

Can emotional cues be employed
in Internet Communications
Technologies to establish, sustain
or increase membership
participation in a Community of
Interest ?

MAVC 2006 Summary

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The Challenge(s)

- To define an emotion and an emotional cue, describe what it does how it can be used in a way that can be generally understood.
 - Studies into emotions cover many areas from cognitive, anthropology, health and well being and marriage counselling.
 - Distilling the vast array of disciplines into something simple, yet comprehensive was a challenge in itself.
- To suggest alternatives for newsletters other than e-mail
- Evaluate several case studies (7Sunrise, INXS, SCUBA clubs)
- To recommend the best methods for developing an e-mail based campaign (using design, tone, frequency, etiquette etc.)

Summary of Findings

- Emotional Cues CAN be used to :
 - Establish, sustain and build Communities of Interest.
 - Reinforce experiences and memories from initial communications (face to face).
 - Matching the newsletter layout to the website design helps build familiarity and trust.
 - Personalities of author and audience can be influenced by writing (grammar) styles

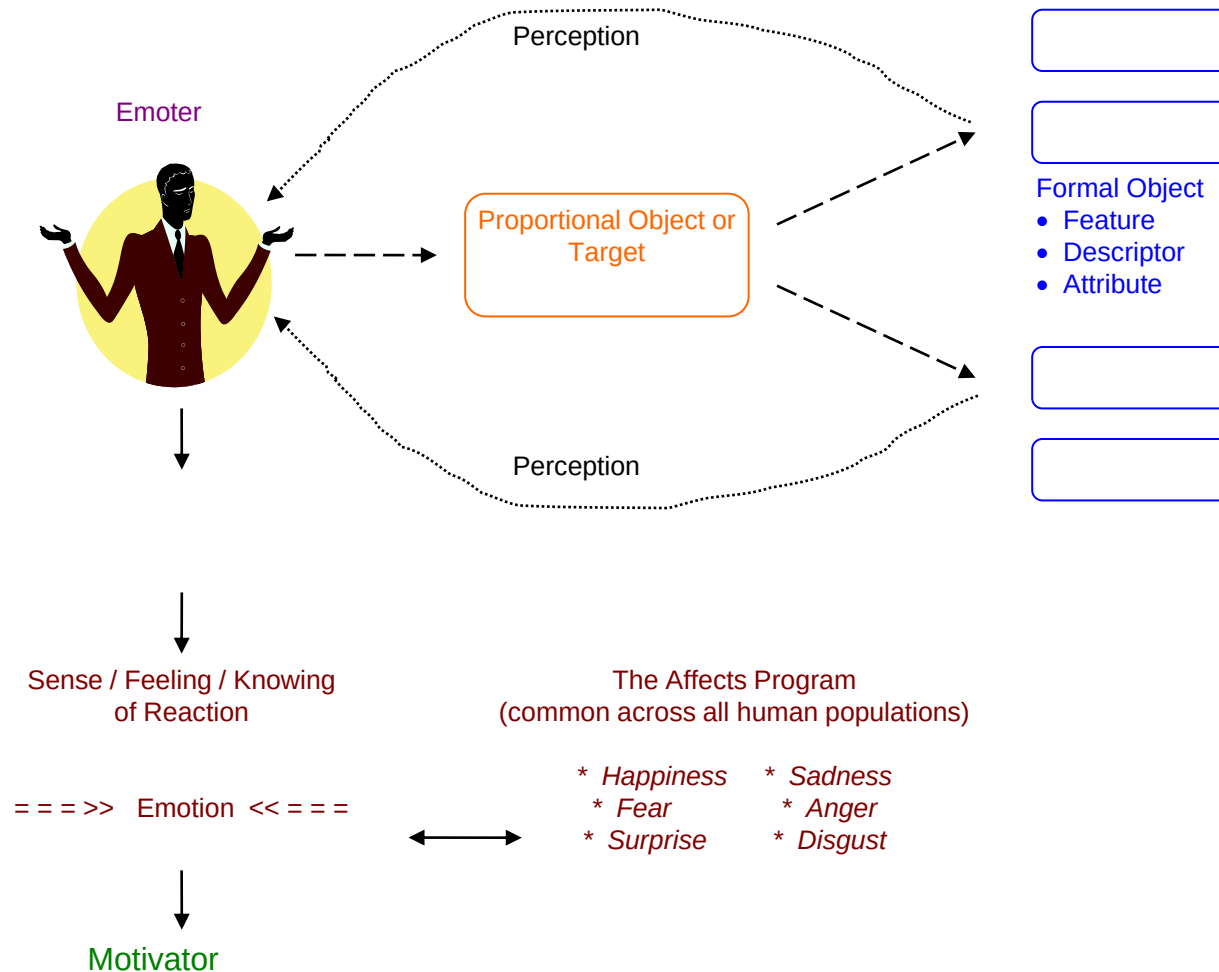
The Project

- Emotional Models
- Consumer Purchasing Models
 - Proposed an Emotional Model
- Communications Techniques
 - Non-Verbal and Non-Written Communications
 - Email Design Techniques
 - Internet based marketing techniques and strategies
- Case Studies
 - Based on Opt-In and subscribed newsletters
 - NOT unsolicited, cold calling or SPAM emails
 - 7Sunrise, INXS, Scuba Clubs

Emotional Models

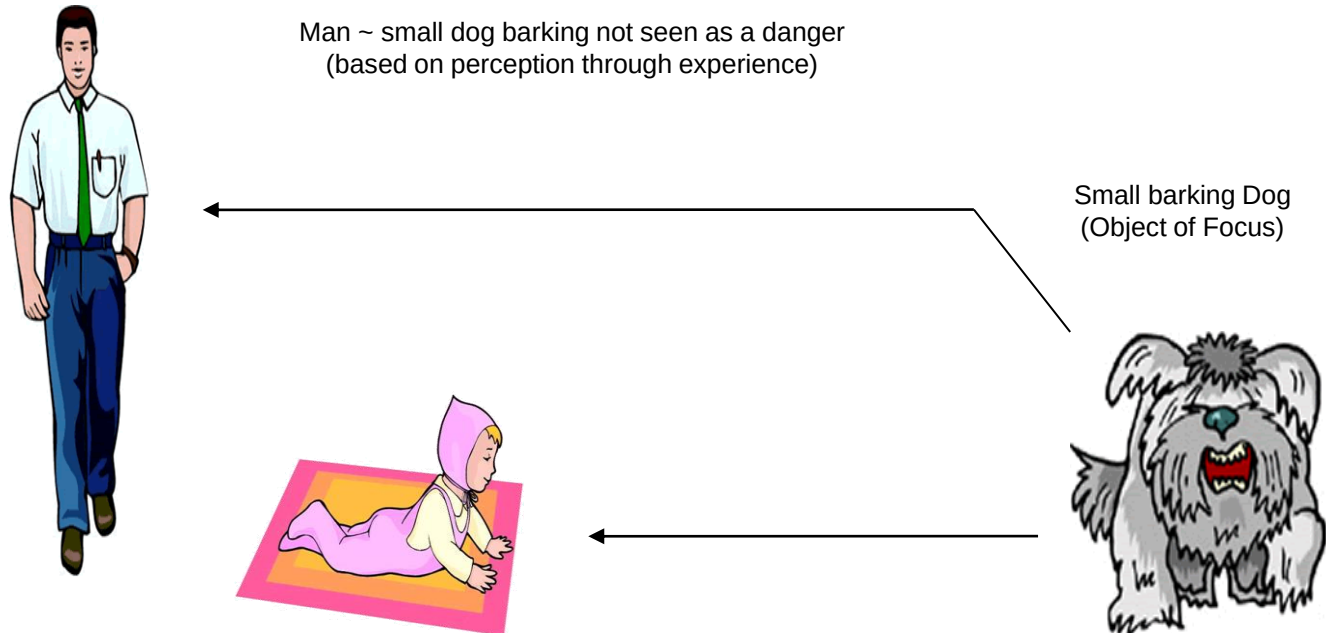
- There seem to be many but overall :
 - People focus on Objects
 - Objects have descriptive attributes.
 - Emotional Responses are generated from the Perception of the attributes.
 - 6 emotions are commonly recognised across all human populations from facial responses
 - Happiness, Sadness, Fear, Anger, Surprise, Disgust
 - Known as The Affects Program
 - Emotion are the motivator to further actions.
 - Emotions have Positive and Negative valencies.
 - Different people can perceive the same attributes differently

An Emotional Model

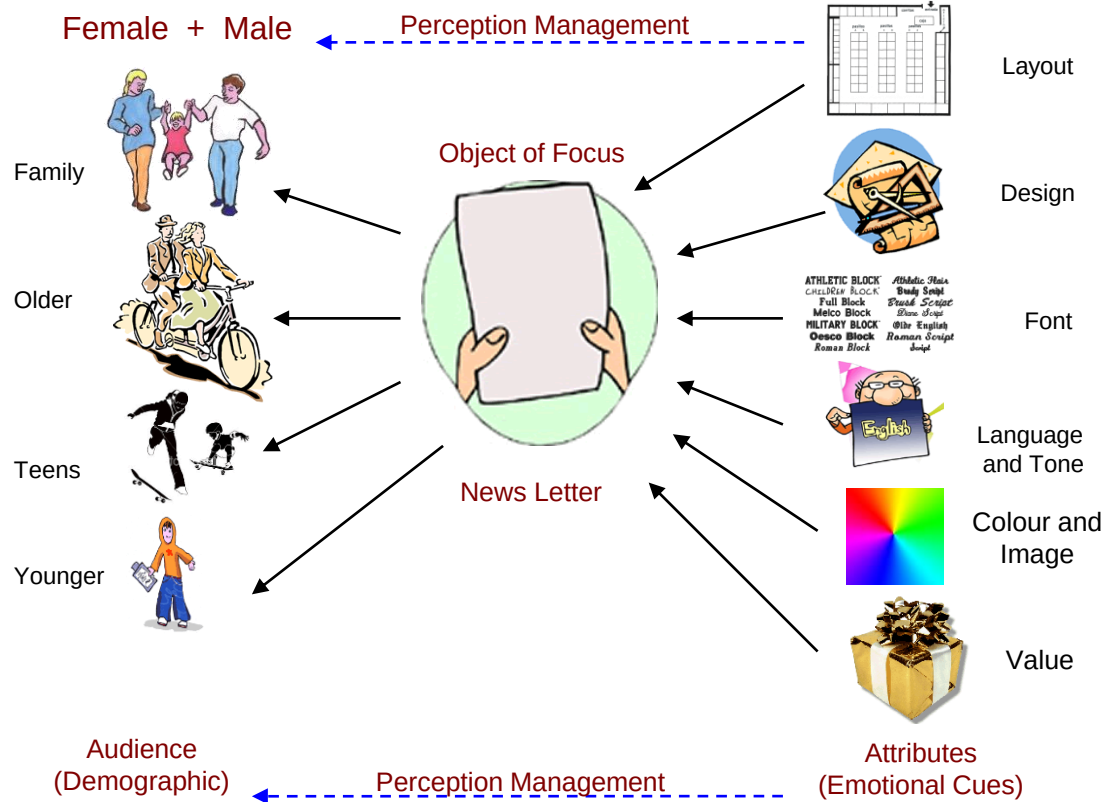


Perceptions

- Different people can perceive the same object differently
- These are based on previous experience and actions



Used in a Newsletter



Non–Verbal Communications (N-VC's)

- These include emotional cues such as :
- Personal Appearance :
 - Choice of Clothes, Hair, Jewelry, Cosmetic Make-Up, Automobiles, Location of House, Geography of Living Spaces.
- Body Language and Vocalisation :
 - Ambulation, Touching, Eye Contact, Posturing, Tics, Sub-Vocal, Distancing, Gesturing, Timing and Pace, Facial Expression, Intensity
- The way a message is delivered,
 - and responded to.
- They also appear in The Written Word.

N-VC's in The Written Word

- Personality can be determined from e-mail text
(Oberlander, Gill & Conway 2005)
- A particular personality can be portrayed using a certain construct of text
- They match 3 Trait or Big 5 Personality Models
 - Extraversion 3 Trait Big 5
 - Neuroticism 3 Trait Big 5
 - Psychoticism 3 Trait
 - Agreeableness Big 5
 - Conscientiousness Big 5
 - Openness Big 5

Developing a Campaign

- Comparing Consumer Models
 - To work out motivations
- Recognition and Anticipation
 - Starts at the Inbox and continues inside
- Perception
 - Design and Layout
 - Personality
 - Of the author and audience
 - Alternative Delivery Methods and Strategies

Comparing Consumer Models

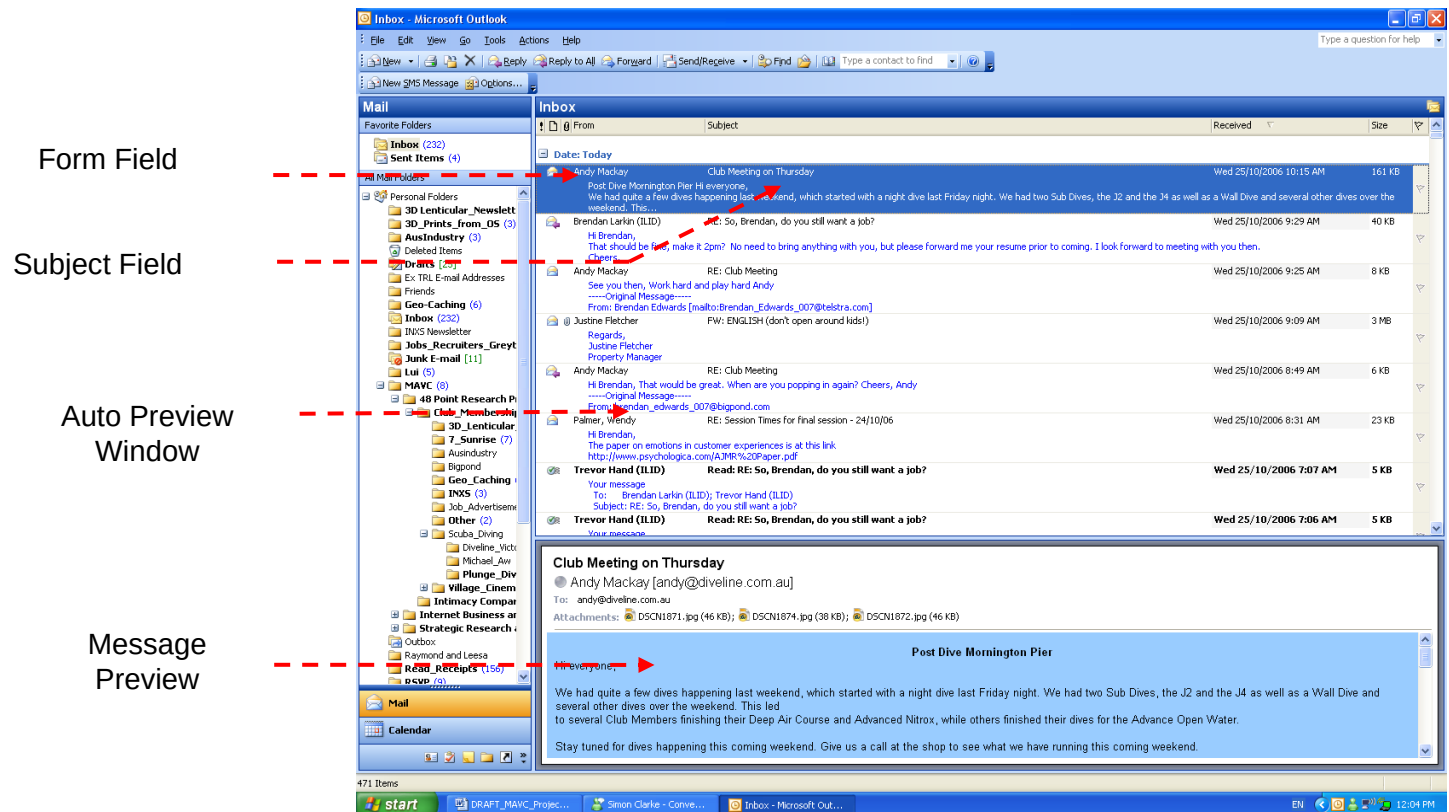
- Rational (Logic) vs. proposed Emotional (EMCB)
 - Recognition and Anticipation are based on Memory
 - Memory is created from initial experience

Step	Consumer Rational	Proposed Emotional (EMCB)
1.	Problem (need) recognition	Recognition and Anticipation
2.	Information Search and Evaluation	Perception
3.	Purchase (action)	Motivation
4.	Post Purchase (future memory	Memory

- Newsletter case studies were based on Opt-In subscriptions
- A previous experience had already generated a perception and motivation

Recognition and Anticipation

- Emotional Cues start in the Inbox



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Brendan Edwards
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Newsletter Body

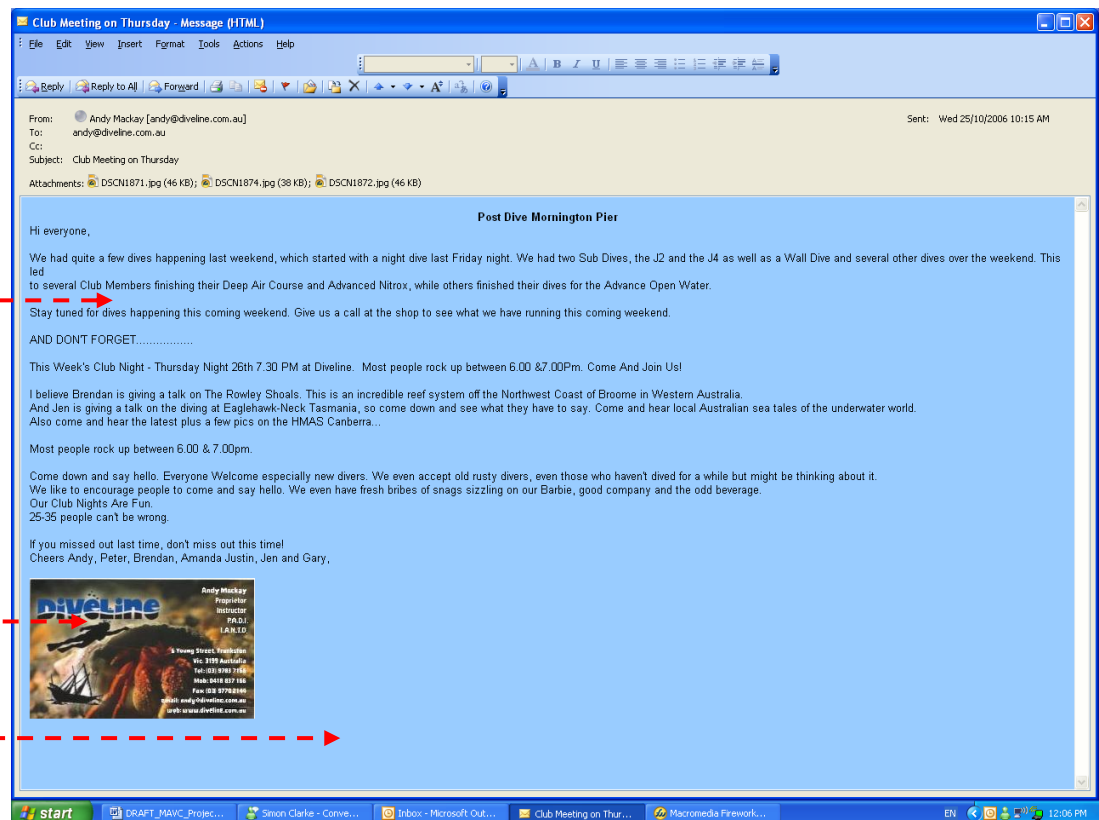
- Emotional Cues continue inside the body

Content – including
➢ Layout
➢ Language
➢ Personality

— — — — —
The Main Focus for
implementing
Emotional Cues

Signature — — — — —
- Personal or Corporate

Subscriber Opt Out — — — — — ➔



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Perceptions - Layout

- Follows web based Usability Guidelines
 - Particularly for HTML newsletters
- Images and Design
 - Females prefer organic and non posed imagery
 - Males prefer structured and mechanical
- Typography
 - Rounded fonts considered 'friendly'

Matching Newsletter and Website

- This helps to build trust through familiarity
 - Another emotional cue



Newsletter Alternatives

- Email is one way (basis for this report) to deliver a newsletter but there are others :
 - Web Logs, Internet Diaries or Blog's
 - Wiki's
 - Podcasts and RSS Feeds
- They give a perception of being traditional, 'edgy', tech. savvy, modern etc.
 - These can also appeal to different audiences

Alternate Strategies

- A few methods of getting your message across :
 - Viral Marketing (*whisper and word of mouth*)
 - Guerrilla Marketing (*big bang for low bucks*)
 - Personalisation, Customisation and Micro Targeting
 - User Generated Content
 - *Crowd Sourcing and Taste Networks (Reader Reviews)*
 - Massive Multi-Player On-Line Games (MMPOG's) and Virtual Worlds
 - Social Networks (*it may be important to find the hub*)
- All say something about the product or service

Personality – 3 Trait

Personality Trait (3 Trait Model)	Language Constructs Used	Grammar Constructs Used
Extraversion	•more social and positive emotion words •informal and non-standard features •are more abstract •show more agreement and compliments. •use fewer negations and negative emotion words, •less tentative modal verbs, causation and qualification words, •referred less to drugs and entertainment	•use more implicit language (containing more pronouns, adverbs, verbs), •whereas Introverts use explicit language (nouns, modifiers and prepositions) in native and non-native speakers and formality situations, •with further evidence indicating that these implicit/explicit features are also used in different contexts.
Neuroticism	•refer more to themselves, •use more negation •are more negative in their use of emotion words and in their references to groups and relationships, •use more concrete and shorter words common to speech, •are highly repetitious. •They also use fewer articles and positive emotion words but use more long chains of punctuation features (exclamation and ellipsis).	•are characterised by multiple punctuation patterns and an avoidance of proper noun references, •Low Neurotics are differentiated by adverb and verb patterns. •Additionally both high and low Neuroticism scorers are less likely to orient towards their interlocutor.
Psychoticism	•use more time and cognitive references, •use more varied vocabulary, •refer more to other people and less to themselves. •avoid non-standard punctuation features and references to work, •are less likely to refer to intimate relationships	•show different collocations of verbs, adverbs and nouns.

Personality – The Big 5

These portray the personality of the writer.

They also be able to appeal to the target audience

One personality can be changed to another.

(Oberlander, Gill & Conway 2005)

Personality trait (The Big Five Model)	Language Construct Used	Grammar Constructs used
Agreeableness	•use more first person singular and positive emotion words, •fewer articles, negative emotion words, or longer words	
Conscientiousness	•use more positive emotion words, •use fewer negations, negative emotion, causation, exclusive words, and discrepancies.	
Openness	•Use fewer first person singular, •Use more articles and longer words, •Use more causation words;	

Case Studies

- An audience and purpose were proposed and compared. The findings:
 - Many cues were found to match audience and purpose.
 - While not necessarily providing a positive emotional state, they reduced the potential for negative emotional states.
 - These may influence a positive valence if they reinforce a positive perception and memory of the initial interaction and motivation for subscribing to the newsletter in the first place.