Embodied Skill to Activate Communication in TV Shows

Rui Sakaida and Masaki Suwa, Keio University (rui@sfc.keio.ac.jp)

How Can We Examine Embodied Skill to Activate Communication?

- Vague impression such as “He activated the conversation” or “The conversation was active” is not sufficient
- Quantitative analysis of skills of each participant and activation of conversation as a whole is needed

Comedians: A Good Example of Experts Good at Activating Conversations

What’s “Roles”?
- All the participants play any roles
- Played in flux by utterance
- Whether he is a speaker or a hearer, each participant should always play an essential role
- Experts quickly grasp what roles they are supposed to play in any changing circumstances

Category of Roles
(i) Showing New Viewpoints
(a) Facilitation, (b) Greetings, (c) Raising a problem, (d) Nabeatsu
(ii) Responding Previous Utterances
(e) Quotations, (f) Supplementary explanations, (g) Repeating previous utterances
(iii) Comedy Performances
(h) Buke (Silly jokes), (i) Dr (Making fun of the others), (j) Waru-Nori

What’s “Rhetoric”?
- The technique for using language effectively
- Metaphor, hyperbole, inversion and so on
- Experts use many kinds of rhetoric
- Picking up the expressions which we thought is outstanding, we defined them as new kinds of rhetoric

Category of Rhetoric
(a) Affirming after denying once
(b) Making others guess the root of the story, not telling in detail
(c) During to ask a question pretending not to know the answer

Methodology: Conversation Analysis from the Viewpoints of “Roles” and “Rhetoric”

Analysis (following 4 methods)

No.1: Rhetoric Score

Score of frequency in use of each kind of rhetoric by each participant

Rhetoric Score (R) = \frac{100}{N} \sum \frac{number of rhetoric \text{’} y \text{’} by a certain participant}{number of rhetoric \text{’} y \text{’} in conversation as a whole}

- Mr. Miyasako
- Mr. Kendo Kobayashi
- Reality: using 8 kinds of rhetoric among 12
- Our Impression: using many clever expressions
- Reality: using 8 kinds of rhetoric among 12
- Our Impression: showing his strong personality

The result of analysis agreed with our vague impression

No. 3: Transition Probability Matrix of Roles

Probability of which roles tending to be played after a certain role is played

(K) – (K) is the most frequent
- Using Waru-Nori in succession is not easy
- A tendency peculiar to experts

No.2: Using Roles for Different Situations

- Kendo Kobayashi, who is good at using roles properly
- He took part in 2 TV shows with different frequency of utterance

No. 4: Transition Probability Matrix of Speakers

Probability of which participants tending to speak after a certain one speaks

- Total of transition by each participant
- Mr. Miyasako, Hotohara, Ken-Koba and Kosugi played central roles
- Combinations of 2 participants whose transition is frequent
- Ken-Koba to Kosugi
- They respond each other according to circumstances