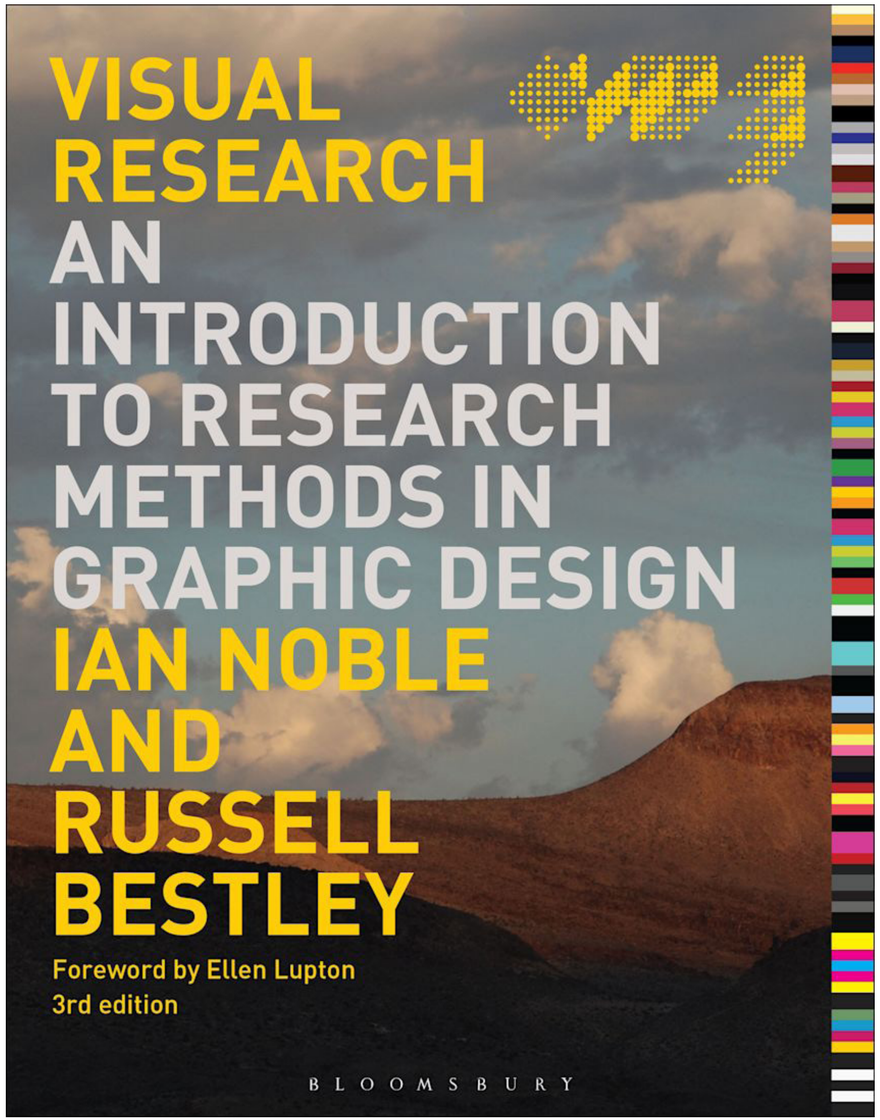
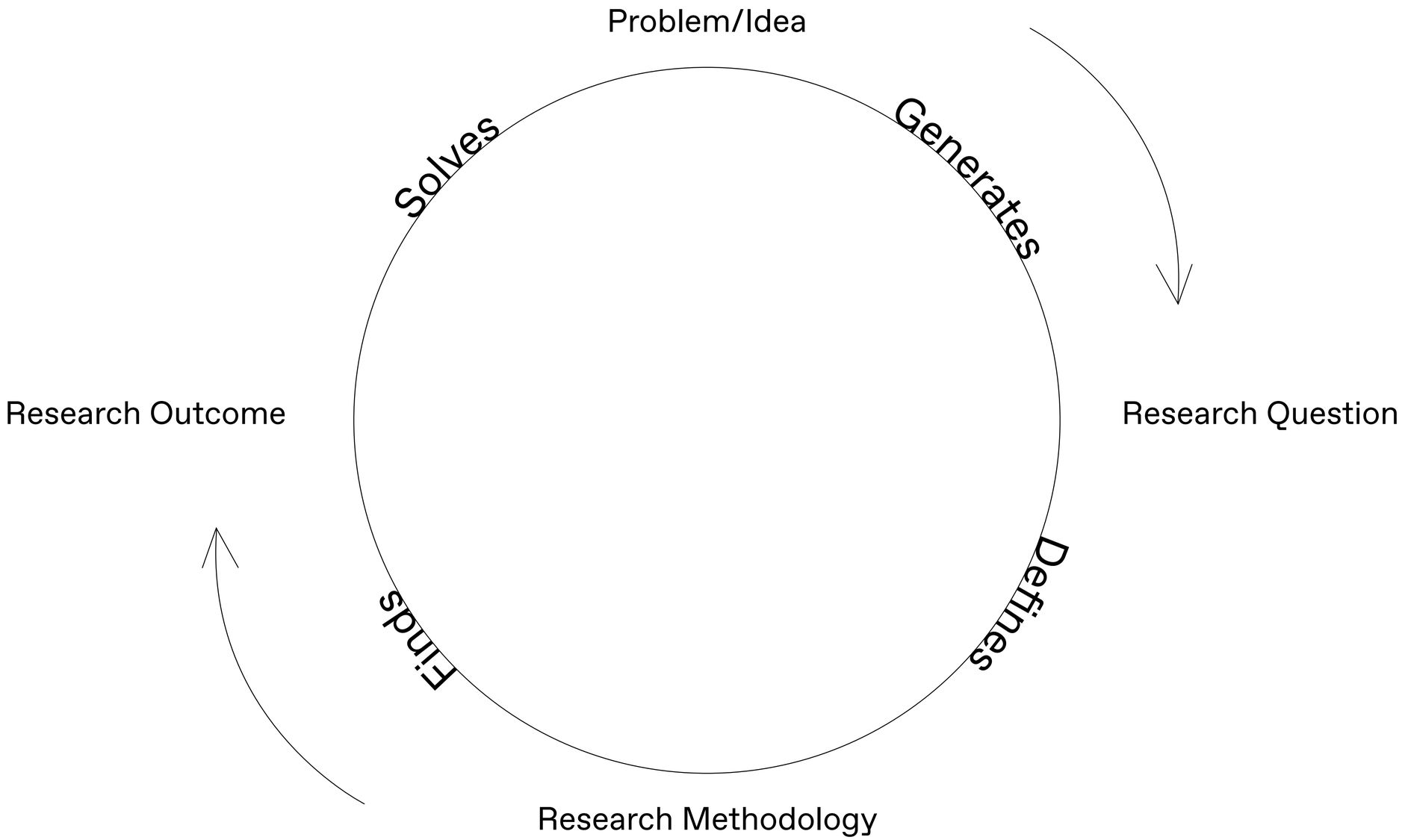
‘Research” could mean different things. It could mean research “for” design and research “by” design... Research “by” design means that the process itself is a type of research.

Metahaven, On Design and Research, Iaspis Forum on Design and Critical Practice, 2009.

Reference 1

Noble, I., & Bestley, R. (2016). Visual research: An introduction to research methods in graphic design (3rd ed.). Bloomsbury Visual Arts.





Noble, I., & Bestley, R. (2016). Visual research: An introduction to research methods in graphic design (3rd ed.). Bloomsbury Visual Arts.

Enquiry:

The datafication of love (and other emotions) and its transformation into personalised digital tools for fostering emotional connection and self-reflection across distances.

Define Design Problem:

In the digital age, AI continuously collects and processes data, shaping human interactions and perceptions. As digitalisation advances, people increasingly turn to machines for emotional, professional, and physical support, relying on instant responses that human connections cannot always provide. However, AI approaches emotions in a structured, mathematical way—categorising them rather than truly understanding their depth and complexity.

This project questions whether AI can genuinely comprehend emotions or merely analyse them as data points. Taking a psychoanalytic approach, it examines how AI engages with human cognition, challenging the boundaries of artificial empathy and its impact on our perception of emotions.

By exploring the transformation of human emotions into numerical data, this project highlights the influence of AI-driven emotional analytics on personal identity and society, raising critical questions about authenticity, self-perception, and the future of human emotional experience.


```
{
   "emotion":{
      "angry":7.603101671639384e-14,
      "disgust":2.7474185705216866e-21,
      "fear":1.688688161735822e-14,
      "happy":100.0,
      "sad":4.205067717644173e-10,
      "surprise":7.103817571484745e-13,
      "neutral":4.4851553027136504e-08
   },
   "dominant_emotion":"happy",
   "age":31,
   "gender":"Woman",
   "race":{
      "asian":0.9087088517844677,
      "indian":1.1444833129644394,
      "black":0.09399998234584928,
      "white":66.56872034072876,
      "middle eastern":16.655877232551575,
      "latino hispanic":14.628209173679352
   },
   "dominant_race":"white"
}
```

Define Causes of Problem:

At the heart of today's global challenges is a profound crisis of disconnection. From loneliness and isolation to racism and division, our increasing detachment from one another is causing significant harm—both to individuals and to society as a whole.

Throughout life, we often navigate emotional understanding on our own, as many of us were never taught how to process our feelings. Only now is psychotherapy becoming more accessible and widely accepted among younger generations.

Emotions are central to our experience of being alive, yet suppressing them can sever us from this reality. As AI advances in analysing and categorising emotions, we must ask: can digital tools help us better understand ourselves, or will they reshape human behaviour in ways we have yet to fully comprehend?

09:54

thevillageua Ось п'ять найкращих світлин, які отримали найбільше голосів публіки в... more

23 hours ago · See Translation

bandaidforheart

♫ James Quinn · Pirouette

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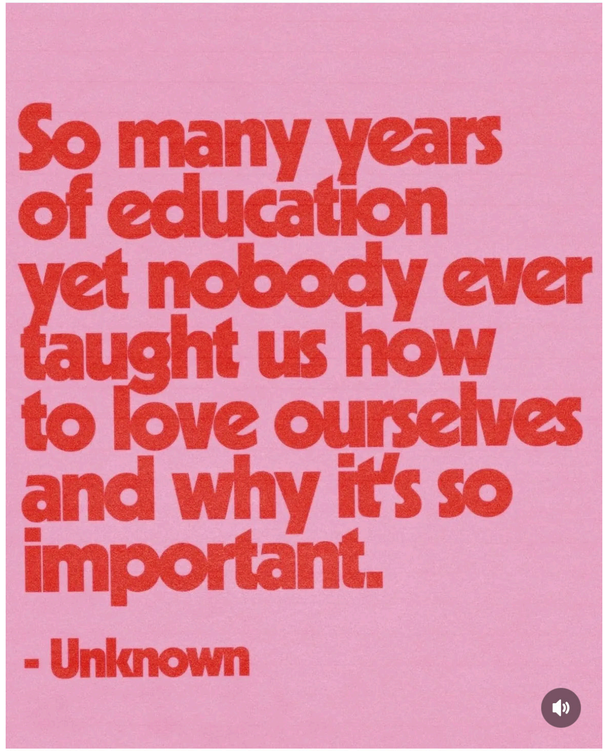

14

Liked by **citizenzain** and **others**

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Target Audience:

❶ People interested in psychology and emotional intelligence;

❷ Those concerned with AI ethics and data manipulation;

❸ Digital culture researchers;

❹ General audiences who engage with AI platforms.

Is it significant?
Can visual communications contribute to its reduction?

Over time, this research and methodology could evolve into a therapeutic tool, helping individuals explore their emotions in an interactive, visual-first approach. By using participatory design, visual representations of emotions could provide a more fluid, human-centred way to engage with feelings—one that AI alone cannot dictate.

MIND & LIFE INSTITUTE

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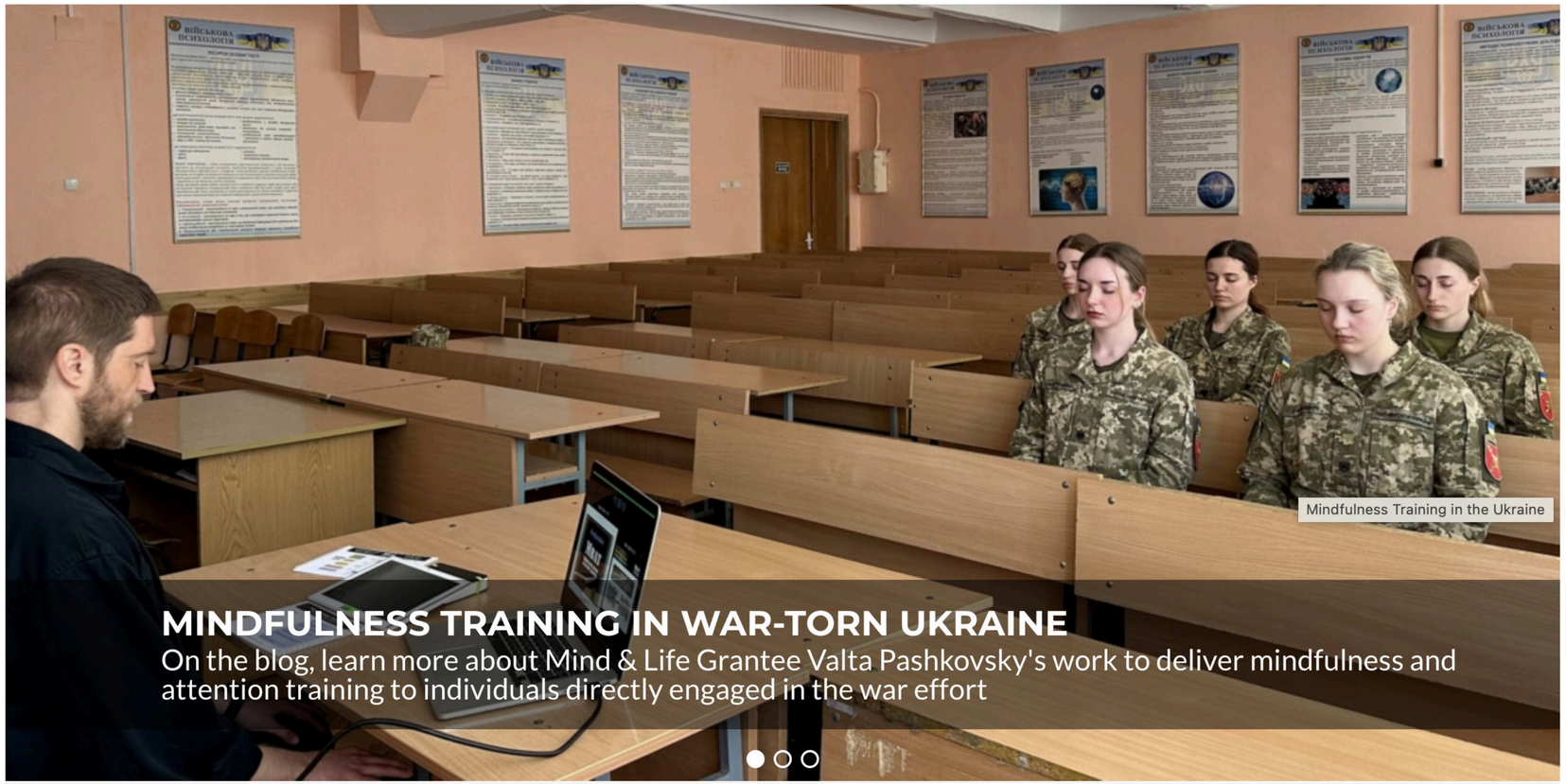


Mind & Life Institute brings science and contemplative wisdom together to better understand the mind and create positive change in the world.

https://www.mindandlife.org/

Questions:

↦ Can emotions be truly quantified?

↦ What happens when emotions become a product?

↦ Are we losing control over our own feelings when they are analysed by an external system?

↦ Can AI help us understand ourselves better, or does it replace organic self-reflection?

Questions:

↦ What happens when emotions become a product?

Questions:

↦ What happens when emotions become a product?

Smartwatches and mental health apps now track emotional states, creating emotional profiles that can be sold to advertisers.

AI systems can now detect and trigger emotions to keep users scrolling, watching, and buying.

Advertisers use AI to detect moods and target users with personalised ads.

Results:

↦ What happens when emotions become a product?

Instead of helping people regulate emotions, AI exploits them to keep “users” engaged or sell products.

This “emotional surveillance” forces people to perform acceptable emotions—reducing authenticity and increasing emotional stress.

Companies will profit from influencing emotions.

If AI becomes the authority on our emotions, we risk losing our own ability to interpret and trust our feelings.

Rather than helping us understand our emotions, AI could be re-shaping and exploiting them for external control.

This raises urgent questions about privacy, autonomy, and the authenticity of human emotion in a digital world.

BUT

Visage Technologies

Emotion recognition AI

What is facial emotion recognition software?

Emotion recognition or emotion detection software is a technology that uses artificial intelligence (AI) and machine learning algorithms to **analyze and interpret facial expressions and emotions**.

To this day, the most widely accepted theory of emotions is that of Dr. Paul Ekman, a renowned American psychologist. He identified **6 basic emotions** and supported the view that these emotions are discrete, measurable, and physiologically distinct. Moreover, he found that they are **universal across different cultures**, even in pre-literate cultures that couldn't have learned these associations through modern media.

Happiness ?
Why not Anger?

Questions:

↦ Can emotions be truly quantified?

Imagine AI tells you that you're 70% anxious. Do you start feeling even more anxious? Does AI merely detect emotions, or does it actively shape them?

Being told how you feel can influence your actual emotions. This phenomenon, known as the labelling effect, occurs when people internalise external descriptions of their emotions, allowing labels to shape their experience.

Sociologist Howard Becker (1963) explored this idea in his research on social deviance, demonstrating how labels influence self-perception and behaviour. While his work focused on societal norms, the same principle applies to emotions—when a feeling is labelled, whether by a person or AI, it can reinforce or even generate that emotional state.

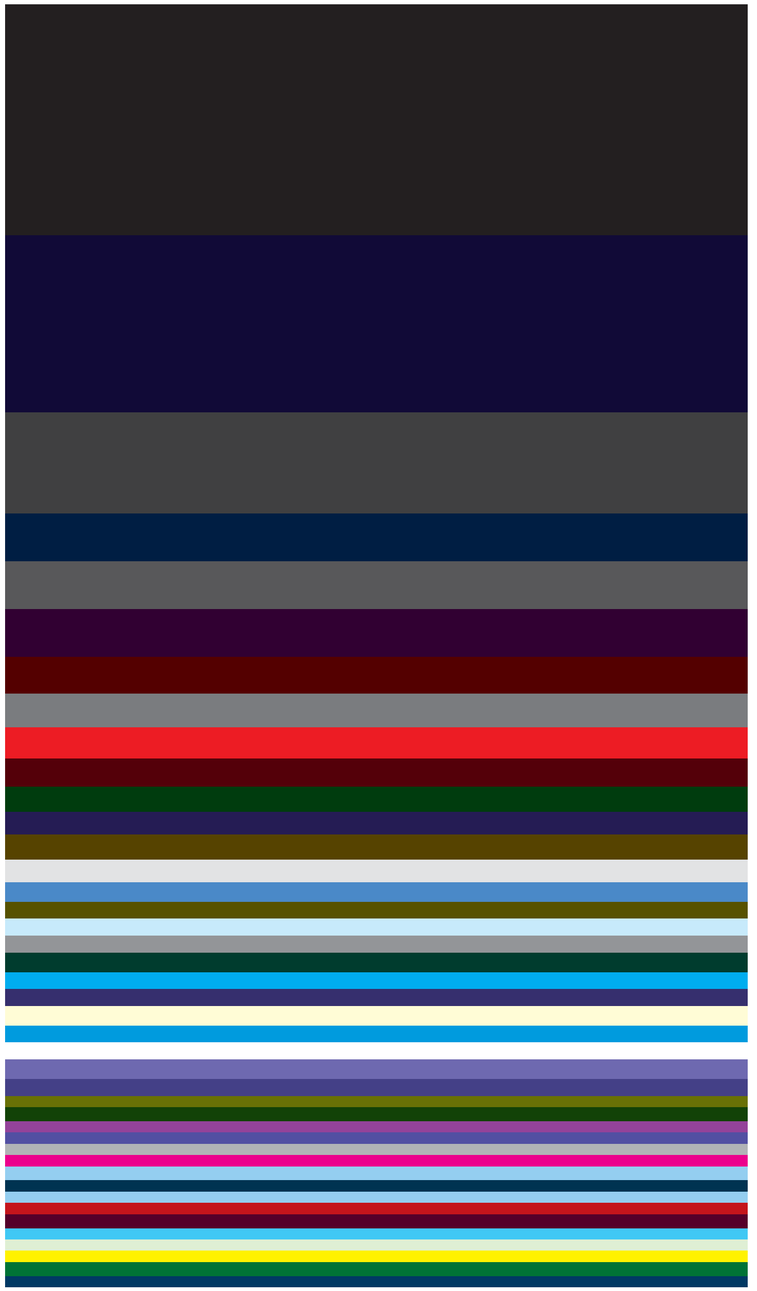
Encyclopædia Britannica (n.d.) Labelling theory.
Available at: https://www.britannica.com/topic/labeling-theory.

Reference 2
Emotionally Vague, Orlagh O’Brien, 2006-2012

A study on Body and Emotions explores how people experience joy, anger, fear, sadness, and love. But how do you ask a stranger—especially someone who may not be fluent in English—to recall and describe their private emotions?

To address this, a survey was carefully designed and refined over several weeks, ensuring it could effectively capture diverse emotional experiences across different individuals.

Orlagh O’Brien



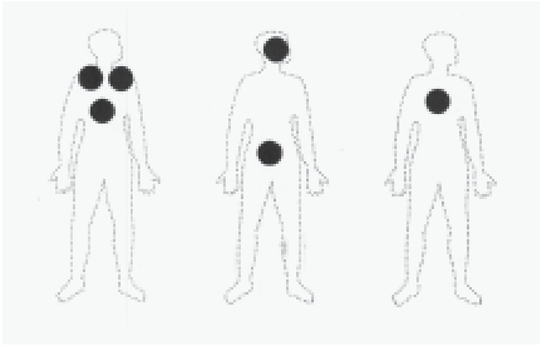
Q1: What makes you feel each of the emotions?

Q2: How do you feel these emotions in your body? Draw anything you wish.

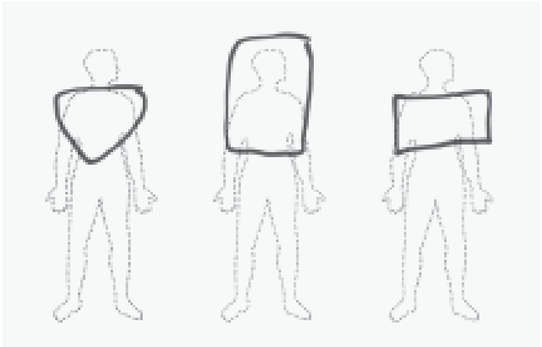
Q3: Where do you feel these emotions in your body? Draw one spot only.

Q4: What colours do you associate with these emotions? Refer to numbered colour chart.

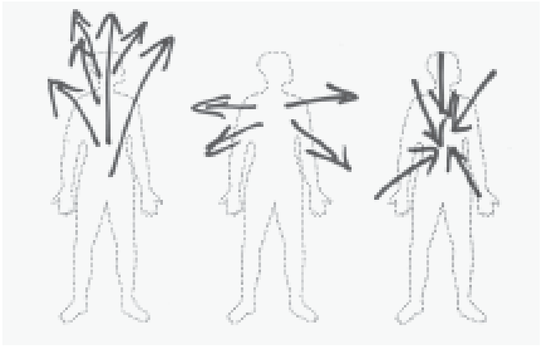
Q5: Do your emotions have direction? If yes, draw arrows.



Where exactly do you feel the emotion?



How much area of your body is involved?



Do you feel direction associated with emotion?

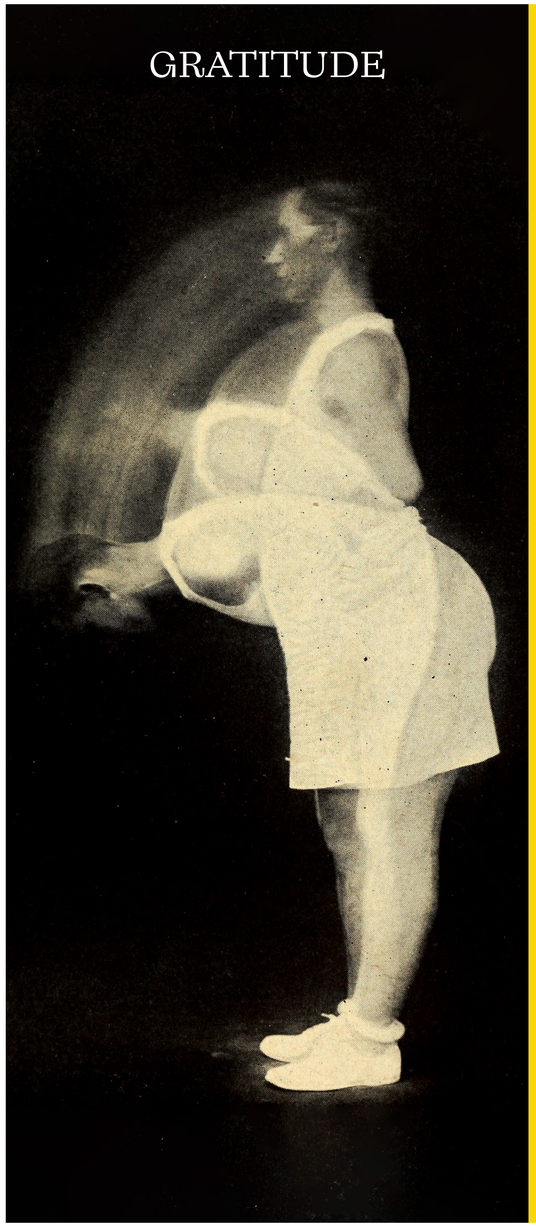
This research revealed two key methods: categorisation and datafication, as well as direct engagement through conversations and surveys. While emotions are triggered by different situations, their effects, both mental and physical, tend to be universally shared. We are all alike, yet uniquely different at the same time.

This led me to question how AI interprets human emotions through prompts. The outcome was an AI-generated video featuring distorted body shapes and a vague representation of emotional depth — sadness, unity, joy, and confusion. Yet, despite the focus on emotions, the body remained the dominant element in the visual narrative.

After this experiment I used archived photographs from the 1960s depicting physical training as input for AI to analyse emotions. The AI responded by generating corresponding colors, diagrams, code, associations, and interactive visuals in p5, which I then categorised into distinct sections.

This led me to question: How would others interpret these images? What underlying assumptions is the AI making? To explore this further, I designed a survey to investigate how people perceive emotions and their connection to bodily sensations.

GRATITUDE



COLOUR

APPRE
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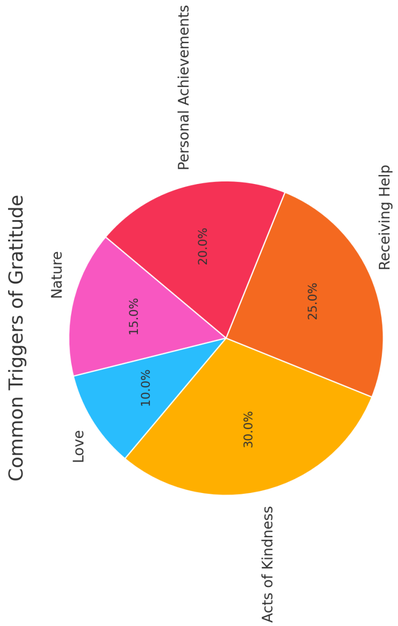
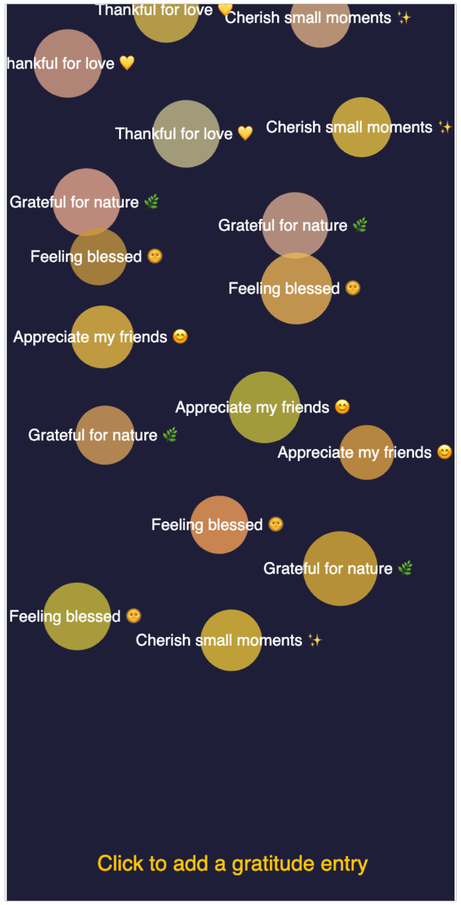


ASSOCIATION

DIAGRAMME

```
let gratitudeEntries = [];

function setup() {
  createCanvas(600, 400);
  textAlign(CENTER, CENTER);
  noStroke();
}

function draw() {
  background(30, 30, 60); // Deep blue background
for a calming effect

  // Display all gratitude entries as floating bub-
bles
  for (let i = 0; i < gratitudeEntries.length; i++)
{
    let entry = gratitudeEntries[i];
    fill(entry.color);
    ellipse(entry.x, entry.y, entry.size);

    fill(255);
    textSize(12);
    text(entry.text, entry.x, entry.y);

    // Make bubbles float upwards
    entry.y -= 0.5;
  }

  fill(255, 200, 0);
  textSize(18);
  text("Click anywhere to add a gratitude entry",
width / 2, height - 20);
}

// Function to add gratitude entry when user clicks
function mousePressed() {
  let gratitudePhrases = [
    "Thankful for love 🧡",
    "Grateful for nature 🌿",
    "Appreciate my friends 😊",
    "Cherish small moments ✨",
    "Feeling blessed 😌"
  ];

  let newEntry = {
    x: mouseX,
    y: mouseY,
    size: random(40, 60),
    color: color(random(200, 255), random(150, 200),
random(50, 150), 200),
    text: random(gratitudePhrases)
  };

  gratitudeEntries.push(newEntry);
}
```

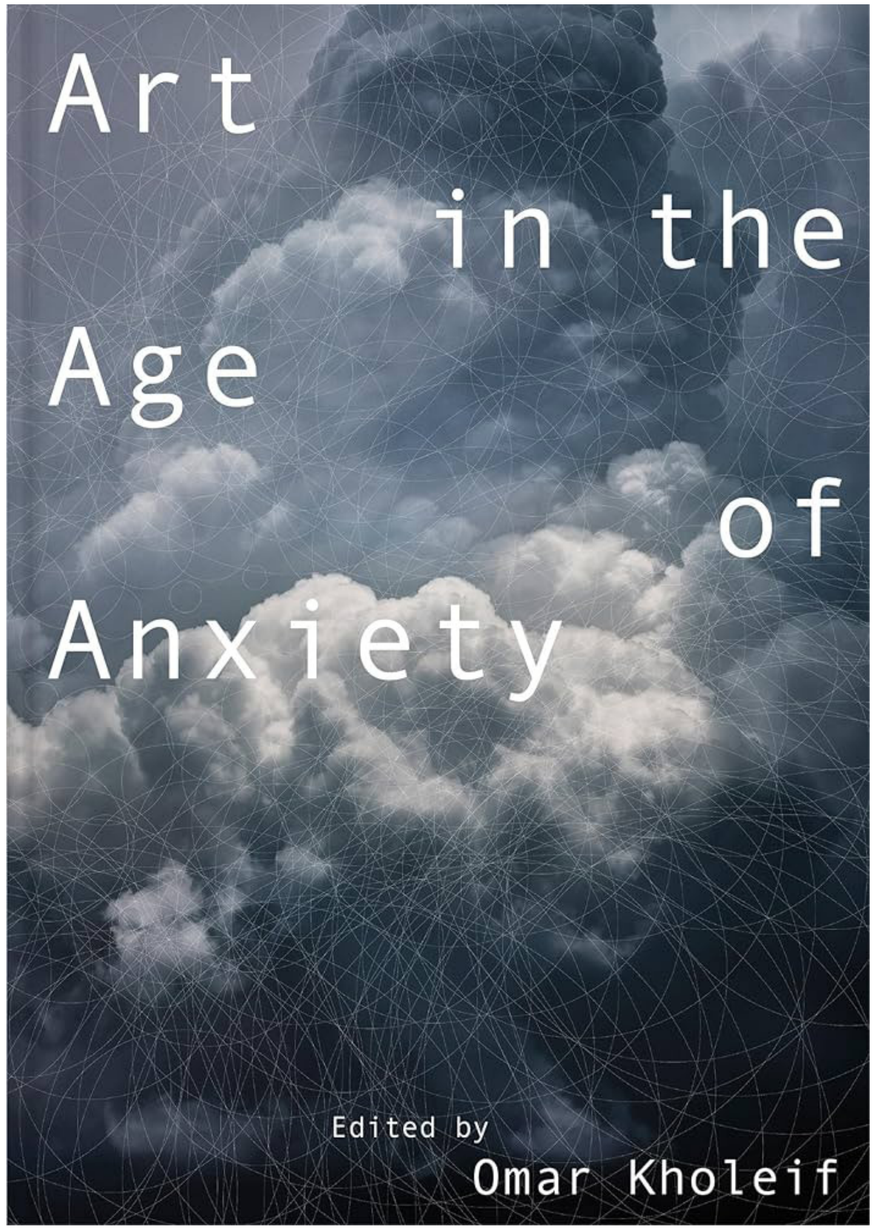


JAVASCRIPT

INTERACTIVE VISUALISATION

Reference 3

Kholeif, O. (Ed.). (2021).
Art in the age of anxiety. MIT Press.



Reference 4

Jeremy Bailey, “The Future of Television”, 2012, performance, 4:10, video.

The author uses his face as a form of future television, where news is driven by facial expressions — eyebrow positions, smiles, and other mimics. This project examines the relationship between human behaviour and AI, exploring how emotions function as data that shape outcomes and responses.

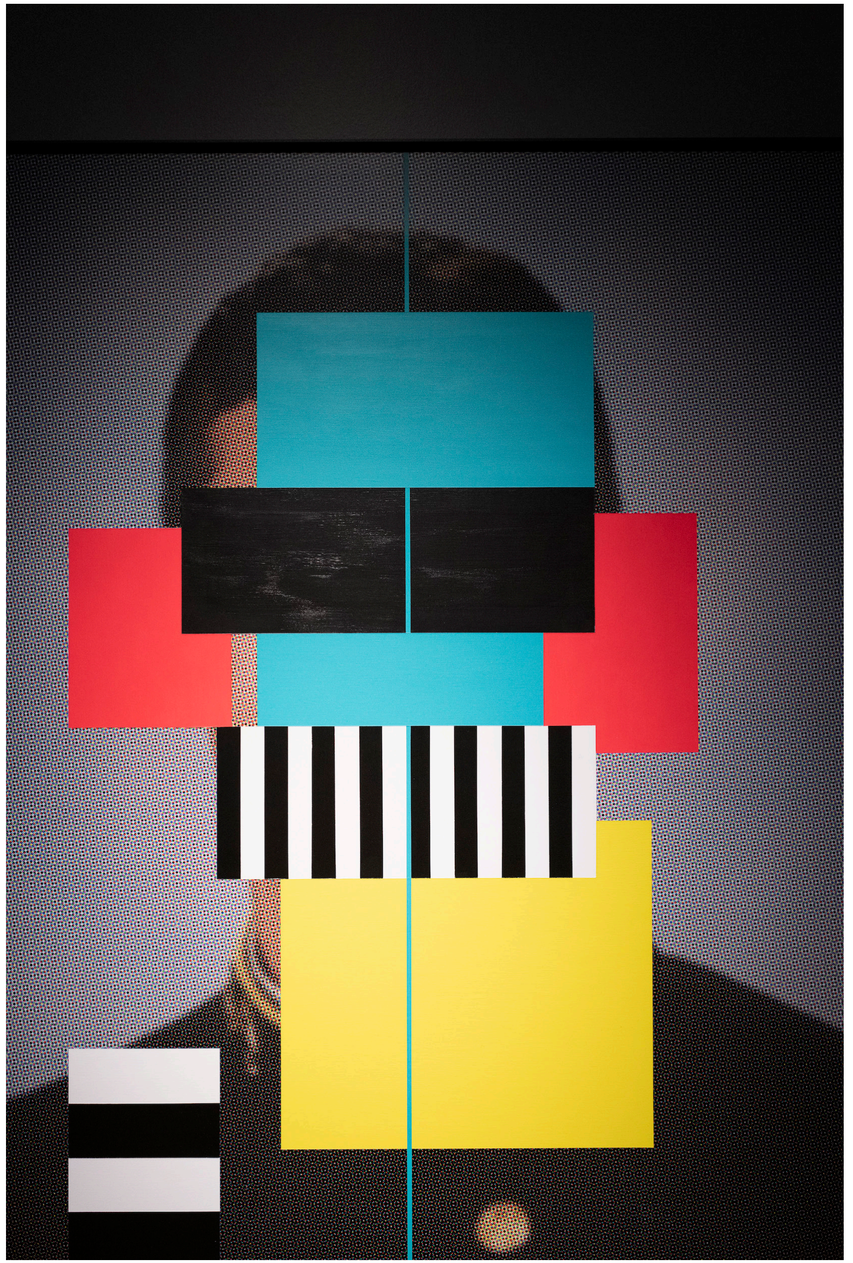
The key methods employed are mimicking, contextualising, and performing, prompting reflections on how humans engage with their own emotions. Playfulness fosters curiosity, encouraging deeper exploration. As we grow, we come to realise that our inner child is the true target audience of this enquiry, because many childhood needs remain unfulfilled. And the most effective way to connect with this audience? Through play.

Reference 5
Douglas Coupland, “Delaware”, 2016

“The future used to be in the future, but for years we’ve been getting closer and closer to it, and now the present and the future have become the same thing.”

Facebook’s facial recognition technology is one of the most powerful algorithms in use today, capable of identifying any face uploaded to the platform. While this raises significant concerns about privacy invasion and surveillance, it also poses a deeper question: Can we ever truly lie or hide from such an advanced system?

Rather than resisting AI entirely, perhaps we should consider its potential to enhance human communication. If AI can be taught to better recognise and interpret emotions, it could evolve beyond a tool of control, becoming a means of fostering deeper understanding between people.

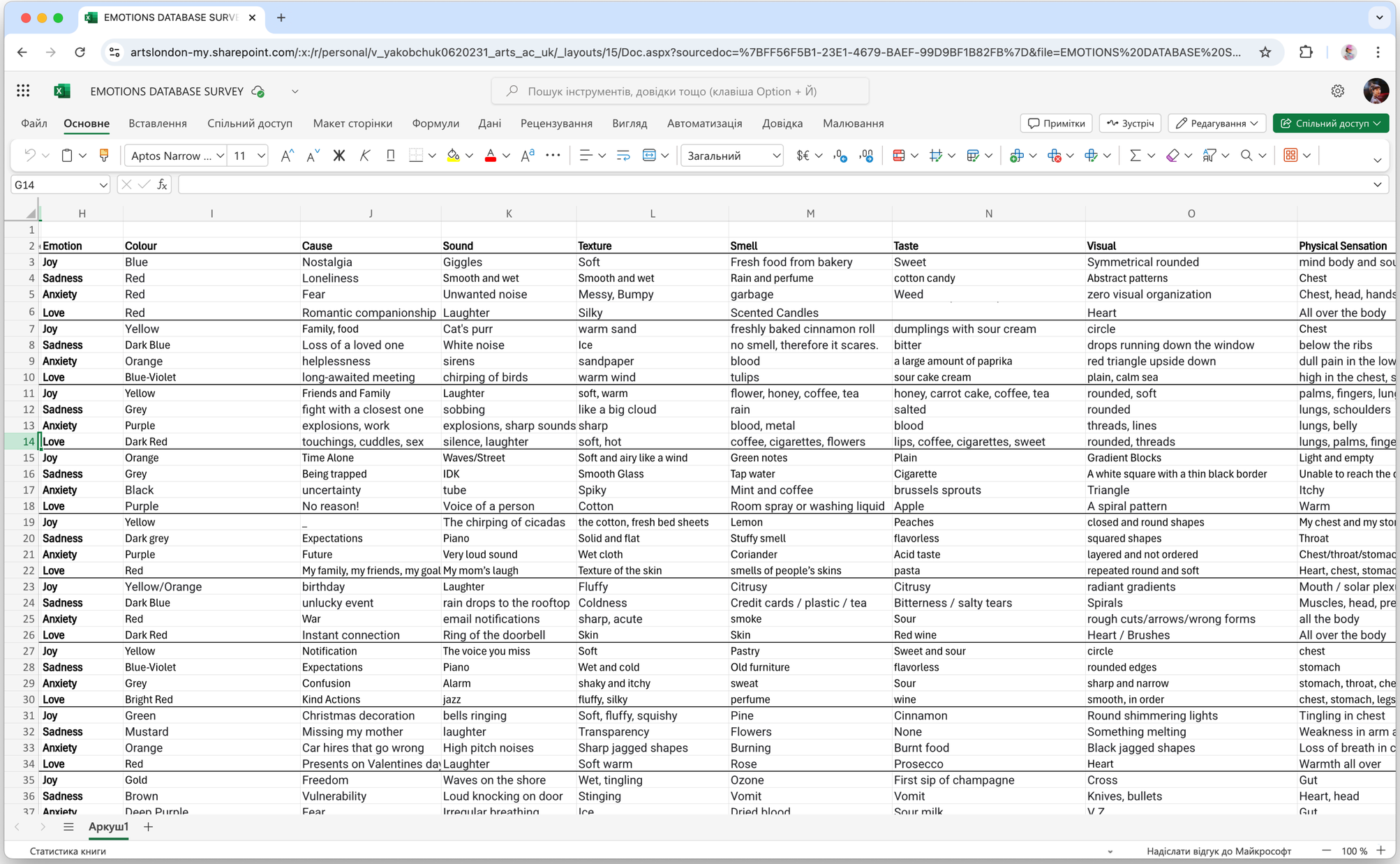


I categorised responses based on age, nationality, the cause of the emotion, as well as sensory aspects such as sound, texture, smell, taste, and physical sensations. I was deeply moved by people's honesty—their willingness to open up and become vulnerable. It was a moment of trust, and I couldn't quite understand why it felt so emotional to me.

This process evoked a profound sense of empathy within me. I want to preserve this information with integrity, ensuring it remains reliable. AI, lacking this kind of empathy, invades our privacy that makes us value it more between us. Each of us forms associations based on our personal experiences, and it was surprising to see how many responses were strikingly similar.

Upon reflection, I realised that most participants were within the same age group, meaning they had been shaped by common cultural influences and media exposure. Different life situations had led to shared perceptions, highlighting the subtle yet powerful ways in which external factors shape our emotions.

Familiarity with AI	Can AI "feel" emotions?	Emotion	Colour
Intermediate	Unsure	**Joy**	Blue
		Sadness	Red
		Anxiety	Red
		Love	Red
Beginner	Unsure	**Joy**	Yellow
		Sadness	Dark Blue
		Anxiety	Orange
		Love	Blue-Violet
Beginner	No	**Joy**	Yellow
		Sadness	Grey
		Anxiety	Purple
		Love	Dark Red
Intermediate	No	**Joy**	Orange
		Sadness	Grey
		Anxiety	Black
		Love	Purple
Beginner	No	**Joy**	Yellow
		Sadness	Dark grey
		Anxiety	Purple
		Love	Red
Intermediate	No	**Joy**	Yellow/Orange
		Sadness	Dark Blue
		Anxiety	Red
		Love	Dark Red
Intermediate	Unsure	**Joy**	Yellow
		Sadness	Blue-Violet
		Anxiety	Red
		Love	Dark Red
Beginner	No	**Joy**	Green
		Sadness	Mustard
		Anxiety	Orange
		Love	Red



EMOTIONS DATABASE SURVEY

artslondon-my.sharepoint.com/:x:/r/personal/v_yakobchuk0620231_arts_ac_uk/_layouts/15/Doc.aspx?sourcedoc=%7BFF56F5B1-23E1-4679-BAEF-99D9BF1B82FB%7D&file=EMOTIONS%20DATABASE%20S...

Файл Основне Вставлення Спільний доступ Макет сторінки Формули Дані Рецензування Вигляд Автоматизація Довідка Малювання

Примітки Зустріч Редагування Спільний доступ

G14

Emotion	Colour	Cause	Sound	Texture	Smell	Taste	Visual	Physical Sensation
Joy	Blue	Nostalgia	Giggles	Soft	Fresh food from bakery	Sweet	Symmetrical rounded	mind body and sou
Sadness	Red	Loneliness	Smooth and wet	Smooth and wet	Rain and perfume	cotton candy	Abstract patterns	Chest
Anxiety	Red	Fear	Unwanted noise	Messy, Bumpy	garbage	Weed	zero visual organization	Chest, head, hands
Love	Red	Romantic companionship	Laughter	Silky	Scented Candles		Heart	All over the body
Joy	Yellow	Family, food	Cat's purr	warm sand	freshly baked cinnamon roll	dumplings with sour cream	circle	Chest
Sadness	Dark Blue	Loss of a loved one	White noise	Ice	no smell, therefore it scares.	bitter	drops running down the window	below the ribs
Anxiety	Orange	helplessness	sirens	sandpaper	blood	a large amount of paprika	red triangle upside down	dull pain in the low
Love	Blue-Violet	long-awaited meeting	chirping of birds	warm wind	tulips	sour cake cream	plain, calm sea	high in the chest, s
Joy	Yellow	Friends and Family	Laughter	soft, warm	flower, honey, coffee, tea	honey, carrot cake, coffee, tea	rounded, soft	palms, fingers, lun
Sadness	Grey	fight with a closest one	sobbing	like a big cloud	rain	salted	rounded	lungs, schoulders
Anxiety	Purple	explosions, work	explosions, sharp sounds	sharp	blood, metal	blood	threads, lines	lungs, belly
Love	Dark Red	touchings, cuddles, sex	silence, laughter	soft, hot	coffee, cigarettes, flowers	lips, coffee, cigarettes, sweet	rounded, threads	lungs, palms, finge
Joy	Orange	Time Alone	Waves/Street	Soft and airy like a wind	Green notes	Plain	Gradient Blocks	Light and empty
Sadness	Grey	Being trapped	IDK	Smooth Glass	Tap water	Cigarette	A white square with a thin black border	Unable to reach the c
Anxiety	Black	uncertainty	tube	Spiky	Mint and coffee	brussels sprouts	Triangle	Itchy
Love	Purple	No reason!	Voice of a person	Cotton	Room spray or washing liquid	Apple	A spiral pattern	Warm
Joy	Yellow	_	The chirping of cicadas	the cotton, fresh bed sheets	Lemon	Peaches	closed and round shapes	My chest and my sto
Sadness	Dark grey	Expectations	Piano	Solid and flat	Stuffy smell	flavorless	squared shapes	Throat
Anxiety	Purple	Future	Very loud sound	Wet cloth	Coriander	Acid taste	layered and not ordered	Chest/throat/stomac
Love	Red	My family, my friends, my goal	My mom's laugh	Texture of the skin	smells of people's skins	pasta	repeated round and soft	Heart, chest, stomac
Joy	Yellow/Orange	birthday	Laughter	Fluffy	Citrusy	Citrusy	radiant gradients	Mouth / solar plex
Sadness	Dark Blue	unlucky event	rain drops to the rooftop	Coldness	Credit cards / plastic / tea	Bitterness / salty tears	Spirals	Muscles, head, pre
Anxiety	Red	War	email notifications	sharp, acute	smoke	Sour	rough cuts/arrows/wrong forms	all the body
Love	Dark Red	Instant connection	Ring of the doorbell	Skin	Skin	Red wine	Heart / Brushes	All over the body
Joy	Yellow	Notification	The voice you miss	Soft	Pastry	Sweet and sour	circle	chest
Sadness	Blue-Violet	Expectations	Piano	Wet and cold	Old furniture	flavorless	rounded edges	stomach
Anxiety	Grey	Confusion	Alarm	shaky and itchy	sweat	Sour	sharp and narrow	stomach, throat, che
Love	Bright Red	Kind Actions	jazz	fluffy, silky	perfume	wine	smooth, in order	chest, stomach, legs
Joy	Green	Christmas decoration	bells ringing	Soft, fluffy, squishy	Pine	Cinnamon	Round shimmering lights	Tingling in chest
Sadness	Mustard	Missing my mother	laughter	Transparency	Flowers	None	Something melting	Weakness in arm a
Anxiety	Orange	Car hires that go wrong	High pitch noises	Sharp jagged shapes	Burning	Burnt food	Black jagged shapes	Loss of breath in c
Love	Red	Presents on Valentines da	Laughter	Soft warm	Rose	Prosecco	Heart	Warmth all over
Joy	Gold	Freedom	Waves on the shore	Wet, tingling	Ozone	First sip of champagne	Cross	Gut
Sadness	Brown	Vulnerability	Loud knocking on door	Stinging	Vomit	Vomit	Knives, bullets	Heart, head
Anxiety	Deep Purple	Fear	Irregular breathing	Ice	Dried blood	Sour milk	V Z	Gut

Аркуш1

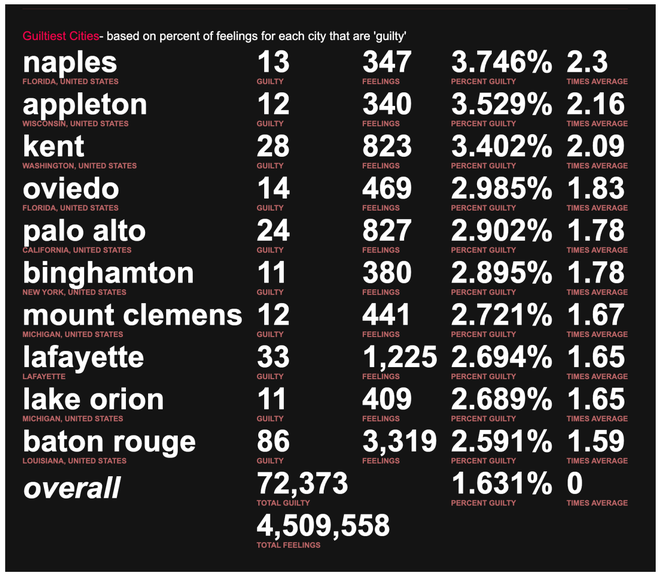
Статистика книги

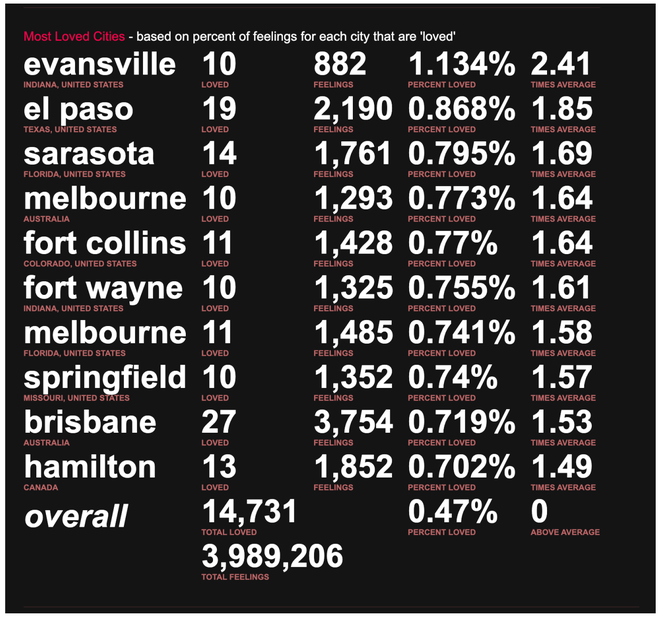
Надіслати відгук до Майкрософт

100 %

Reference 6
Harris & Kamvar, We Feel Fine, 2005

We Feel Fine is an interactive artwork that has been collecting human emotions from weblogs since 2005. It scans new blog posts for phrases like "I feel" and "I am feeling", extracting the sentiment, author details, and local weather. The database, growing by 15,000–20,000 entries daily, allows users to explore emotions across demographics and locations. A self-organising particle system visualises these feelings, with particles representing individual emotions that move and sort dynamically. Through six visual movements, We Feel Fine captures the collective emotional pulse of the world, revealing patterns in how we feel and how those feelings connect us.





Questions:

↦ Can AI help us understand ourselves better,
or does it replace organic self-reflection?

Facial Expressions ≠ Emotions:

A 2019 study by the Association for Psychological Science (Lisa Feldman Barrett et al.) found that facial expressions do not reliably reflect emotions across cultures. A smile doesn’t always mean happiness, nor does a furrowed brow always indicate anger. This system is more complex that doesnot allow machine full access to out vulnarability. emotions are far too complex, variable, and subjective to be accurately reduced to numerical values by AI.

After collecting data from the Emotions Database Survey, I developed an interactive design experiment powered by an AI-driven platform. Through custom-written code, the system generates one of four core emotions—joy, sadness, anxiety, or love—in each iteration.

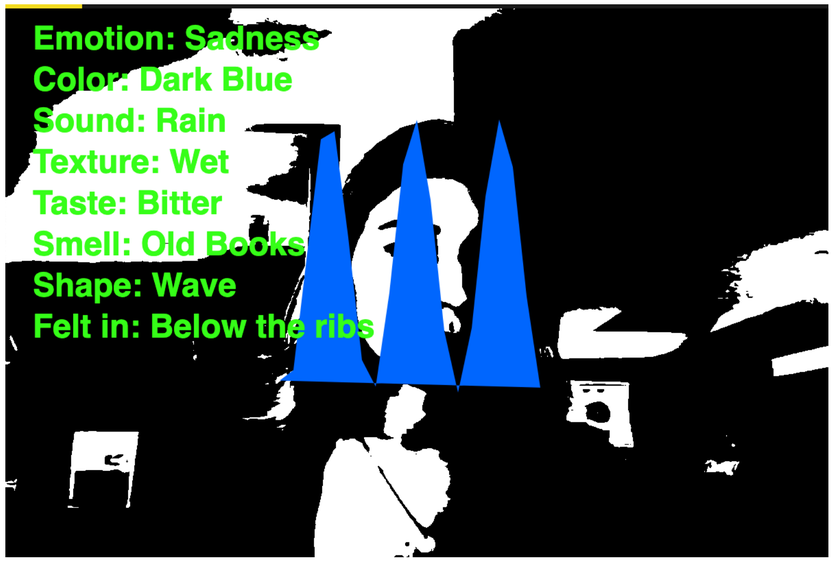
By drawing on real human responses, the algorithm randomly connects individual answers, constructing unique and evolving representations of emotional experiences. While each composition emerges unpredictably, it remains within the framework of a specific emotion, forming an abstract yet structured depiction of human feelings.

At the centre of the visual experience is a shape that partially obscures the face, symbolising AI's inherent limitations in deciphering human emotions. Just as people can misread or struggle to interpret emotions in others, AI lacks the depth and intuition to fully grasp the complexity of human feelings.

This project functions as a tool for emotion recognition, potentially assisting individuals who find it difficult to identify or articulate their emotions. By associating colour, texture, sound, and shape with emotions, it offers a structured pathway towards understanding feelings. However, it also raises a crucial question:

Does structured emotional mapping aid self-awareness, or does it create limitations? By providing predefined interpretations, the system may unintentionally restrict self-reflection, replacing introspection with AI-generated associations.

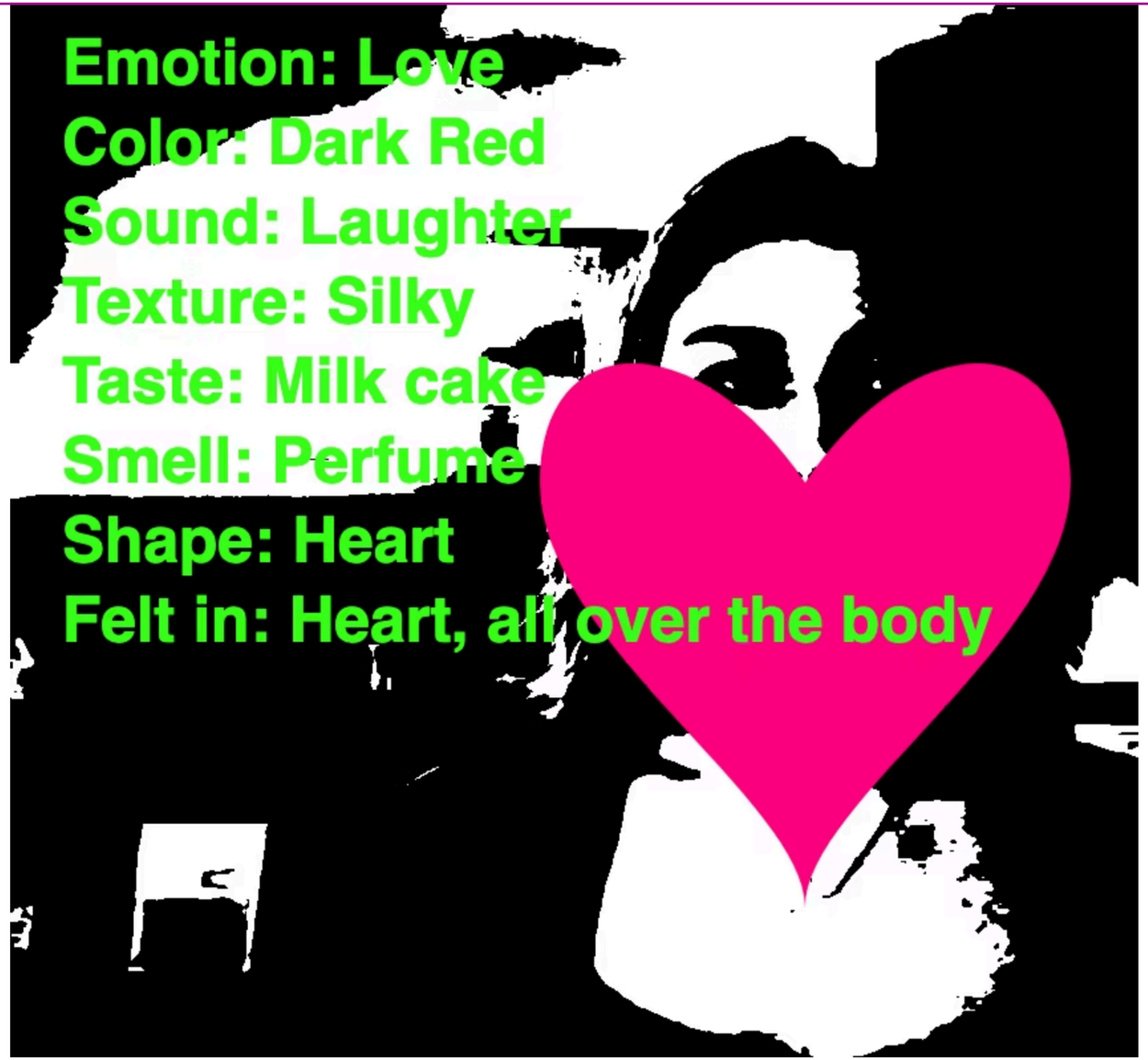
This tension between guidance and constraint, between emotional clarity and the risk of oversimplification, is at the core of the experiment, inviting reflection on both the possibilities and limitations of AI in understanding human emotion.



<iframe src="https://editor.p5js.org/VeronikaYako/full/TTw5Zz8Vq"></iframe>

Datafication of Human emotions through AI

About
Contact



https://vrnkyak.wixsite.com/ilovedata/portfolio

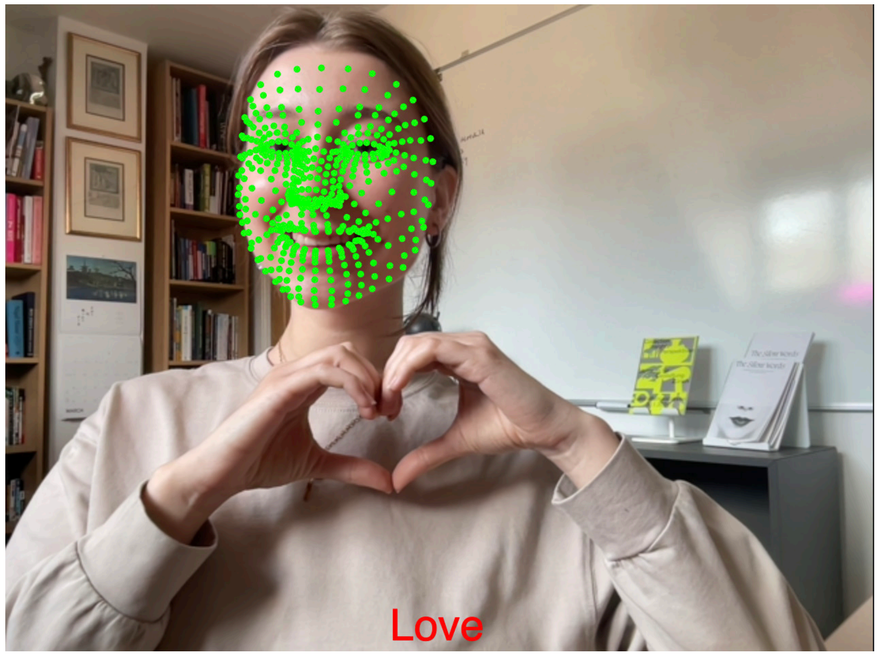
Reference 7

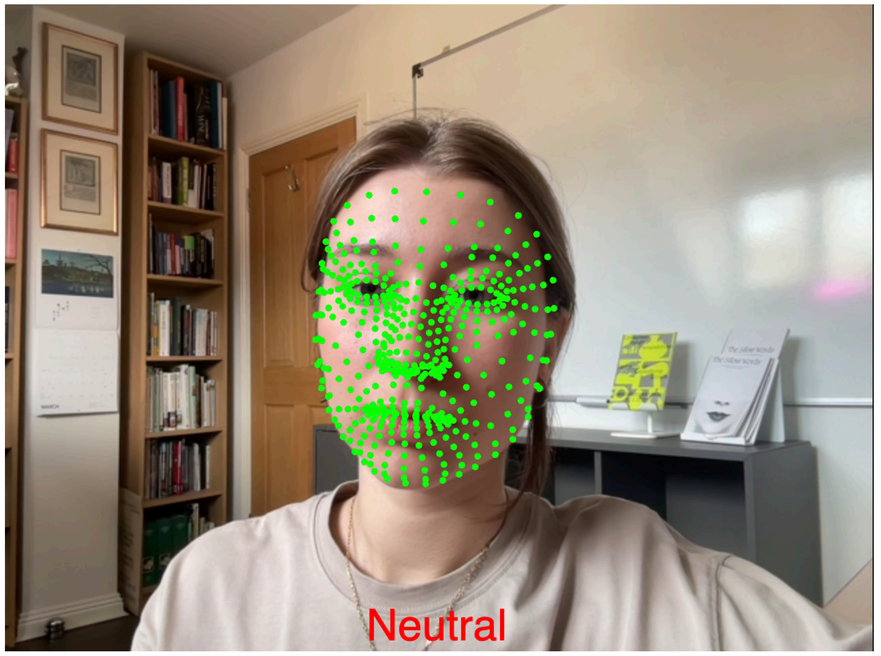
Camille Utterback & Romy Achituv, Text Rain, for Phæno, 1999

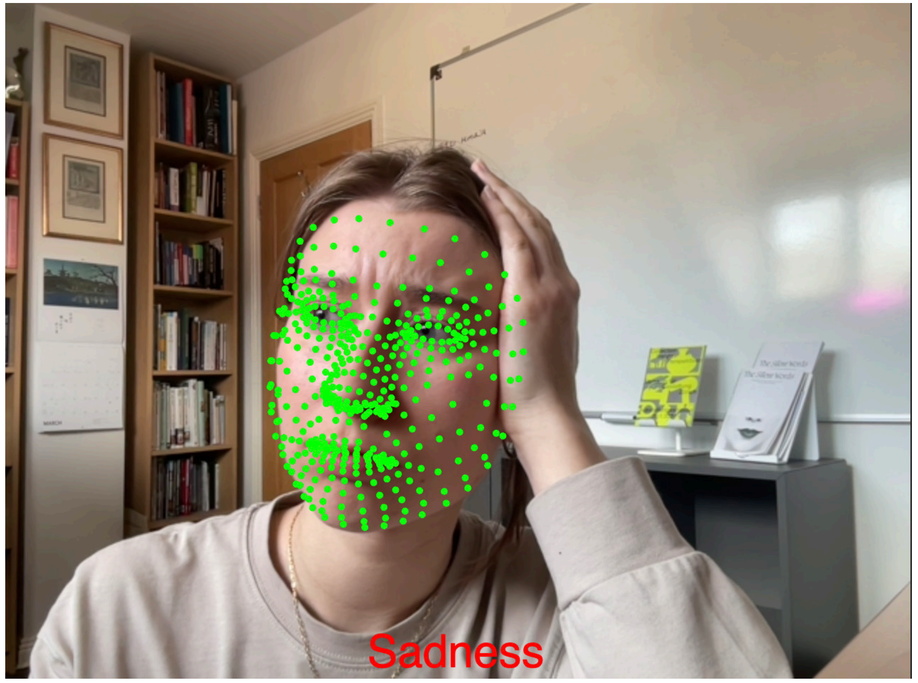
The original used a poem by Evan Zimroth called Talk, You, chosen for its connection between the physical and linguistic. In the updated version, German and English phrases represent emotions linked to weather and nature, inspired by Phæno's focus on natural phenomena. Like the original, participants can catch falling letters along their arms or the outline of dark objects to form words.

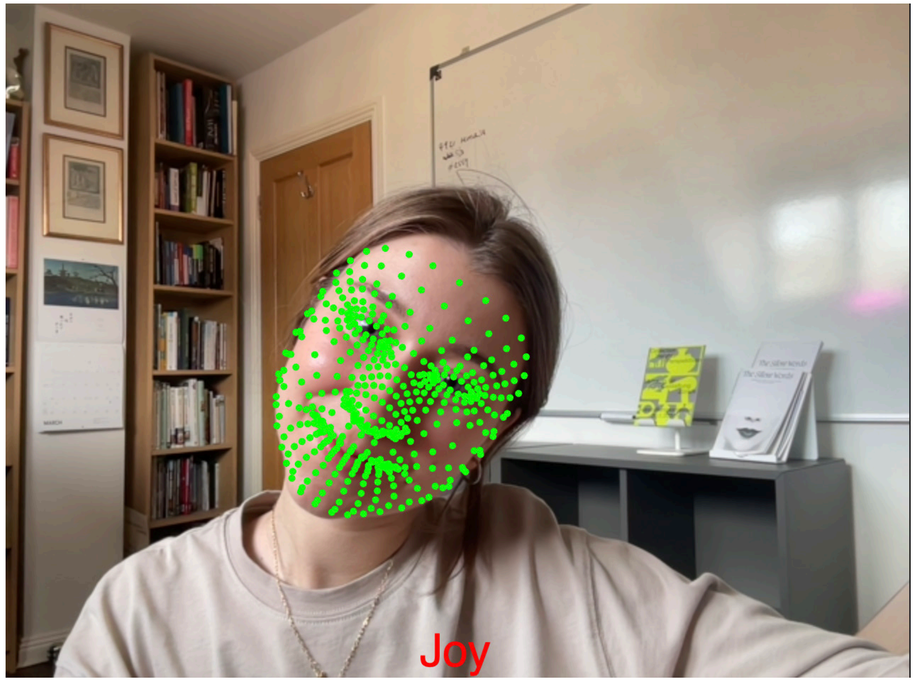
This project made me reflect on how interactivity can help reduce stress and serve as a reminder of joy. By collecting responses from surveys, I explored people's associations with love. The installation acts as a gentle reminder that love is one of the things that makes us feel alive, and even during the toughest times, these actions, sounds, and tastes enrich our lives. Love, in all its forms, is truly a treasure. I believe this interactivity could be a meaningful experience for postwar communities, offering them a space to express themselves and focus on something positive. It may also serve as a tool for PTSD recovery, encouraging healing and connection through shared emotional experiences.

Other Iterations

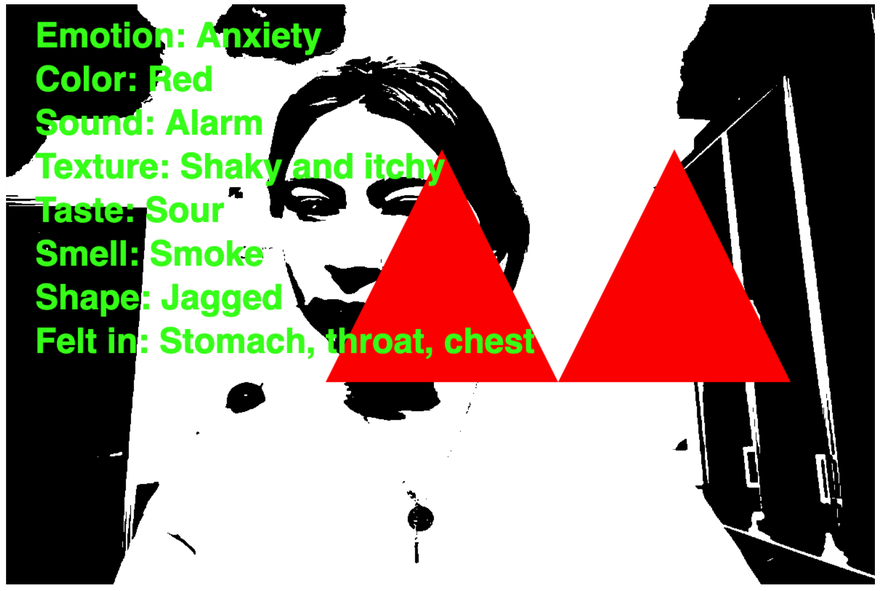






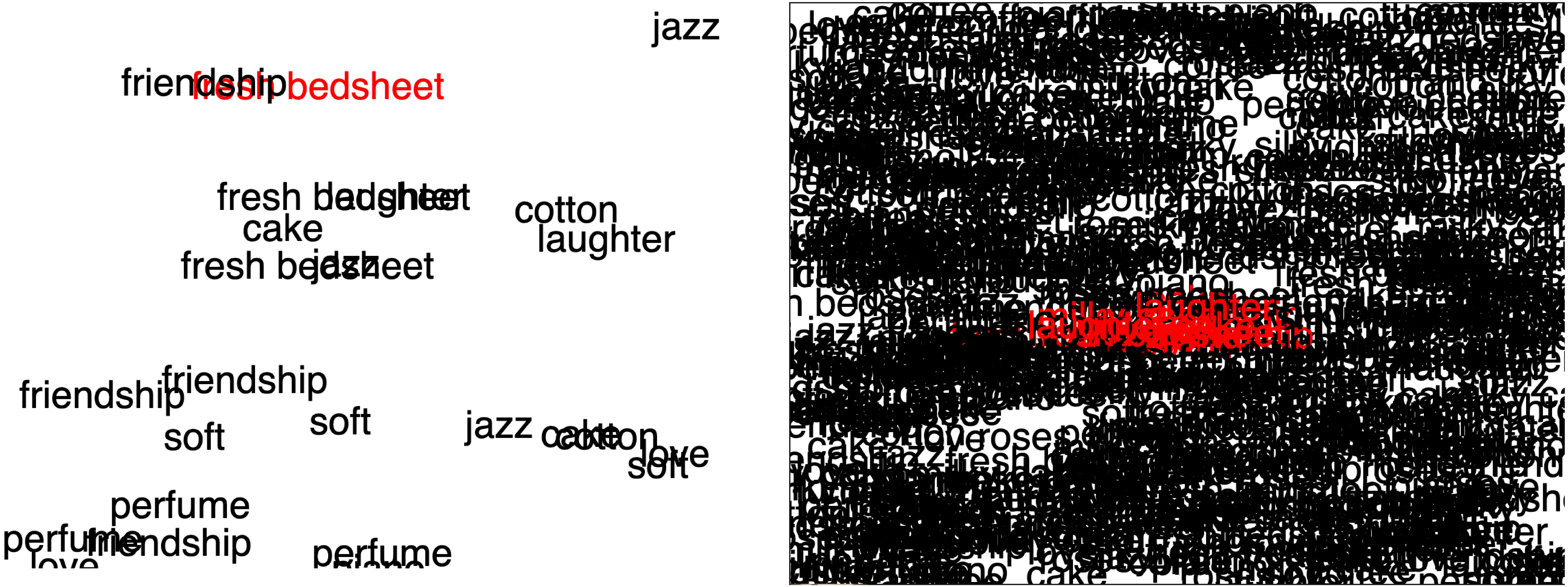


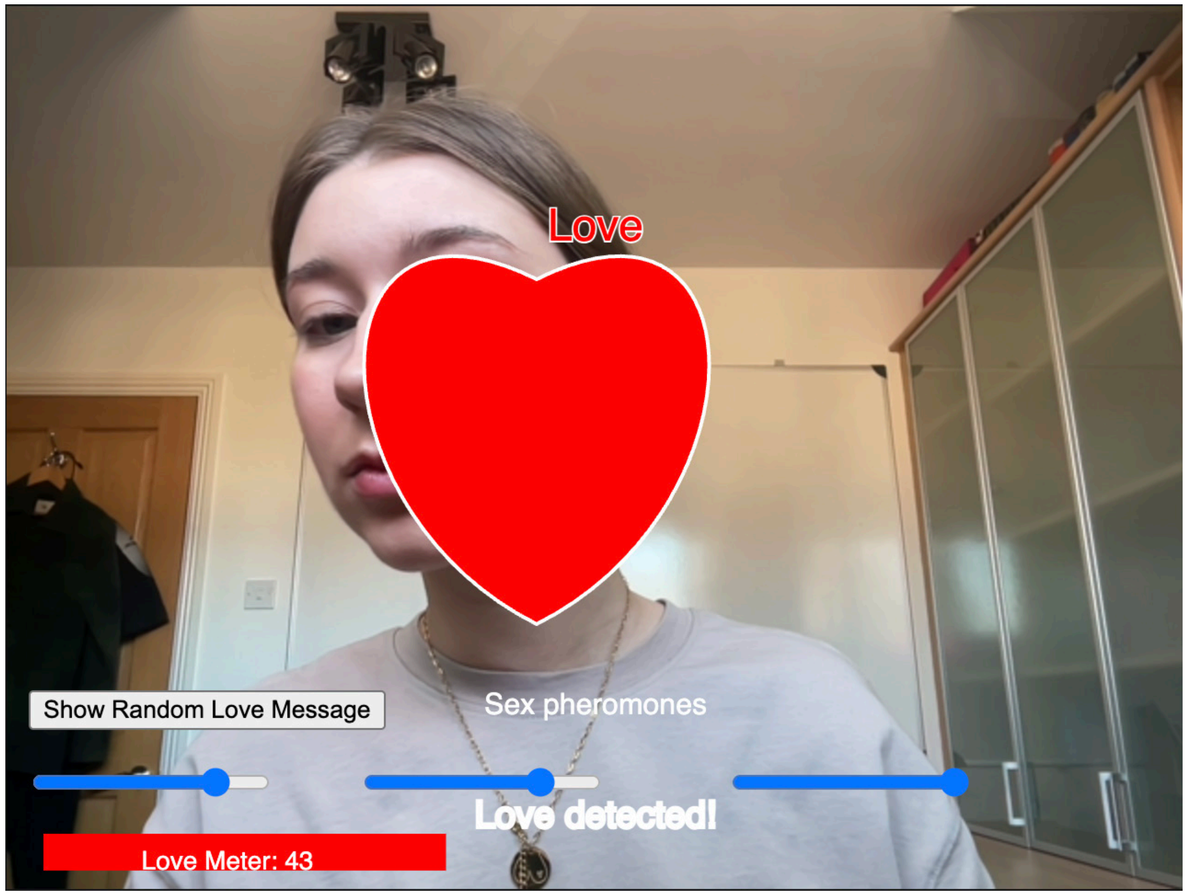

Emotion: Love
Color: Dark Red
Sound: Laughter
Texture: Silky
Taste: Milk cake
Smell: Perfume
Shape: Heart
Felt in: Heart, all over the body

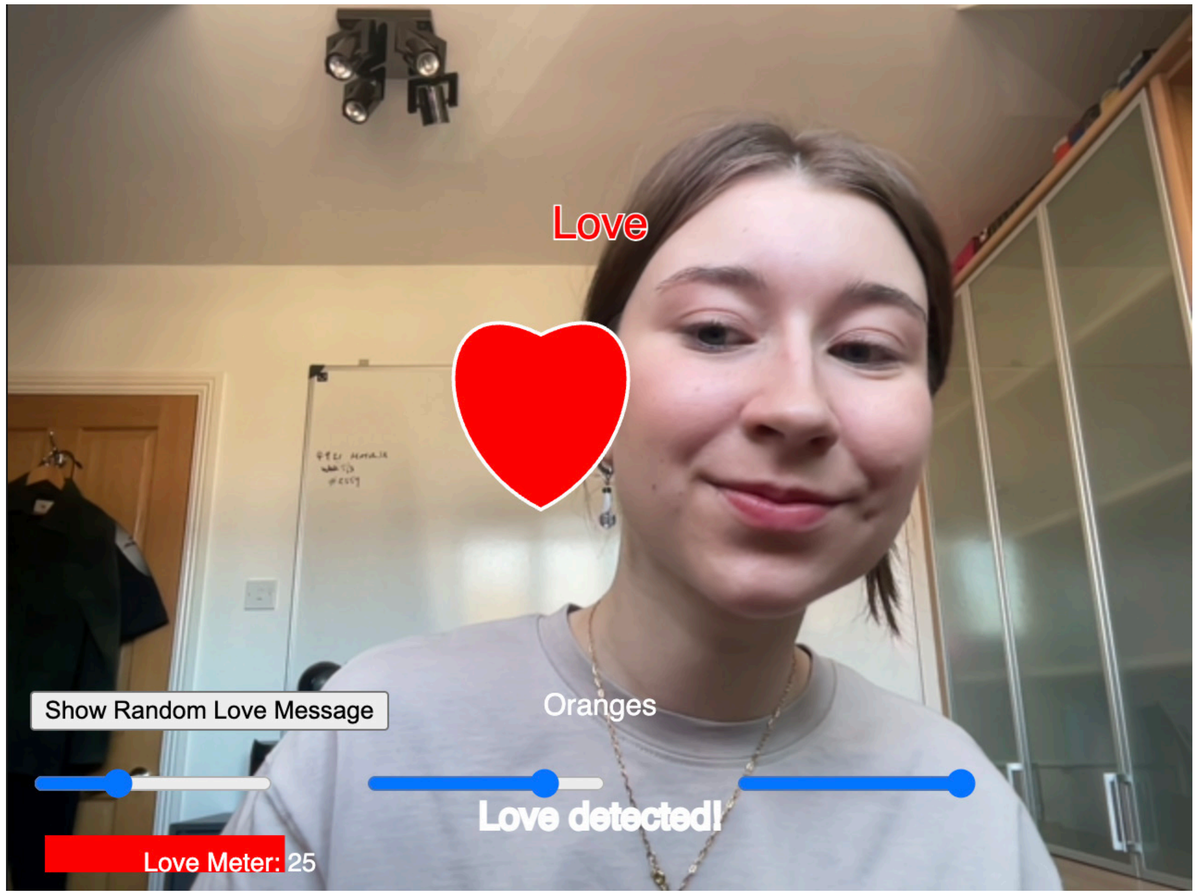

Emotion: Anxiety
Color: Red
Sound: Alarm
Texture: Shaky and itchy
Taste: Sour
Smell: Smoke
Shape: Jagged
Felt in: Stomach, throat, chest


Emotion: Joy
Color: Yellow
Sound: Laughter
Texture: Soft
Taste: Sweet
Smell: Flowers
Shape: Circle
Felt in: Chest

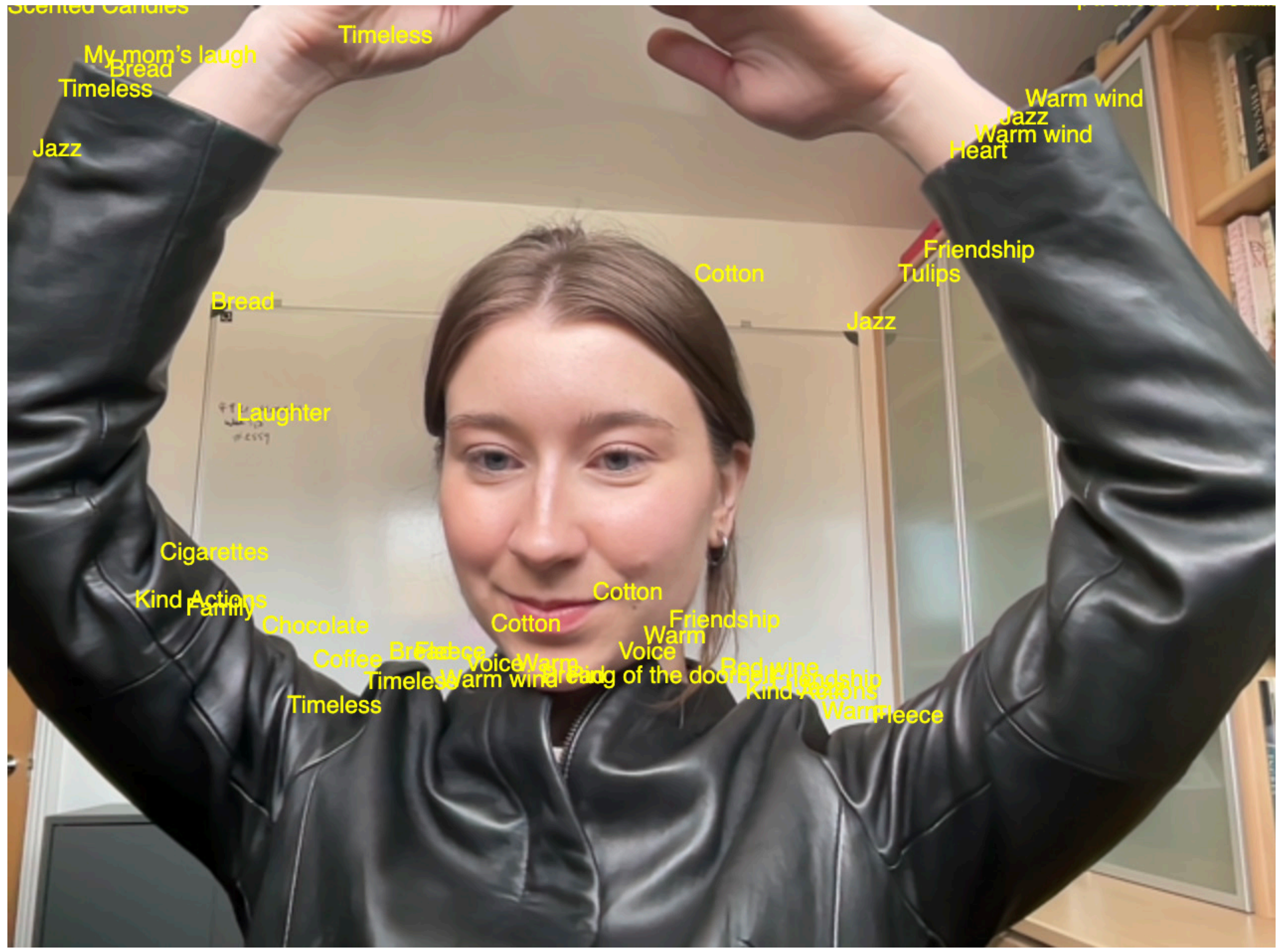

Emotion: Sadness
Color: Dark Blue
Sound: Rain
Texture: Wet
Taste: Bitter
Smell: Old Books
Shape: Wave
Felt in: Below the ribs

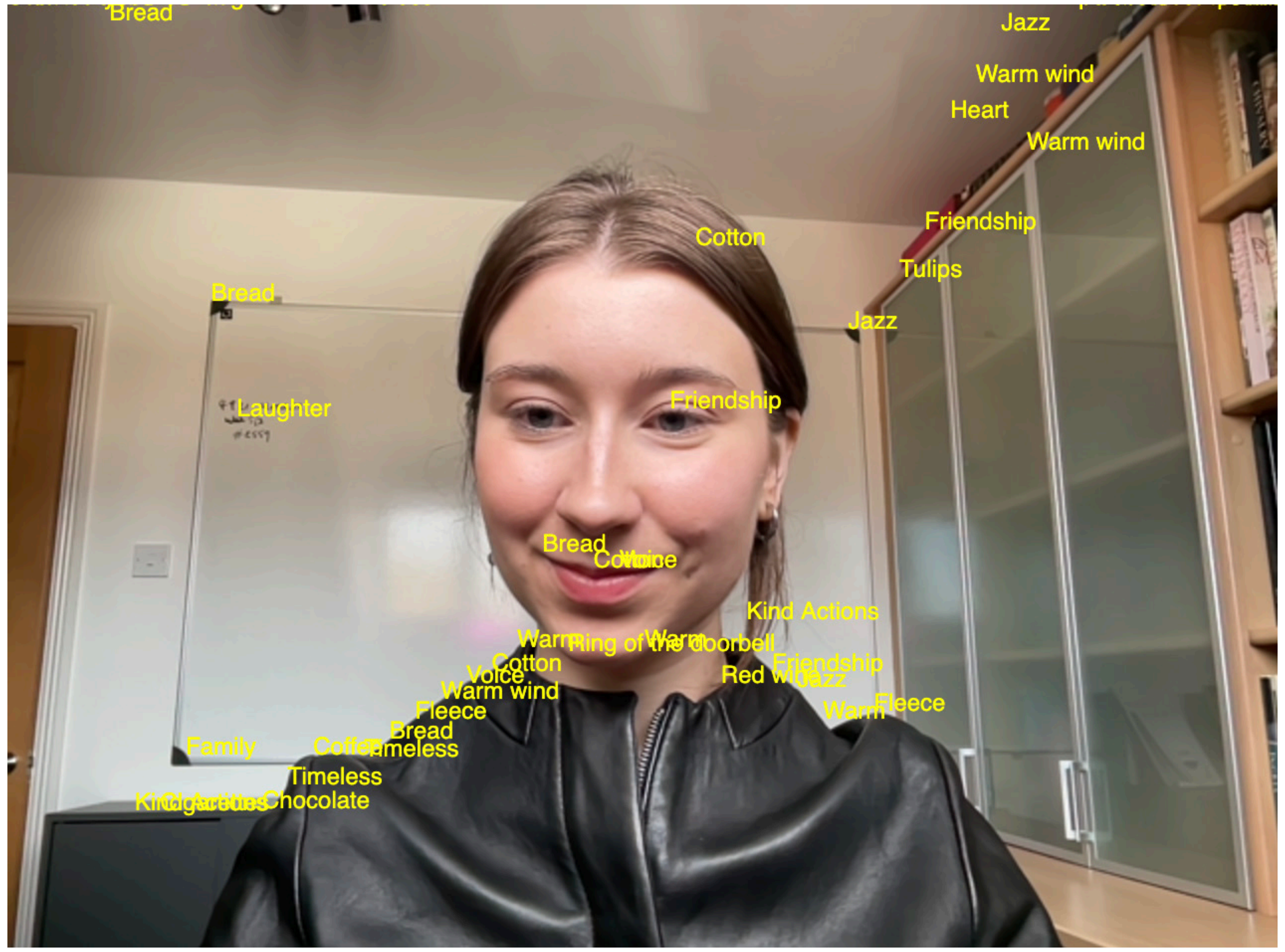

jazz
friendship
fresh bedsheet
cake
cotton
laughter
friendship
friendship
soft
soft
jazz
soft
perfume
friendship
perfume

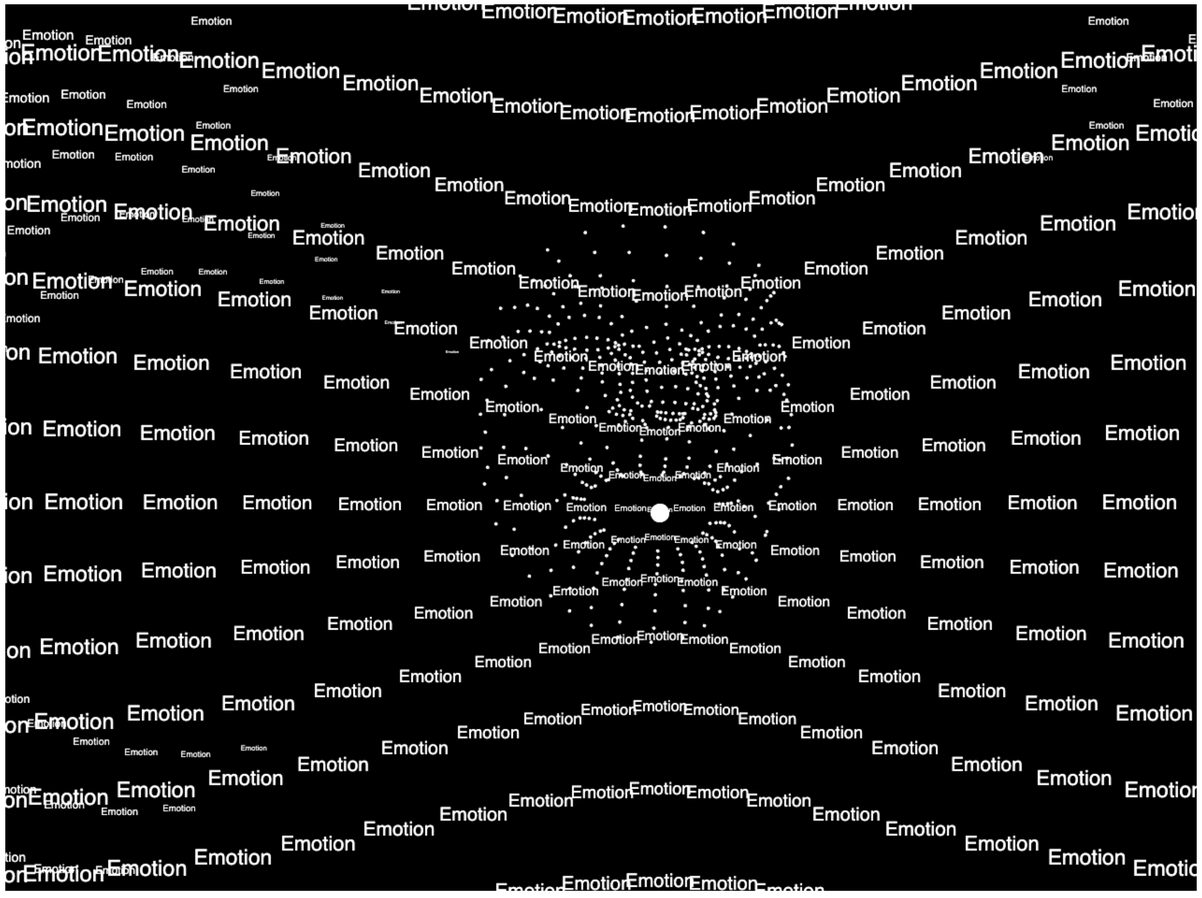

Love
Show Random Love Message
Sex pheromones
Love detected!
Love Meter: 43

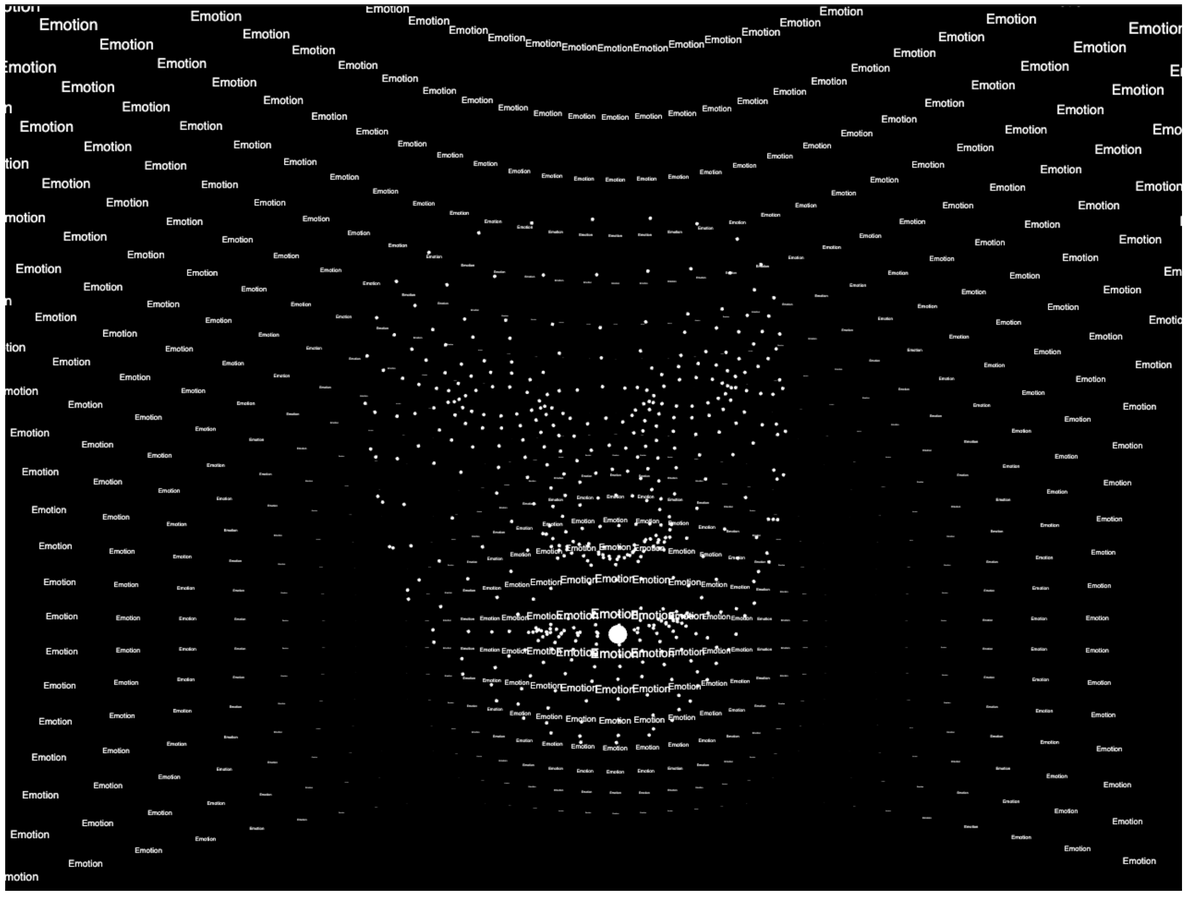

Love
Show Random Love Message
Oranges
Love detected!
Love Meter: 25


Scented Candles
X
Y
Nature
Z
M
J
Piano
Nature
Nature
Orange
Heart
G K


Timeless
My mom's laugh
Bread
Timeless
Jazz
Warm wind
Jazz
Warm wind
Heart
Friendship
Tulips
Cotton
Bread
Jazz
Laughter
Cigarettes
Kind Actions
Family
Chocolate
Cotton
Cotton
Friendship
Warm
Coffee
Voice
Timeless
Fleece


Bread
Jazz
Warm wind
Heart
Warm wind
Friendship
Cotton
Tulips
Bread
Jazz
Laughter
Friendship
Bread
Kind Actions
Ring of the doorbell
Friendship
Cotton
Voice
Warm wind
Fleece
Bread
Fleece
Family
Timeless
Chocolate


Emotion


Emotion