

# Rating Emotional Comic Panels

One day in a lab in Aberdeen...  
Participants rated emotional comic panels on how positive or negative they were to determine how different factors affect our ratings

So how exactly do people interpret comic panels?

Does what someone sees first affect their interpretation of emotions?

What influences how you interpret the panel?

Is it Text?

You see the text has a significantly larger impact than the image when looking at emotional ratings

What consequences does this have for emotions?

This caused higher positive ratings for a panel if the text was positive, even if the image was negative!

Or Images?

The results found correlate with existing research. Text has significantly more effect on emotional ratings than the images

So despite the contradiction of the image being negative, the text still holds significantly more weight! Fantastic!

How can you know if they are being influenced by the text or the image?

Eye-tracking enables us to check where the participants are focusing on the panel

This allows us to manipulate the distance from the fixation point on the panel to the text

WHAT?  
WOW!

Why would this make a difference?

Starting at a distance further away from the text on the image can affect the emotional ratings of participants.

What does this mean?!

So if the participant started further from the text they saw the image for longer

There was a marginal difference between starting far from the text and starting on the text!

This means their ratings were influenced by the image slightly more than participants seeing the text first

So distance from the text does make a difference!

What we see first really does influence what we feel about a panel, but text has a significantly larger effect!!

What real life connotations do these findings have?

This research can be applied not only to interpreting comic panels, but also to any type of image with text which is very useful in advertisements

That is amazing!!