HOW TO MEASURE EVENT EXPERIENCE?

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VISITOR EXPERIENCE

The majority of previous studies described emotional components of visitor experience (Aho, 2001; Gentile et al., 2007; Meyer & Schwager, 2007; Palmer, 2010).

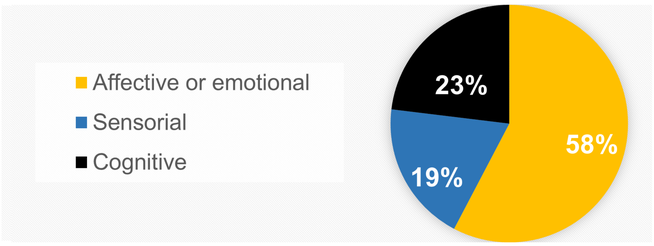

Figure 1. Described components of visitor experience

DISCRETE EMOTIONS

Discrete emotions theory describes innate sets of basic human emotions: joy, trust, fear, surprise, sadness, anticipation, anger, disgust, etc. (Plutchik, 1980; Ekman et al., 1992; Shapiro, Maclins, & Park, 2002; Cowen & Keltner, 2017).

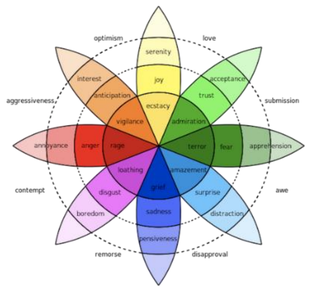

Figure 2. The wheel of emotions

DIMENSIONAL MODELS

Dimensional models explain emotions by using several dimensions (i.e. arousal and valence), which could characterize all discrete emotions (Mehrabian & Russel, 1974; Shapiro, Maclnnis, & Park, 2002; Bradley & Lang, 1994).

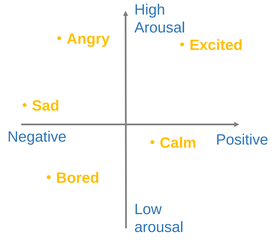

Figure 3. Dimensional model of emotions

SELF-REPORT MEASURES

Previous studies have reported numerous limitations of self-report methods.

- Self-report methods are influenced by availability heuristics (Kahneman & Tversky, 1979), and social desirability (Mauss & Robinson, 2009).
- Respondents' mood at the time of answering questions could influence their answers (Cantor & Kihltrom, 1987).
- Participants are not aware of some emotions or do not remember them (Poels & Dewitte, 2006).

ADVATANTAGES AND LIMITATIONS OF EXPERIENCE MEASURES

Measures	Dimensions	Advantages	Limitations
Self-report scales	Discrete emotions, arousal, valence	Simplicity, low-cost, multiple concepts in one setting, capture anticipated, current, and past experience	Availability heuristics, social desirability, mood, memory limitations, inability to capture unconscious experience
Experience sampling method	Discrete emotions, arousal, valence	Comparing subjective experience of different events	Social desirability, inability to capture unconscious experience
Electrodermal activity	Arousal	proper indicator of respondents' arousal	could also respond to different external (temperature, humidity, etc.) and internal (medications, age, movements, etc.) factors
Electomyography	Valence, startle response	Clear differentiating between negative and positive emotions	Measuring only small number of muscles, discrepancies in measurements across labs and individuals.
Cardiovascular measures	Arousal, valence	Differentiating both the intensity and the valence of emotions	Can be influenced by activity, age, physical condition, posture, respiratory rate and respiratory depth
Pupillometry	Arousal, cognitive efforts	Nonintrusive, cost effective, reliable and valid method of measuring emotions	Potential sources of noise can create a stronger signal than the cognitive operations: luminance levels, heart rate, breathing, physical efforts, etc.
Event related potentials	Valence, arousal, neurocognitive processes	Higher temporal dimensions, continuance, providing measures in the absence of behavioral responses	Small values demand a large number of trials, unclear functional significance, inverse problem
Functional MRI	Arousal, valence, emotional processing	High special resolution, noninvasiveness	Expensiveness, low temporal resolution

TEMPORAL DIMENSIONS OF VISITOR EXPEREINCE

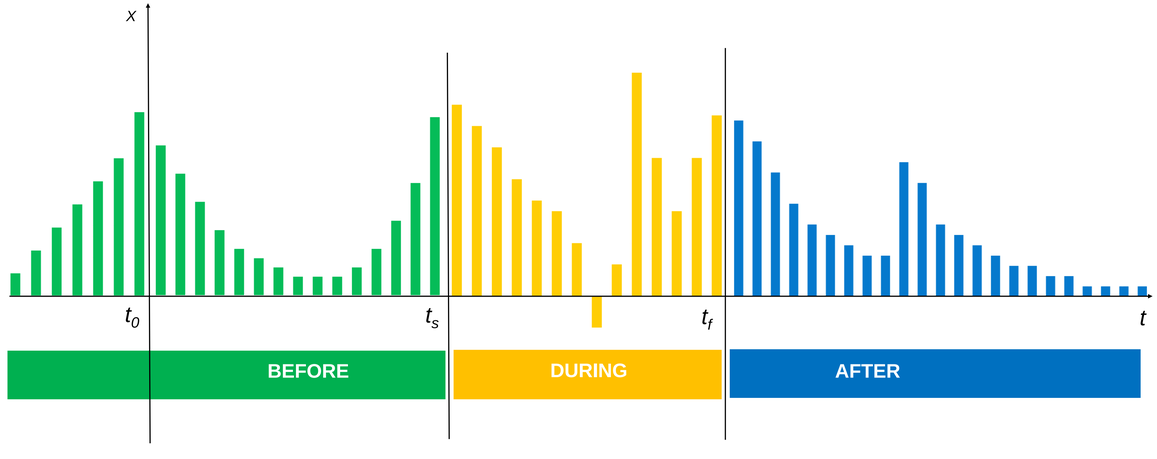

Figure 4. Temporal dimensions of visitor experience

EDA

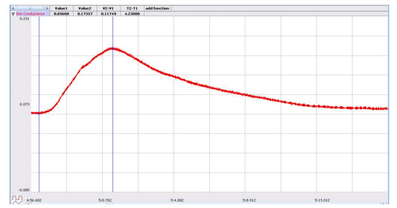

Figure 5. Elecrodermal activity

ECG

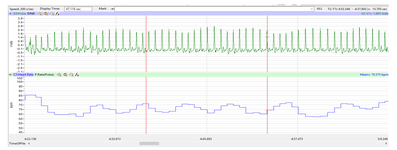

Figure 6. Elecrocardiography

EMG

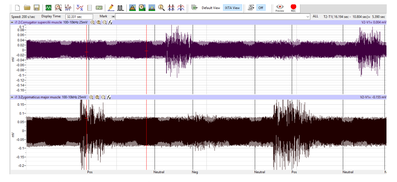

Figure 7. Elecromyography

ERP

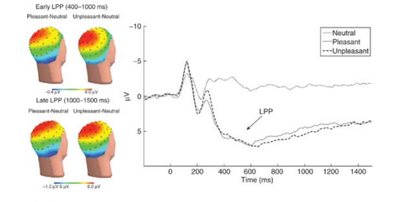

Figure 8. Event related potentials

CONTACTS

We are ready to collaborate with event organizers in studying event experience before, during, and after major events. You can download the .pdf version of this presentation by scanning the QR code.

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