

Instructions AffectButton

User (subject / web site visitor/etc.):

The AffectButton is a measurement instrument that enables you to give detailed and subtle emotion feedback about your feelings, your mood, and your attitudes towards people and products. If this is the first time you use the AffectButton, first explore the range of possible emotion feedback by moving your mouse pointer inside the whole button. To give feedback, you move your mouse inside the AffectButton to find the face that best matches your feeling, mood or attitude. Then, you click the button, just like any other button you are used to. Sometimes the exact face is not available; just pick the one that is closest.

Example 1 (attitude): A website asks for your feedback about the president of the USA.

*What you do: Imagine how **you** feel about the president, and move your mouse in the AffectButton to find the best matching face, then click.*

Example 2 (feeling): A website asks you to rate how you feel now.

What you do: Move your mouse in the AffectButton to find the best matching face, then click.

Example 3 (mood): A website ask you to rate how your day was.

What you do: Sit still and reflect a bit on your day. Try to feel the day as it comes by. Then, hold on to the most dominant feeling, move your mouse in the AffectButton to find the best matching face, then click.

Researchers/Developer:

The AffectButton is a measurement instrument for emotion feedback. It enables users to give feedback about their emotion, mood, and attitudes towards persons and things. The AffectButton is a standard button component available for Java and Python. You embed the AffectButton in any application that needs this kind of user feedback. When the user gives feedback, he/she moves with the mouse through the button. While moving the mouse, the emotional expressions on the face rendered in the AffectButton change according to the coordinates of the mouse in the button. The user thus selects a matching emotion by clicking the AffectButton when the face best matches the feeling, mood or attitude. The feedback you get from the button is standard button event with three values between -1 and 1, one for each of the affective (emotional) dimensions: *positive-negative*, *active-passive*, *dominant-submissive*. These values are the feedback, while the face is only there for the user to be able to select these values. To understand how to interpret this feedback in more detail, see the publications on the AffectButton, or the Wikipedia entry on PAD. The recommended size of the AffectButton is 100x100 pixels. This size has been validated for producing correct affective feedback.

Background science and downloads:

<http://www.joostbroekens.com>

http://en.wikipedia.org/wiki/PAD_emotional_state_model