A Neuropsychological Approach for Investigating Behavioral Beliefs Using Facial Expression Emoticons

Emergent Research Forum Paper

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Abstract

This study evaluates facial expression emoticons’ capabilities for capturing latent variables using emoticons compared to scripts. The objective of the paper is to investigate a potential difference between script measures and neuropsychological measures such as facial expression emoticons in self-report survey items. The contribution of the paper is to introduce neuropsychological measures in self-report survey using facial expressions. To address the issue we performed an experiment using facial expression and script to answer survey questions and administered a self-reported survey to determine the usefulness and ease of use of the instrument. The result of the study suggest that it would be essential for survey designers to focus on using facial expression emoticons as proxy for scripts.