## Accepted Manuscript

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

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 PII:
 S0957-4174(17)30081-7

 DOI:
 10.1016/j.eswa.2017.02.003

 Reference:
 ESWA 11110

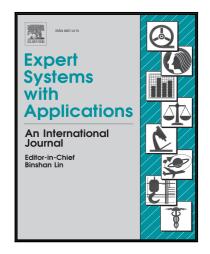
To appear in:

Expert Systems With Applications

Received date:8 July 2016Revised date:5 January 2017Accepted date:2 February 2017

Please cite this article as: Feng Zhou, Baiying Lei, Yitao Liu, Roger Jianxin Jiao, Affective Parameter Shaping in User Experience Prospect Evaluation Based on Hierarchical Bayesian Estimation, *Expert Systems With Applications* (2017), doi: 10.1016/j.eswa.2017.02.003

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## ACCEPTED MANUSCRIPT

## 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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