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How Hedonic Systems Can Also Trigger Negative Emotions – First Insights of a Lab Experiment on Emotional Valence

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How Hedonic Systems Can Also Trigger Negative Emotions – First Insights of a Lab Experiment on Emotional Valence

Research-in-Progress

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Abstract

Positive and negative emotions, either way, are the key influences for guiding human behavior. Nevertheless, although positive emotions are an important determinant for user behavior and adaptations, we still lack knowledge about the general role of negative emotions and their impact on Information Systems (IS) discontinuance. The reason for this is twofold; first, the concept of emotions is rather complex containing several different components, and second, emotions are difficult to measure. Hence, as demanded by current research on the dark side of IT, we observe how emotional valence is shaped based on the cognitive appraisals of hedonic systems and how it is related to the discontinuance of these systems. For this purpose, we set up a lab experiment with eye-tracking and webcam technology. To evaluate the film and eye-fixation data, we make use of the emotional recognition software FaceReader. This software enables a detailed analysis of more than 200,000 frames of video-recordings in order to capture human emotions based on facial expressions. Within this research-in-progress submission we describe the development of our hypotheses, explain the methodological design, and provide first results of 176 users of either hedonic or utilitarian systems.

Keywords: Emotional Valence, Discontinuance, Hedonic Systems, Cognitive Appraisal, Facial Expressions