Empathy in my PhD research

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Wo Meijer - 26th of April

PhD objective:
Make it *easier* for designers to use ethnographic video in user research.

easier:

more
empathetic

more
scalable

More empathetic

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Better design

Inspiration

Stealing from work on empathy in CMC

Use biosignals to increase empathy!

(Hassib et al., 2017; Liu, 2019; Liu, Esparza, et al., 2019; Liu et al., n.d., 2017a, 2017b, 2021; Liu, Kaufman, et al., 2019; Min & Nam, 2014; Winters et al., 2021)

Photo: Fannie Liu

Building up the knowledge

Stage 1

Validate impact of "mediations" of biosignals and video.

Does it increase state empathy + empathetic behavior?

Stage 2

Scale video, with empathy as an output metric.

How can biosignals be utilized to select "empathetically salient" moments? How do different methods of scaling compare?

Stage 3

Biosignals + video throughout the design process.

How do designers engage with, use, and not use the work established in the previous studies?

First study: currently happening

3 bike rides through Delft, the Netherlands

3 stimuli:

- - No Mediation
- - Audible Heartbeats
- - Visual Heartbeats

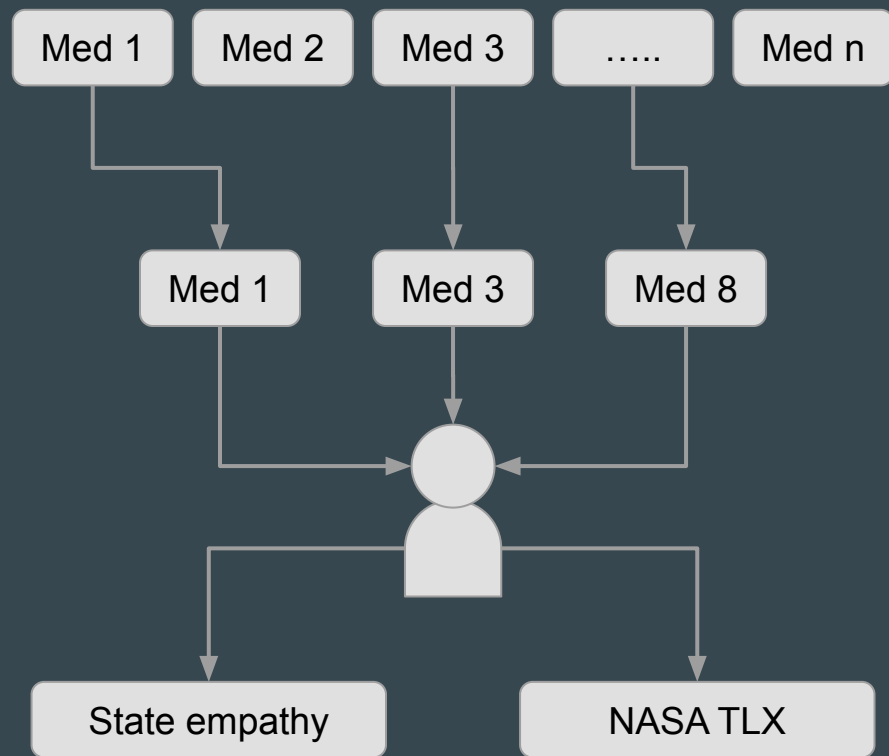State empathy questionnaire as the output metric

Second Study: comparing scaling methods

Input: 10 bike rides

First: gen-rank-verify

Participants: observe videos, measure state empathy questionnaire + NASA TLX

Third study: letting designers use it repeatedly

Shift to quick, weekly design process -> meal kits

Give "users" product, collect video + biosignals, give mediated videos to designers

See what the designers do and don't use, how video effects process