

## Introduction

As videoconferencing becomes central to work and education, the absence of non-verbal cues poses a challenge [1]. This poster explores a global survey question: "What should be tracked in online meetings?" Through thematic analysis of 200 responses, we uncover user preferences, tensions, and ethical concerns around non-verbal communication (NVC) tracking [2]. Our findings inform privacy-respecting, user-centric design for future online platforms.

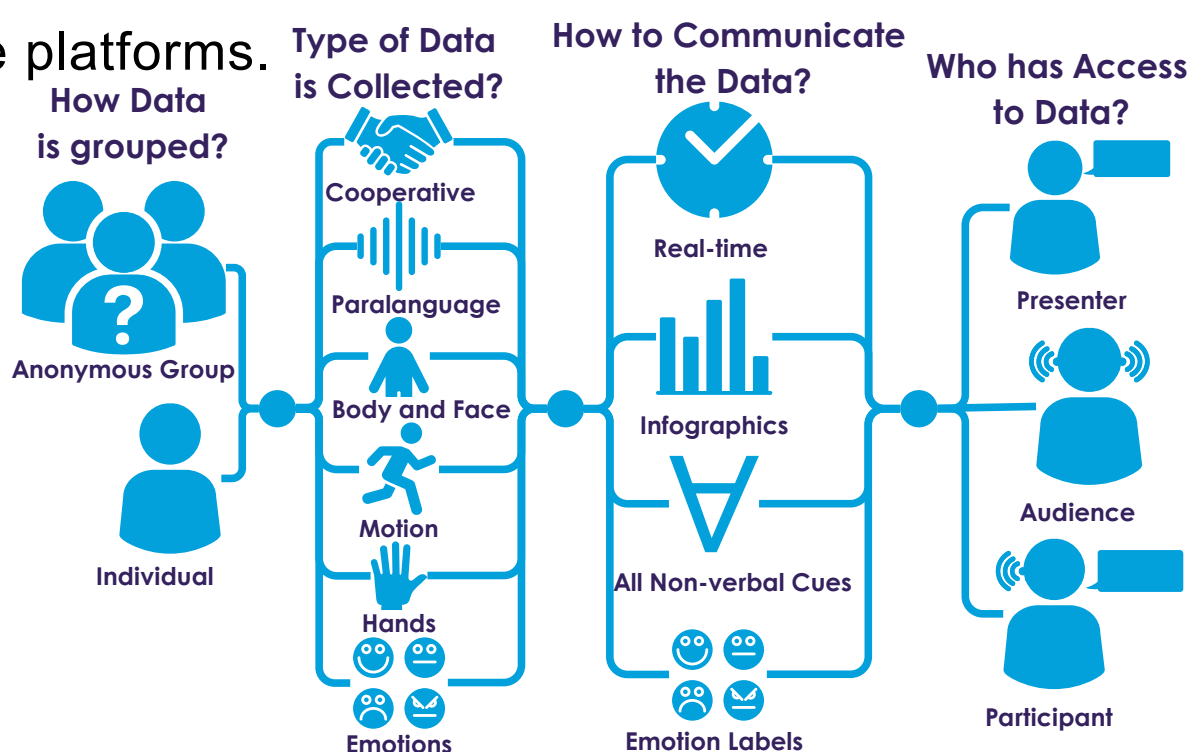


Fig. 3 Categories and groups of the different aspects the survey tackles in its questions.

## Methods

- Data source: One open-ended question in a broader global survey (n=200, from 4 continents) on Prolific [3].
- Approach: Thematic analysis combining:
- Top-down coding using predefined literature-based themes.
- Bottom-up coding to identify emergent themes.
- Tools: Miro (mapping) + Excel (data analysis).
- Validation: Second researcher reviewed codes for reliability.

## Results

Most accepted NVC tracking: Body language (44.5%), with some concerns (9% negative).

Attitudes: Neutral: 49%, Positive: 29%, Negative: 24% (with exceptions)

Insight: Users value richer communication but are wary of privacy intrusion

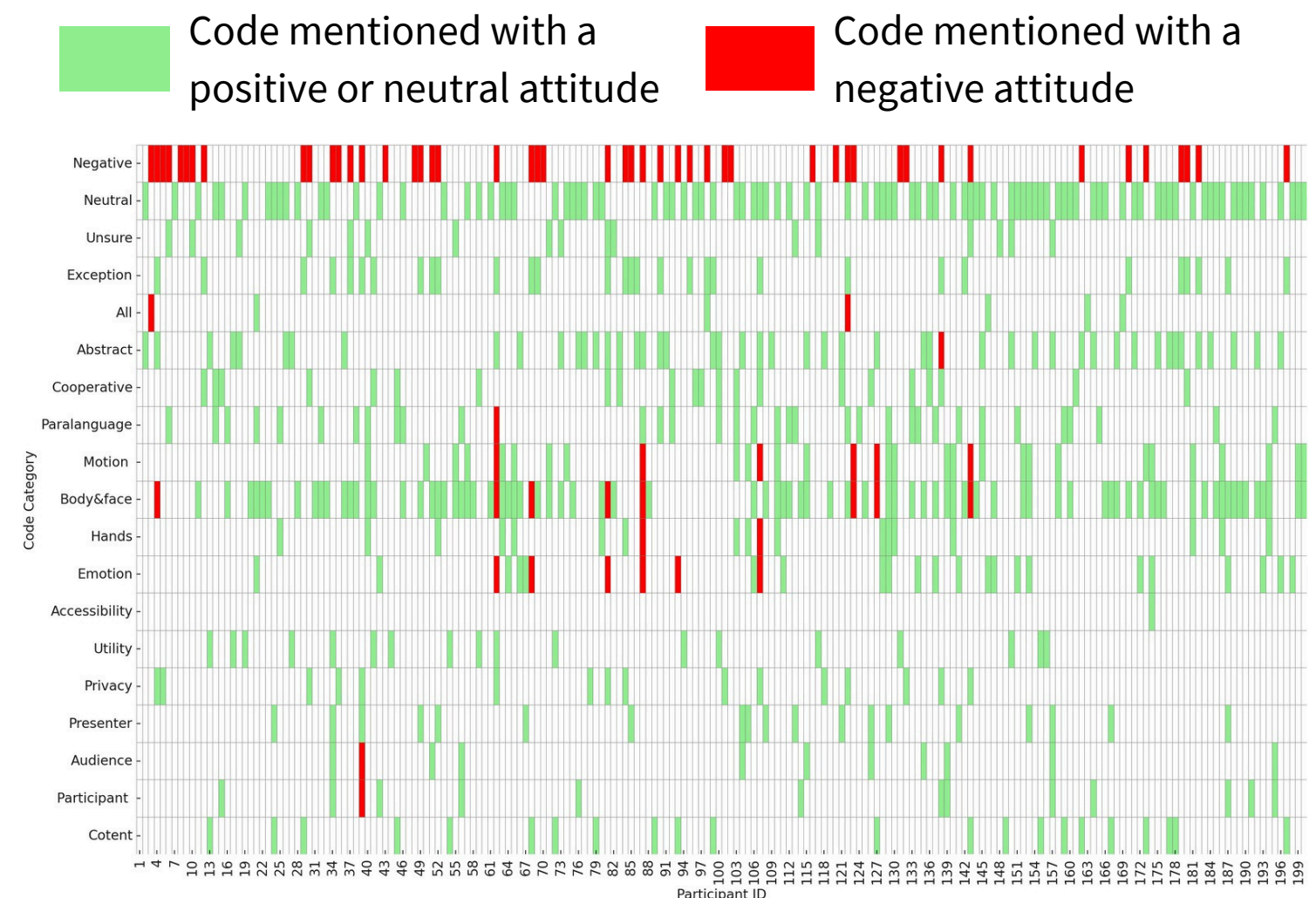


Fig. 2 Heatmap of coding frequencies

## Discussion

Users accept some forms of NVC tracking—especially visible, non-intrusive cues like posture or expressions—but resist emotion tracking. Ethical design must balance presence and privacy, emphasizing:

- Transparency
- Anonymisation
- User control
- These insights align with calls for privacy-by-design in educational tech

## Conclusion

User perceptions suggest cautious optimism toward NVC tracking—when tools are ethical and agency-focused. Body language is the most acceptable indicator. Designers should ensure:

- Consent-based systems
- Visibility into data collection
- Respect for user-defined boundaries

Full research paper on global survey and interviews



## References

- [1] Bailenson, J.N. (2021). Nonverbal Overload: A Theoretical Argument for the Causes of Zoom Fatigue. *Technology, Mind, and Behavior*, 2(1). [2] Vazquez Gonzalez, C. et al. (2025). *Trusting Tracking: Perceptions of Non-Verbal Communication Tracking in Videoconferencing*. CHI '25. <https://doi.org/10.1145/3706598.3714306>
- [2] Samrose, S. et al. (2021). MeetingCoach: An Intelligent Dashboard for Supporting Effective & Inclusive Meetings. CHI '21. [2] Vazquez Gonzalez, C. et al. (2025). *Trusting Tracking: Perceptions of Non-Verbal Communication Tracking in Videoconferencing*. CHI '25. <https://doi.org/10.1145/3706598.3714306>
- [3] Vazquez Gonzalez, C. et al. (2025). *Trusting Tracking: Perceptions of Non-Verbal Communication Tracking in Videoconferencing*. CHI '25. [2] Vazquez Gonzalez, C. et al. (2025). *Trusting Tracking: Perceptions of Non-Verbal Communication Tracking in Videoconferencing*. CHI '25. <https://doi.org/10.1145/3706598.3714306>