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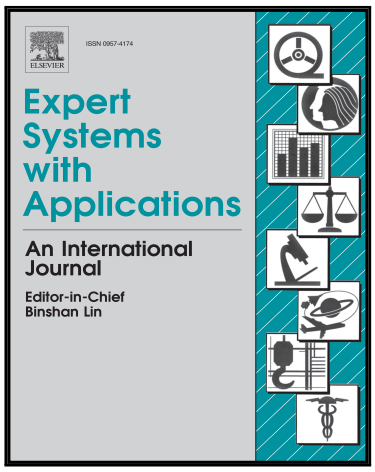

Affective Parameter Shaping in User Experience Prospect Evaluation Based on Hierarchical Bayesian Estimation

Feng Zhou , Baiying Lei , Yitao Liu , Roger Jianxin Jiao

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Highlights

- The cumulative prospect theory quantitatively fulfills user experience evaluation
- We study the influence of affective states through shaping affective parameters
- We develop a hierarchical Bayesian model via Markov chain Monte Carlo technique
- We demonstrate the proposed method via a aircraft cabin interior design.

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