

Title	遠隔テキスト対話における性格印象決定要因の探索的研究
Author(s)	添田, 絵里子
Citation	
Issue Date	2004-03
Type	Thesis or Dissertation
Text version	author
URL	<a href="http://hdl.handle.net/10119/491">http://hdl.handle.net/10119/491</a>
Rights	
Description	Supervisor: 下嶋 篤, 知識科学研究科, 修士

# An explorative study of the factors affecting character impressions in remote text dialogues

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March 2004

**Keywords:** remote text, dialog analysis, character impression

In recent years, the remote communication through the network is continuing being rapidly expanded by the spread of the Internet. Thus, to search deeply about this communication means is required. In this research, it observed paying attention to the following points.

- 1) What character does the character impression received in a partner in the remote dialog through the Internet have?
- 2) What is the cause as for it?

And, comparison media are telephone dialogues.

The observation method is as follows.

- 1) A subject converses with those who meet for the first time. It is 1 time each about the same partner and the same telephone dialogue, and a chat dialog.
- 2) Character impression inspection of a dialog partner [Main 5 factor personality test (Murakami et al., 2001)] is carried out immediately after each dialog end.
- 3) It analyzes of about character impression inspection data.
- 4) It analyzes of about dialog data.
- 5) Comparison of the result of analysis of dialog data and analysis of character impression inspection data, and it predicts of the factors

affecting character impressions.

In 12 persons, a subject is an adult man student. Data analysis of Inspection of a character was performed from various angles. Here, T official approval was performed about "Each factor, the tendency of the evaluation in each environment". This time, it turns out that the tendency with the higher in a telephone dialogue had evaluation of " Industrious character " from in a chat dialog ( $t(33) = -1.911$ ,  $0.05 < p < 0.10$ ).

Then, in this "industrious character", it guesses from analysis of dialog data why was in the telephone dialogue esteemed from in the chat dialog? The candidate for analysis is a dialog person who fills following two.

1. "Industrious nature" was esteemed in each environment.
2. The difference of a score was large between environments.

The dialog person did the group division as follows.

1. Chat dialog quantity score group -- The dialog person A, dialog person L.
2. Telephone dialogue quantity score dialog person group -- The dialog person E, dialog person F.

Official approval of quantities data and qualitative data was performed about the following items that were performed according to the above grouping.

The utterance unit tag (Araki et al., 1998) was given to qualitative data.

In addition to it, it analyzed also about the notation of the element, which is not a sentence, and notation of the characteristic character in a chat dialog.

Specifically, it analyzed about the following items.

1. Set to a dialog person individual's data, is there change of a data variable in comparison of the environment of in a chat dialog, and the environment of in a telephone dialog or not?
2. In comparison with a same group, is there the common feature in comparison of the environment of in a chat dialog, and the environment of in a telephone dialog or not?
3. In comparison in the different group, is there the opposite feature in comparison of the environment of in a chat dialog, and the environment of in a telephone dialog or not?

The statistical significant difference did not appear in the value of  $q$  quantities data and frequency of an utterance unit tag. However, the result of the  $\chi^2$  official approval performed in the value of a distribution of the element that is not a sentence in a telephone dialog and notation of the characteristic character in a chat dialog showed the following things.

- 1) The Chat dialog quantity score group was understood that "Notation of a character considered that there is work expressing feeling" in a chat dialog that has little "Laughter" in a telephone dialogue mostly ( $\chi^2(1) = 8.6975, P < .01$   $\chi^2(1) = 5.8073, P < .01$ ).
- 2) The Telephone dialogue quantity score dialog person group was understood that "Laughter" in a telephone dialogue "Notation of a character considered that there is work expressing feeling" in a chat dialog that has little "Notation of a character considered that there is work expressing feeling" in a chat dialog mostly ( $\chi^2(1) = 9.6546, P < .01$   $\chi^2(1) = 31.7676, P < .01$ ).

It is as follows when the result of these analyses is summarized.

- ① When the same people evaluate the same people's character impression, in the factor of "Industrious character", it is in the tendency "there is a tendency for the direction of in a chat dialog to be esteemed from in a telephone dialog."
- ② In "industrious character", there were many appearances of which was estimated very highly by the chat dialog and the dialog person group whose difference with evaluation by the telephone dialogue was very large had many appearances of "laughter" in a telephone dialogue, and had "Notation of a character considered that there is work expressing feeling" under chat dialog.
- ③ In "industrious character", there were many appearances of which was estimated very highly by the telephone dialog and the dialog person group whose difference with evaluation by the chat dialogue was very large had many appearances of "Notation of a character considered that there is work expressing feeling" under chat dialog, and had "laughter" in a telephone dialogue.

The following things are predicted from the above result.

- ① As for the character impression in a remote text dialog to receive,

"industrious character" tends to be low evaluated from the thing of a telephone dialogue. And as for the determination of the character impression, the notation of the element, which is not a sentence, notation of the characteristic character in a chat dialog, etc. may have affected it as one of the factors. In future research, this research suggests the directivity, which notes these points.

- ② Moreover, the factors affecting character impressions of "industrious character" may have little amount of utterance, and influence of a distribution of an utterance unit tag. However, this prediction may happen owing to by the experiment task of the dialog data observed this time. Therefore, in future research, it is necessary to prove this consideration using the task of various experiments.
- ③ A possibility that the determination factor of the character impression in a dialog would not depend on the meaning of language or a language came from consideration of 1 and 2. Therefore, by future research, it is thought important that it verifies by observing by using other languages whether the determination factor of a character impression is influenced by racial traits.
- ④ In the variable which was not able to be authorized this time, the thing of certain feature may be able to be discovered may be made removing garbage strictly of data etc. and by increasing the number of data of a dialog to analyze.