

NEGATIVE EMOTIONS AND US

Presented by –

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▶ **Hypothesis: H1: There is influence of emotion in text input.**

▶ **IV: Experimental task and Time to make decisions**

▶ **Two levels :**

Factor	Levels
Task	With choice and without choice
Time to make decisions	Within 10 seconds and After 30 seconds

▶ **DV: Number of times user changes opinions, Aggressiveness of opinion**

▶ **Control variable : Chosen Images and Paper Mockup**

▶ **Random Variable : Pre-experiment mental temperament**

▶ **Within Subject, counterbalanced**

STUDY DESIGN

- ▶ **Number of tasks: 6 photos**
- ▶ **Pilot Study: On one person**
- ▶ **Interface : Paper mockup**
- ▶ **Instruction: Through script**
- ▶ **Compensation: “Dates” were distributed after task**
- ▶ **Participants : From groups of people above 18 – 8 people**
- ▶ **Ethics : All participants were able to**
 - ▶ **Quit at anytime**
 - ▶ **Fully aware of the experiment data logging**





- ▶ **Assumption – women equally powerful as men**
- ▶ **25% participants couldn't relate to the given comments.**

4	12.5%
3	37.5%
2	25%
1	0

PHOTO 1 : TASK 1

Photo 1

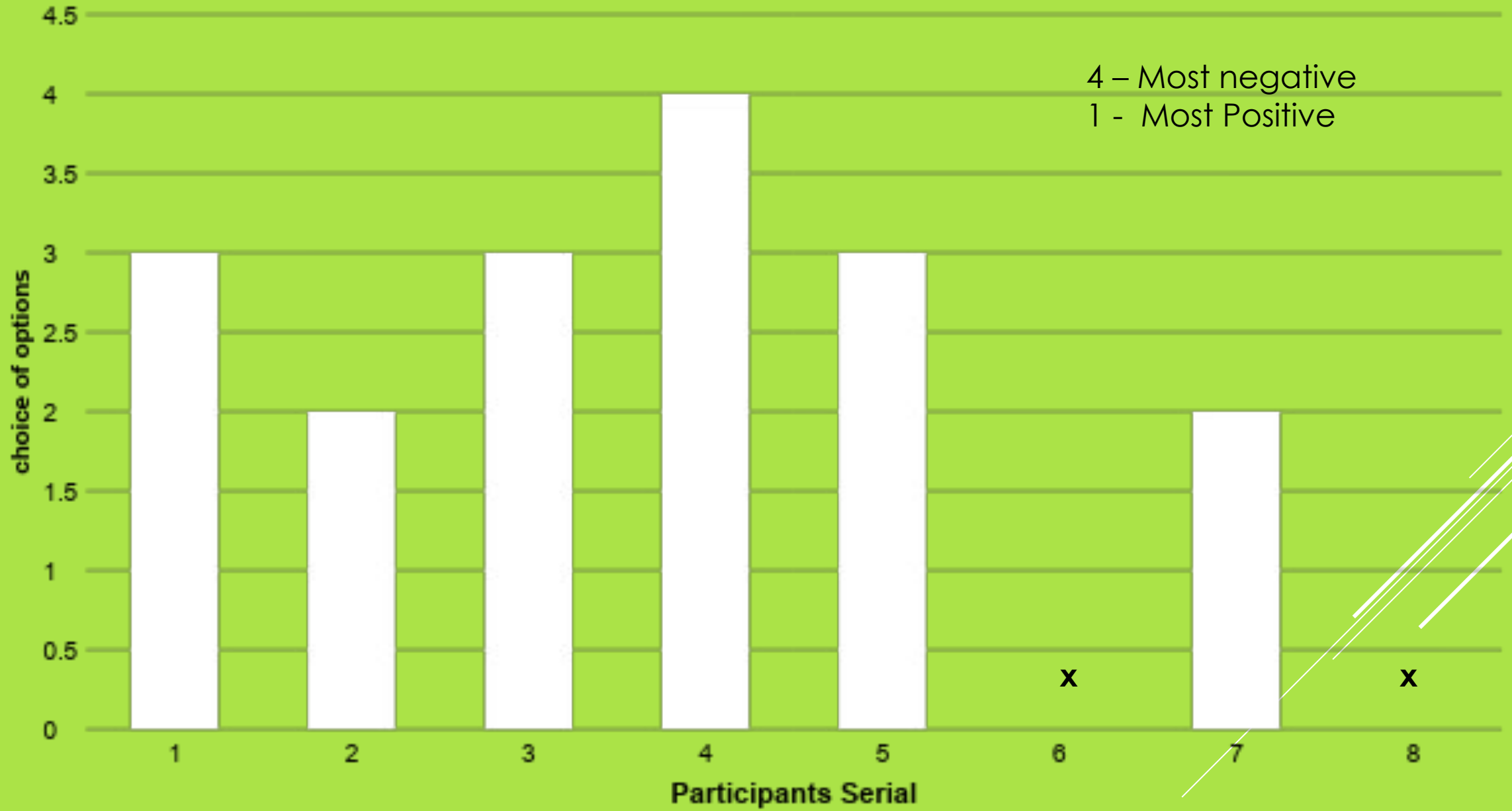




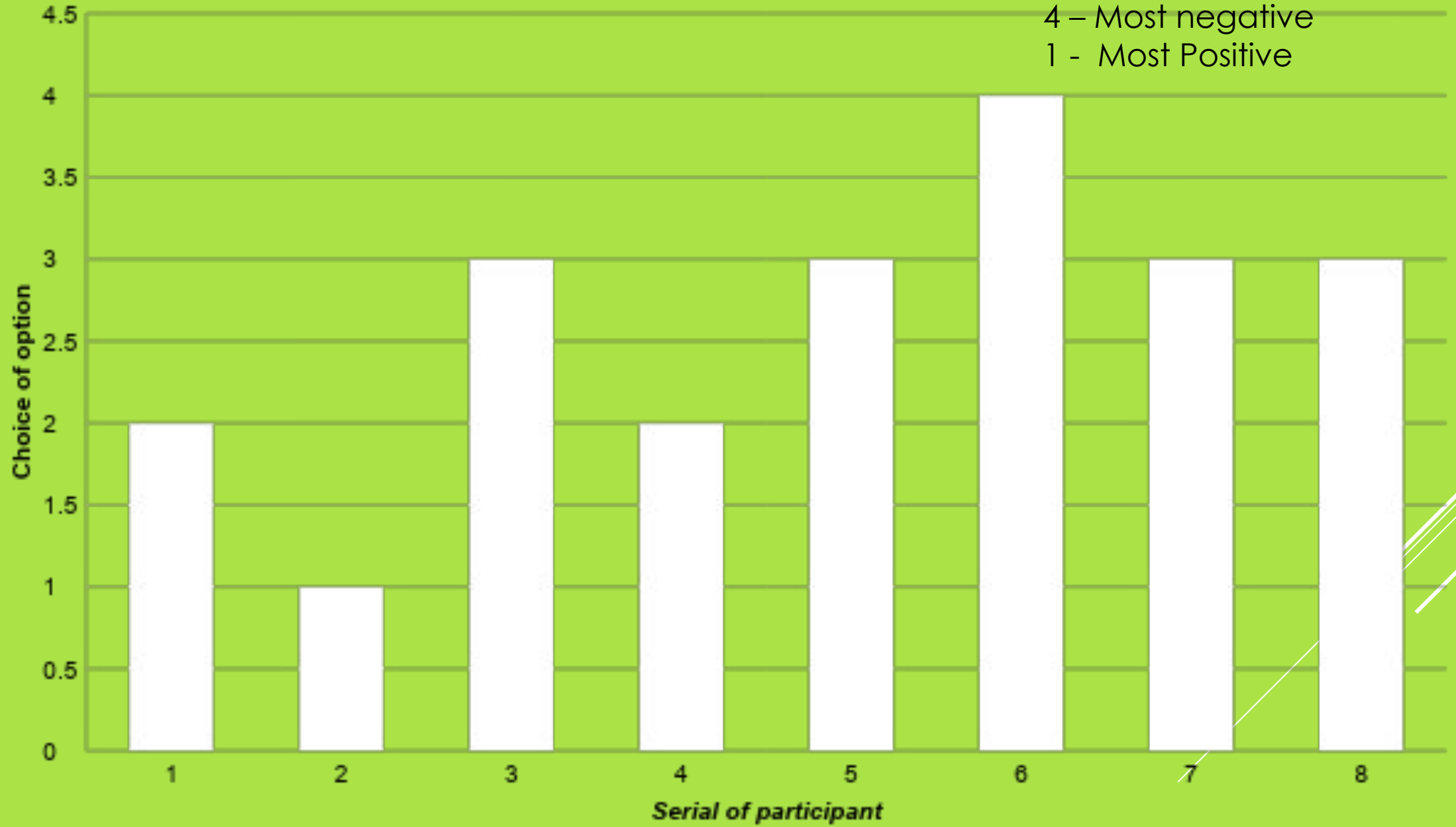
PHOTO 2 : TASK 2

- ▶ Assumption – A controversial place maintained by US government
- ▶ 25% participants didn't know beforehand about this place- so some data came without much meaning.

4	12.5%
3	50%
2	25%
1	12.5%

Photo 2

4 – Most negative
1 - Most Positive





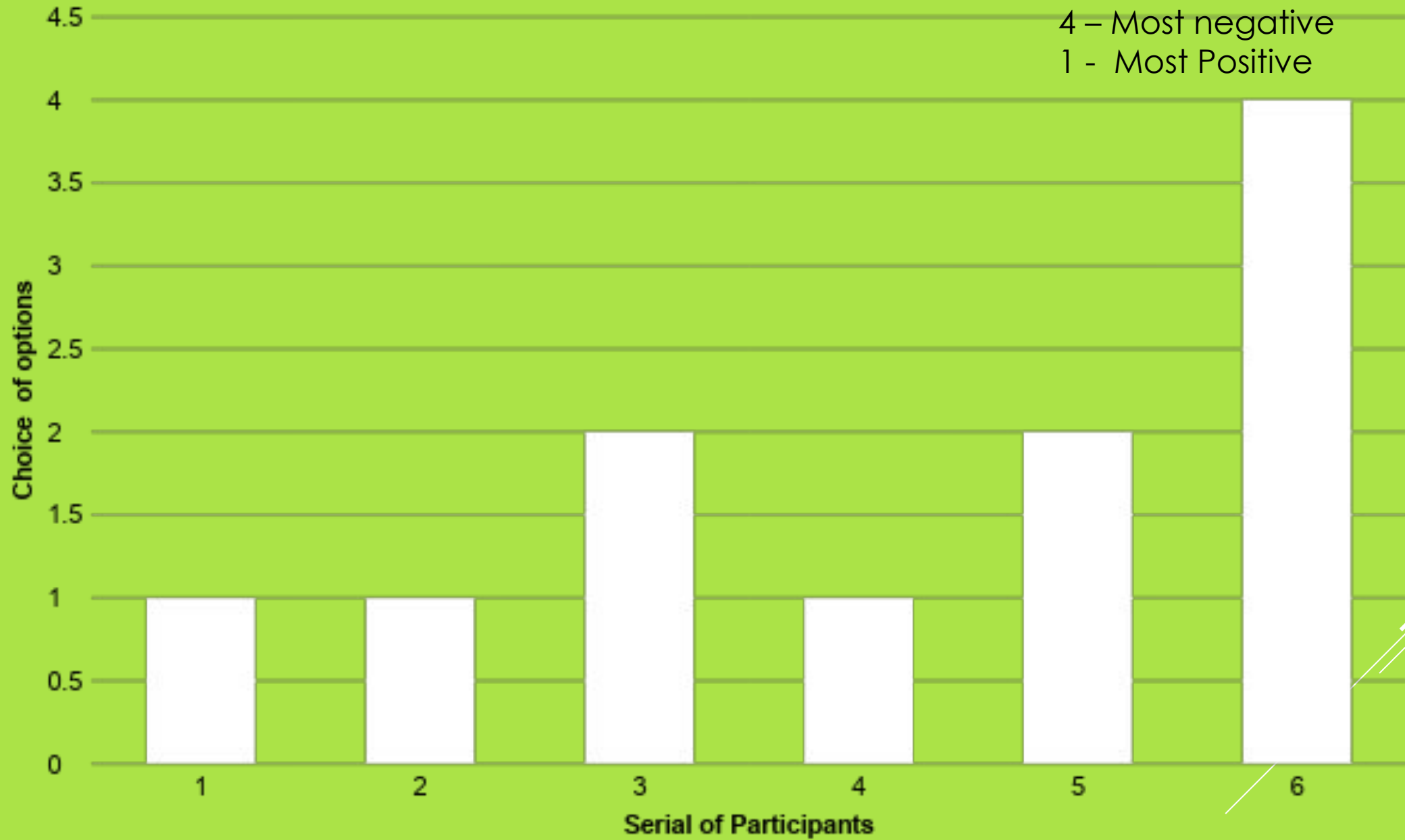
- ▶ Assumption – opinion about Trump’s strategy
- ▶ 25% participants didn’t have any opinion

4	12.5%
3	0
2	25%
1	37.5%

PHOTO 3 : TASK 1

Photo 3

4 – Most negative
1 - Most Positive





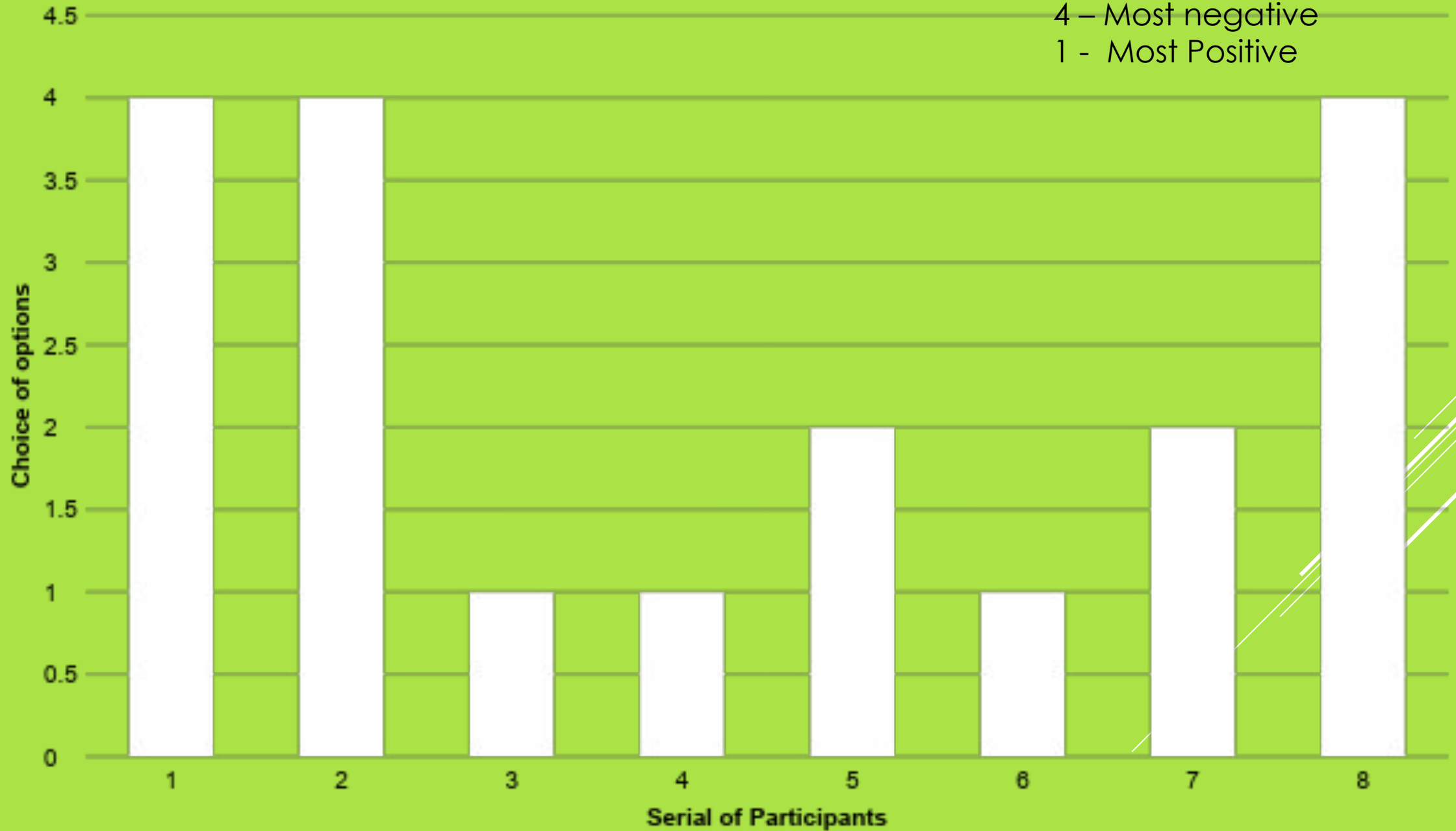
- ▶ Assumption – opinion about who is most guilty for corrupted society.
- ▶ Equal percentage of participants (37%) shared most negative and least positive comment.

4	37%
3	0
2	25%
1	37%

PHOTO 4 : TASK 2

Photo 4

4 – Most negative
1 - Most Positive



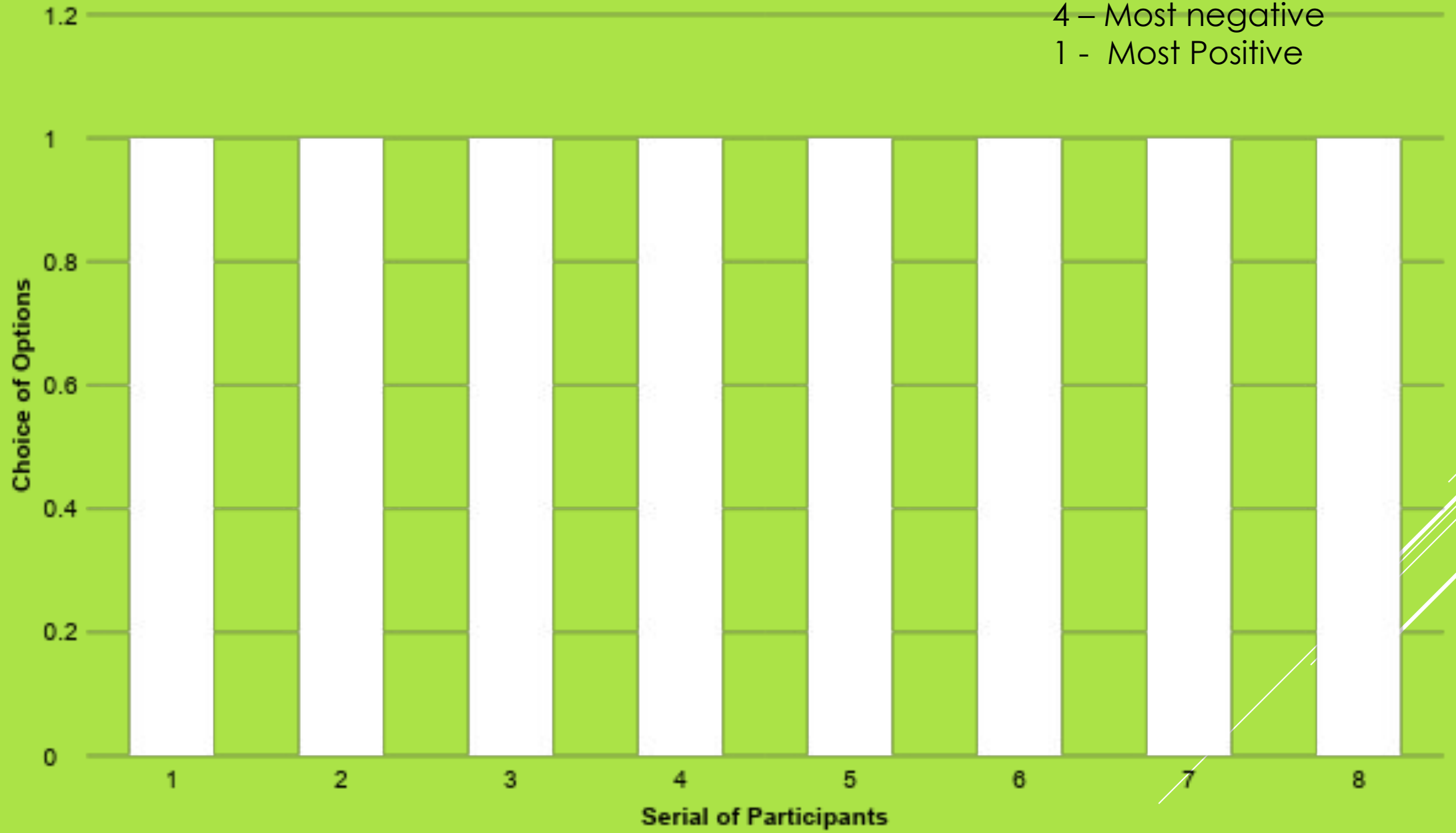


- ▶ **Assumption – Controversial Bollywood actress**
- ▶ **12.5% participants didn't know about her background**
- ▶ **100% participants shared the most positive comment about this person**

PHOTO 5 : TASK 1

Photo 5

4 – Most negative
1 - Most Positive



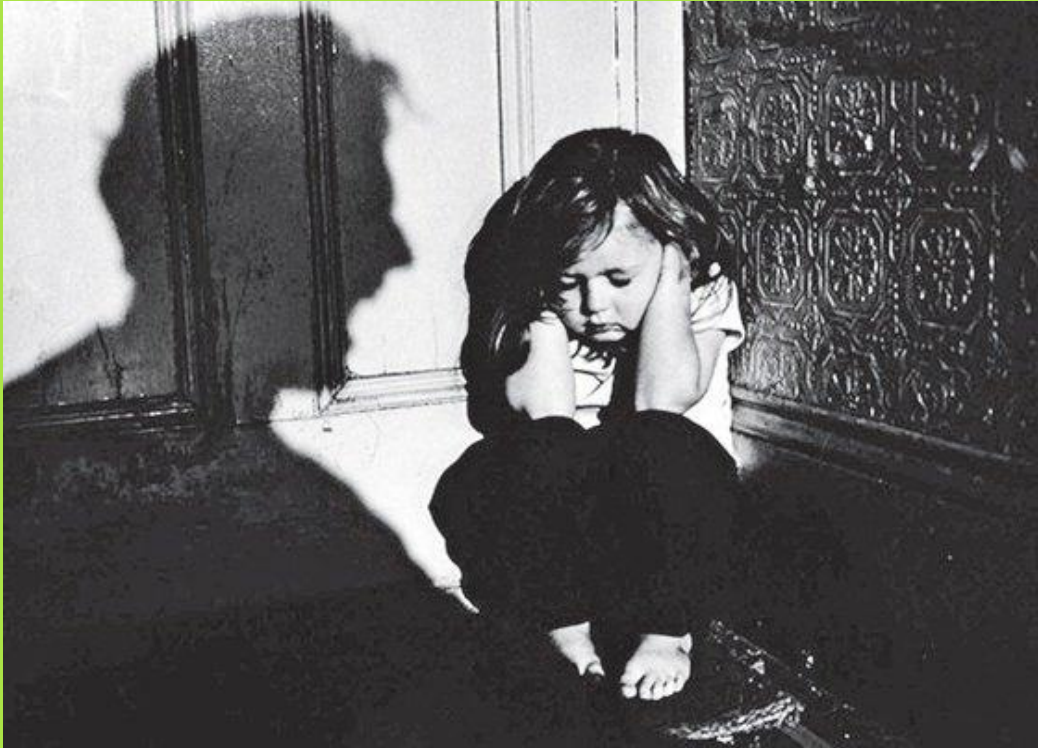
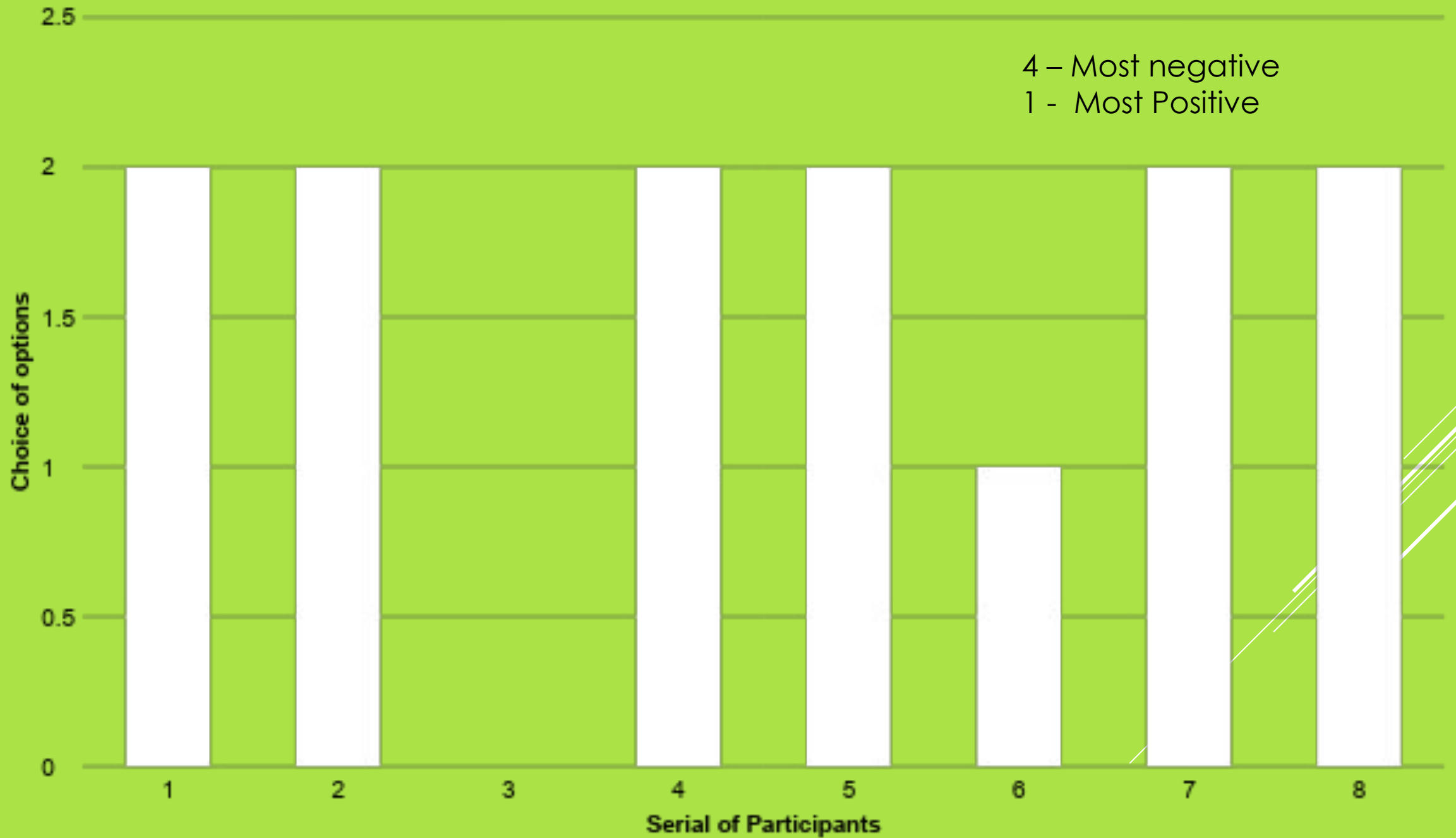


PHOTO 6 : TASK 2

- ▶ **Assumption – Ill treatment of child**
- ▶ **12.5% participants couldn't relate to the opinions**
- ▶ **75% participants chose the positive moderate comment.**

4	0
3	0
2	75%
1	12.5%

Photo 8



- ▶ For the government related issue (corruption , area 51, Donald Trump) – opinions seemed to vary quite good .
- ▶ For the controversial character one , the opinions show a sense of respect for others lifestyle ,
- ▶ For the child treatment, people chose the positive comments more.
- ▶ For the women empowerment, the variation was the highest.

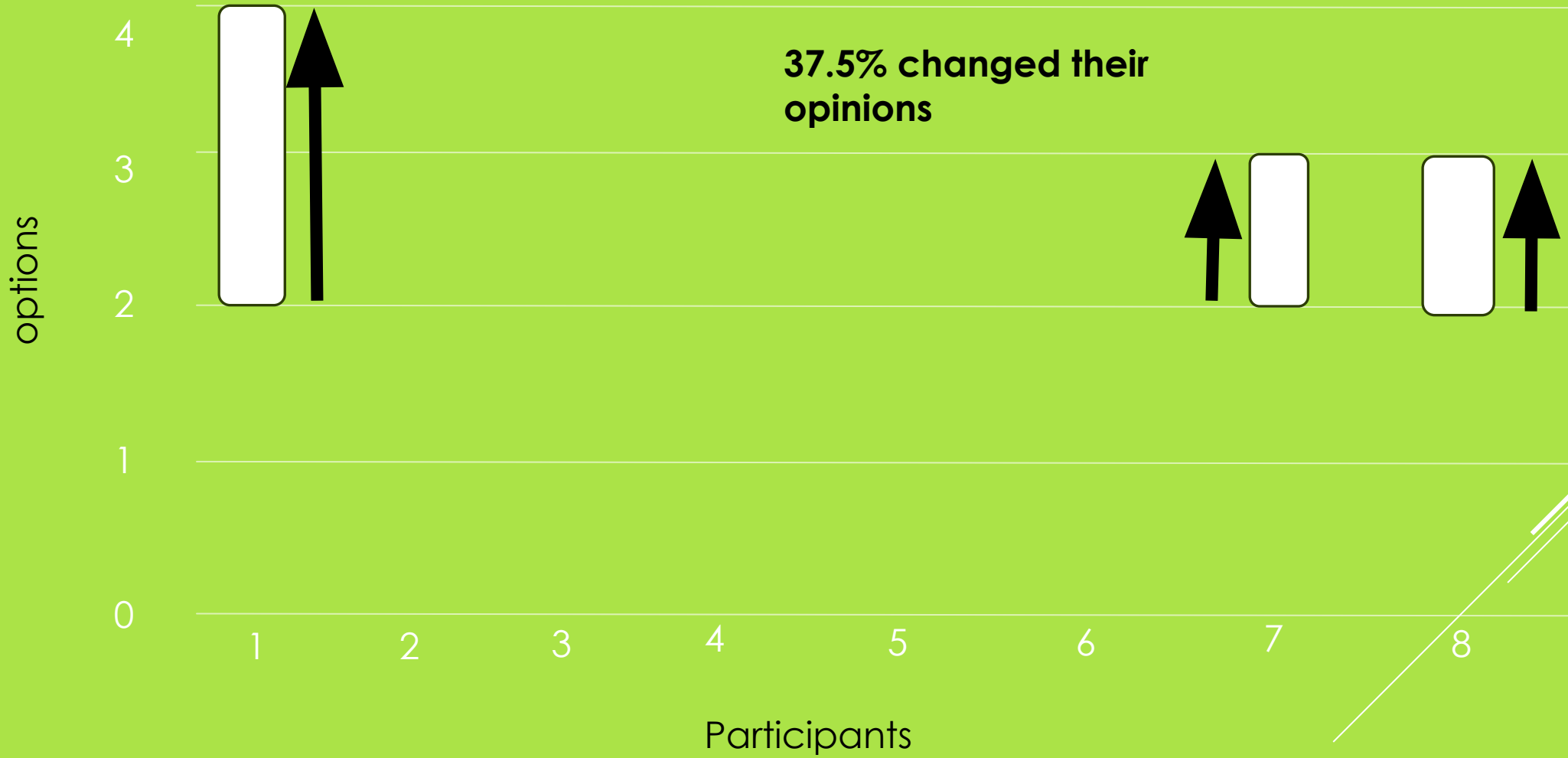
VARIATION OF OPINION

- ▶ In task 2, there were 3 photos where each of the participants had 30 seconds time to choose an opinion and they could swap their opinions multiple times.
- ▶ The majority showed the tendency to stick to the first selected opinion .
- ▶ The majority of the opinion changes came from the older age group of people compared to the younger group of participants.
- ▶ Again, for the child treatment issue, opinion changed towards positive comment.
- ▶ For the Area 51 , opinion changed towards extreme region.
- ▶ For the corruption issue, equal percentage of change recorded from both sides.

NUMBER OF TIMES TO CHANGE OPINION

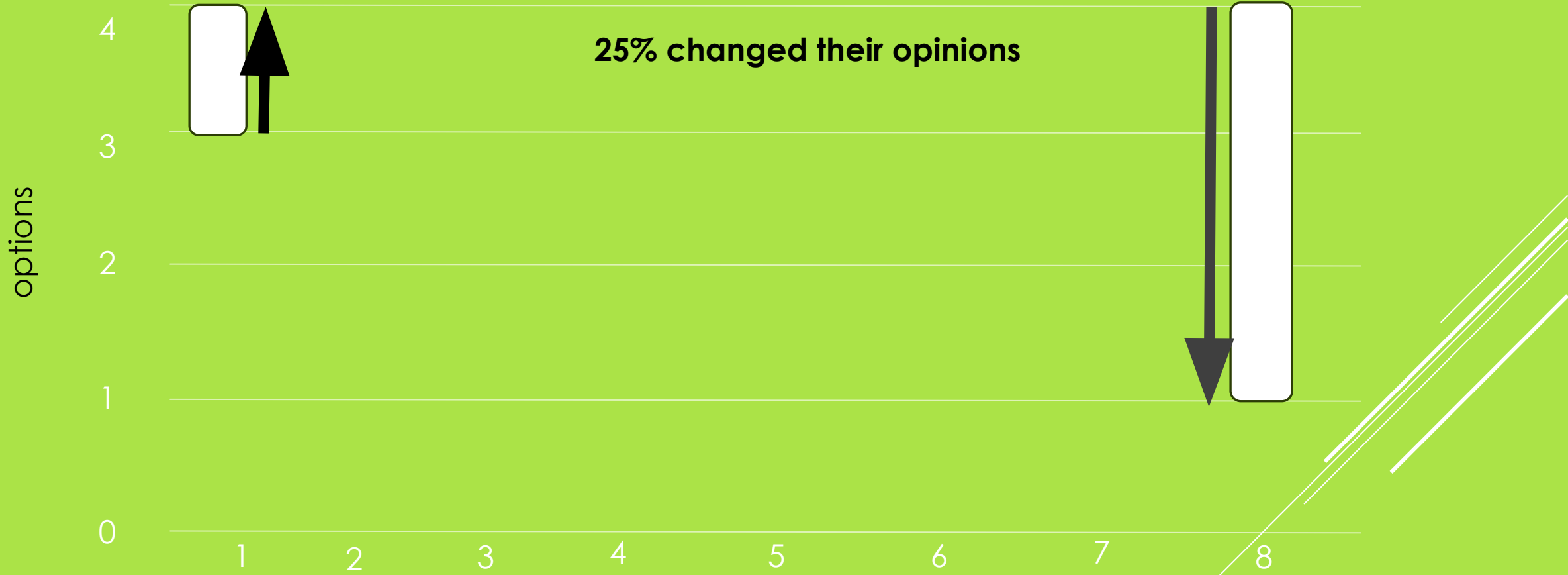
Area 51 : Task 2

4 – Most negative
1 – Most Positive



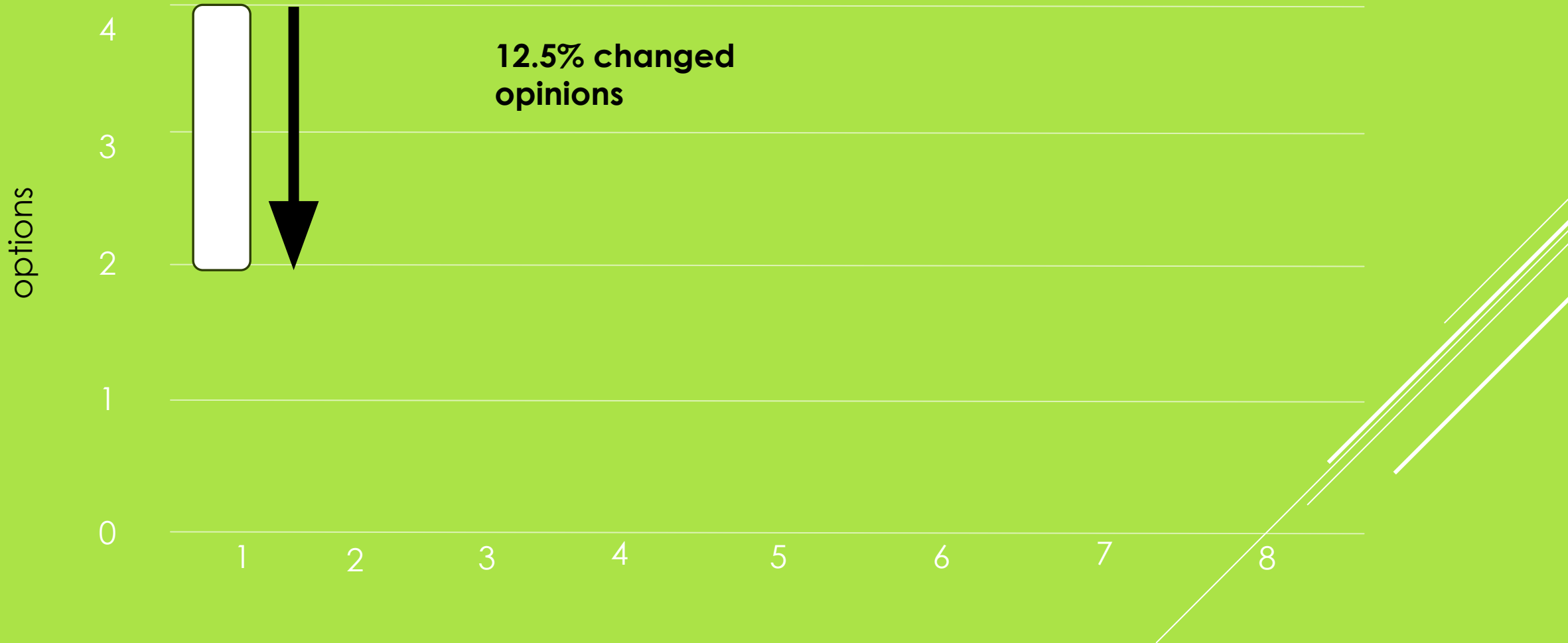
Who is corrupt : Task 2

4 – Most negative
1 – Most Positive



Child treatment : Task
2

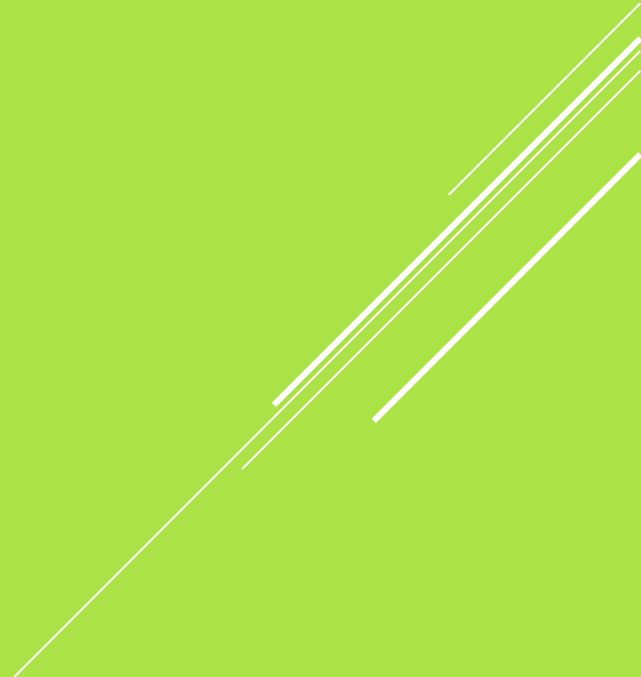
4 – Most negative
1 - Most Positive



Observations

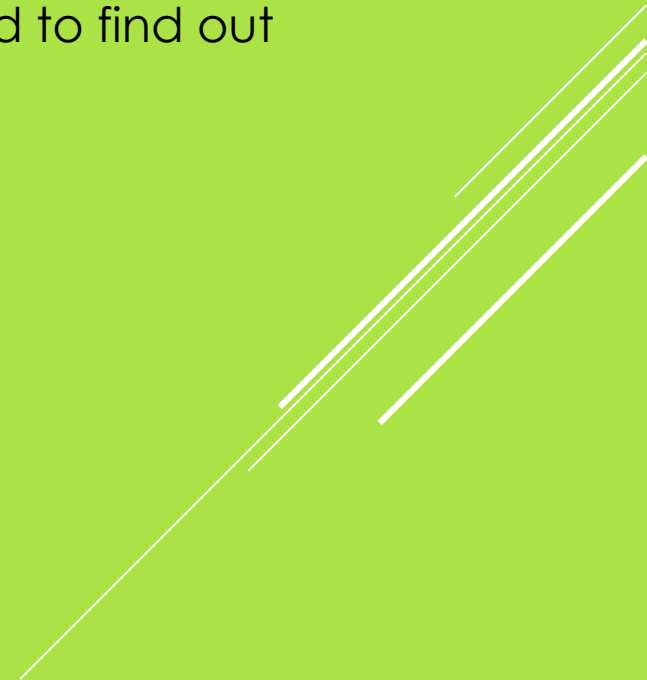
- Age influence
 - Compensation attraction
 - Consent Form
 - The 3 task -1 photos comparatively accounted for positive comments.
 - The 3 task-2 photos showed extremist opinions for the corruption and area 51 issue , whereas for the child treatment , it showed positive expression.
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Limitations

- Ambiguous Options
 - Unclear Instructions
 - Illegible Handwriting
 - Unable to track the pattern of change of opinion
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Improvement

- To trace the change of opinions, we may pursue a longer experimental study, where the participants will attend the task one day and submit the opinions . They will be allowed to return later if they want to change their opinion.
- Opinions are very subjective . Hence a more in depth study is required to find out how emotion triggers the choice of opinion on a certain topic.



Thank You

