Special Session Proposal for ACII2019 (3rd – 6th, September 2019, Cambridge, UK)

Title: Culture- and Gender-originated Affect

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Abstract:
One aim of this special session is to understand the commonalities and dissimilarities between Affective Computing (AC) and other related areas, Kansei Engineering (KE), particularly in terms of culture and gender, for mutual development of both communities.

AC and KE are strongly overlapped. For example, both try to investigate their target constructs, which are not directly observable, by exploiting statistics/machine learning techniques with various types of measurements, e.g. behavior, physiological signals and subjective reports. However, there are also some differences. The central focus of AC is human emotions per se, while KE is oriented to improve product design by measuring human reactions induced by objects. Moreover, AC and KE originated in different cultures. This may be another cause of their differences since emotion is context-dependent. For example, the same arousal may be experienced as joy or anger depending on situational cues. Furthermore, context is usually shaped by culture (Munezero et al. 2014). Kansei is a Japanese term similar to the Western term of sentiment. Both imply an underlying attitude from people towards an entity. However, Western culture tends to separate logic reasoning (logos) and feelings (pathos), putting more importance on logos than pathos. On the other hand, Asians think about them as a unit, and even consider pathos more important. Therefore, it is important to understand whether cultural differences influence affective computing studies and how strongly.

Gender differences in emotion experiences and the interaction between gender and culture (Fischer & Manstead 2004) are also well known. However, in AC community compared to KE area, gender is often treated as a between-subject factor in many affective computing studies and detailed analysis has been avoided. For example, some KE researchers have been targeted a Japanese adjective "kawaii" which has a positive feminine meaning related to cute, lovable, and charming. However, kawaii objects are preferred not only by females but also by males, especially in young generations in Japan and some Asian countries. Kawaii baby and puppy are immature and incomplete, which causes empathy with them.

Clarifying such affective aspects caused by culture and gender in a special session can make significant contribution in the AC community. For example, it could help to realize universal user interfaces or computers that can understand and have culture- and gender-specific emotions.

Topics (Not limited to):

- Affective computing from Asian perspective
- Affective computing from Western perspective
- Affective computing from Oceanian perspective
- Affective computing from African perspective
- Affective computing from Latin American perspective
- Cross-cultural studies on affective computing
- Gender studies on affective computing
- Models of affective attributes of industrial products

Presentation style: Oral or Poster

Important date:

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