

affect, appeal, and sentiment as factors influencing interaction with multimedia information

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results from the chorus coordination action

plenty of recent research on affect in users by computational research

starting points

- ① information items (may) carry explicit or implicit sentimental loading
- ② people are in continuously changing affective states
- ③ activities people engage in modify and are modified by the affective state of the user.

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several reasons to study affect, appeal, and sentiment

- 1 better interactive systems in general, as systems move from office to general use
- 2 next generation of computer mediated human-human communication
- 3 dynamic narratives, for entertainment and education
- 4 understanding people better
- 5 more concrete task: information access
(that's us)

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workshop on affect, appeal, and sentiment as factors influencing
interaction with multimedia information

may 28, 2009

brussels

some discussion points

- ① useful use cases
- ② appropriate models
- ③ enhanced target notion for retrieval evaluation
- ④ link between usage and data objects

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(some) use case related factors

motivation task view broken by multimedia

situation lean-back, not lean-forward

success satisfaction not optimisation

effort short-coding, not specification

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initial take on models of affect

- ① categorial models with palettes of emotions
- ② dimensional representations with emotions projected in low dimensional space

not the last word - more dynamic models likely

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tentative goal for information access research

reformed target notion for evaluation:

introduce *appeal* to complement *relevance*

include factors related to *user* in evaluation, not only relations
document and specification

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tenuous link between usage and data objects

recall:

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what is the link? what outcome variables can we use?

what ground truth might we have? IAPS, but for txt?

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first steps being taken now.