

Principles of non-verbal communication - facial expressions, views Educational Communication

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Categories of Communication

There are a wide range of ways in which we communicate and more than one may be occurring at any given time.

- Verbal communication

- face-to-face, telephone, radio or television and other media.

- written communication: letters, e-mails, social media, books, magazines, the Internet and other media.

- visualizations: graphs and charts, maps, logos and other visualizations can all communicate messages.

- Non-verbal communication

- body language, gestures, mimics,

- Communication through action

Non-verbal Communication

„Talking without words“ is a kinetic behaviour, whose expressional tools are for example: gestures, facial expressions, body postures and others.

These are mutually interconnected into meaningful unintentional or intentional messages. Thanks to this communication it is easier to share emotions, attitudes towards the student, class or subject.

Very young learners are not capable of accurate verbal communication like adults. Therefore, they are more sensitive to non-verbal information signals.



Non- verbal communication - facial expressions

Communication via 'the looks on one's face' (facial expressions) - it is mostly based on the manifestation of emotions.

Therefore, teacher can distinguish student's emotions of fear, sadness, happiness or surprise. Every teacher should be able to recognize if the student is anxiety, surprise, or happiness.

Additionally, the teacher should be able to distinguish if the emotions are authentic or pretended. Unfortunately, teachers frequently misdiagnose students' unintentional face expressions as eye-rolling, frowning, grimace, or even pouting.



Non-verbal communication - views

Sustained, meaningful eye contact is a great way to enhance your impact as a presenter and persuade others.

It can help you build rapport with your audience, keep them engaged in a presentation and even improve your chances of selling your products or services.



Benefits of great eye contact

Establishes a connection with your audience

Improves your concentration

Projects authority and confidence

Facilitates engagement with the audience

Eye contact analysis and process

For eye contact analysis, the app assumes the eyes are looking directly forward from the head.

In this way, when the user moves their head to look at something, the app assumes the eyes move as the head moves.

If you watch presentations, you'll notice this mostly holds true and is a fair assumption to make.

There are different ways we make the user aware and try to improve their eye contact:

Heatmap of eye contact during a speech

Score out of 10 for eye contact performance

Eye contact training course and mini-games

Progress tracking

Eye contact analysis 1

The app records the users eye contact throughout the speech and then provides a heatmap of where the user was looking while speaking. This allows the user to easily see any areas they have neglected or focussed too much on.

The data for the heatmap is collected in two ways:

Head movement is extracted from the Google VR or Oculus VR software, which is used to build the VR experience.

The room is broken up into a grid, with hundreds of squares making up the grid. When the user looks at one of these grids, the matrix increases the value of that grid. After the speech has been completed, the weighted average of the matrix is calculated.

Eye contact analysis 2

Combining these two sets of data gives an accurate reference of where the users were looking throughout the speech or presentation.

The eye contact heatmaps are available in the larger environment, where you might be presenting at a conference or giving a TEDx talk.

Eye contact scoring - rating out of 10

For some of the VR environments, the user is given a score out of 10 after their presentation or conversation, indicating how effective their eye contact was.

The below example shows a user performing well on eye contact in a meeting room, scoring 8/10.

The audience is therefore more likely to engage with the user when speaking and understand the message.

A point to note with this particular eye contact scoring is that we do not determine how long the user maintained eye contact with audience members for in each session, just that the total eye contact was well distributed.

For example, the user might have spent 45 seconds with the first audience member, then 45 seconds with the second audience member and so on, instead of in 3-5 second periods, which is recommended for an audience of this size.

Resources

<https://virtualspeech.com/blog/effective-ways-use-pauses-in-speech>