basic Strategy

Thank you for using the Emosta EmoReader! Please use this cheat sheet as a summary of different strategies to interpret the output data.

1. Find sections of the graph(s) that contain many changes in emotion.

2. Review the audio content in these sections.

3. Consider whether the emotional expression is congruent or incongruent with the content of speech.

4. Consider whether the content of speech represents a emotionally salient theme.

- Do the words surrounding this theme reoccur often in the audio content?
- Do the same emotional expressions reoccur when this theme or similar themes are activated?
- Are there any additional strong statements or descriptions surrounding the theme?
- Is there an abundance of missing information (indicating that the speaker is making a lot of assumptions) surrounding the topic?

Wheel of Emotion

This abbreviated wheel of emotion shows how some emotions are opposite from each others while others are perpendicular. When masking emotions, many people mask using opposite rather than perpendicular emotions.
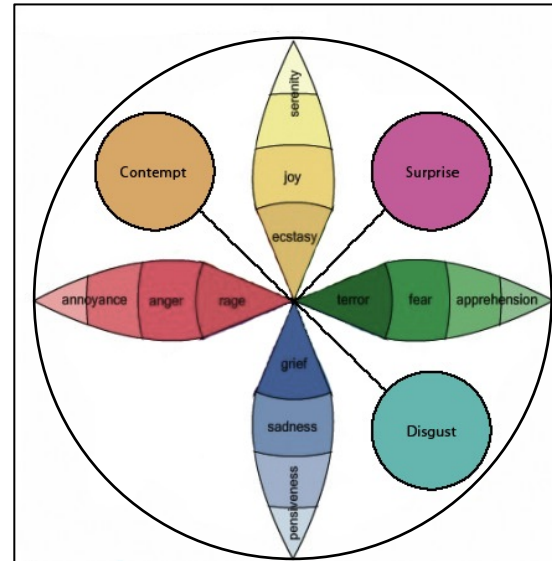

Common Misinterpretations

All observations have some degree of error, making false positives and false negatives especially likely across a large number of observations. Misinterpretations are easy, so here are a few to look out for:

- Surprise: yawning, pronouncing a strong "O" sound while speaking (e.g., hope).

- Happiness: encouraging other participants to continue speaking, pronouncing a strong "E" sound while speaking (e.g., please).

- Not listening/paying attention: emotional expression may reflect private thoughts or experiences.
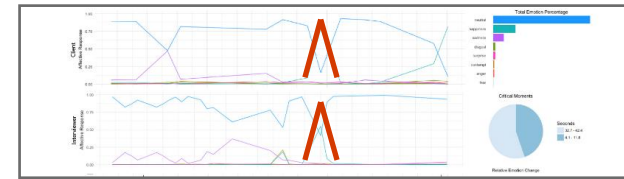
Focusing on One Emotion

Toggle on an off specific emotions to focus on only one or two of them. Removing the neutral expression is beneficial in most cases.
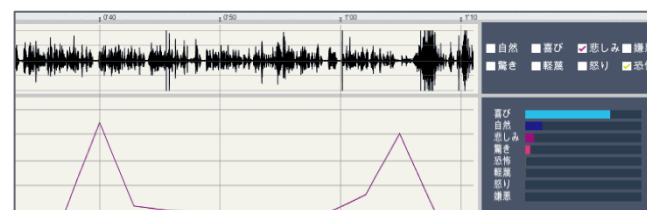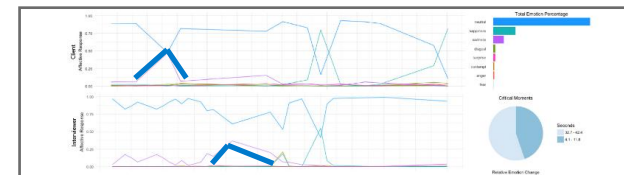

Graphs and Emotion Patterns
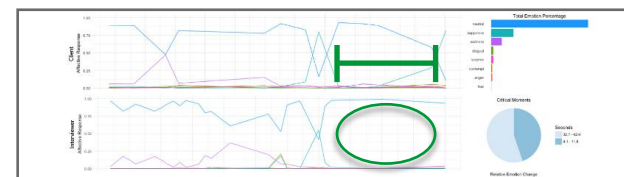
Examining Two-Graph Outputs

| Example Output	Description
	Mirroring: Multiple individuals express the same emotion simultaneously. Often indicates "reading the air" or emotion convergence across individuals.
	Conveyed Emotion: One individual's emotional expression is reflected by other individual(s) with a short time delay. Often indicates listening and sharing emotion.
	Listener Responsiveness: A given individual's emotional expression (or lack of one) facilitates or inhibits the content or quality of speech of another individual.

Examining Group Outputs

Example Output
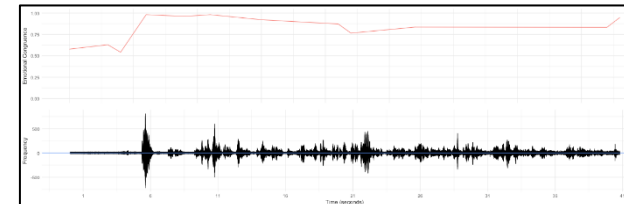
Description

- When examining output from many people, it is recommended to look at the Emotional Congruence Graph first in order to examine changes in group emotions as a whole. This will identify segments of the video that hold particular interest.

- Within these segments, watching it many times focusing each time on a different participant's emotional expression facilitates a deeper understanding of the group's interaction.

Additional Interpretation Advice

- Always look for the simplest interpretation first! (E.g., the smile means happiness).
- If the most simple interpretation of the data seems unlikely, progressively increase the interpretation's complexity (E.g., the smile masks the opposite emotion to joy [sadness]).
- Your first idea may be a good guess, but always consider alternative interpretations.
- Ultimately, the interpretation of this type of data requires the acknowledgement of uncertainty.