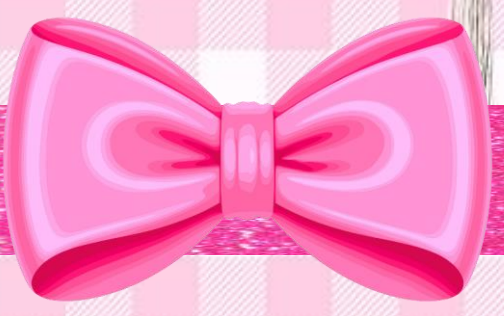


“THANK GOD I’M FLY!”:

A GYARU PERSONA CHATBOT

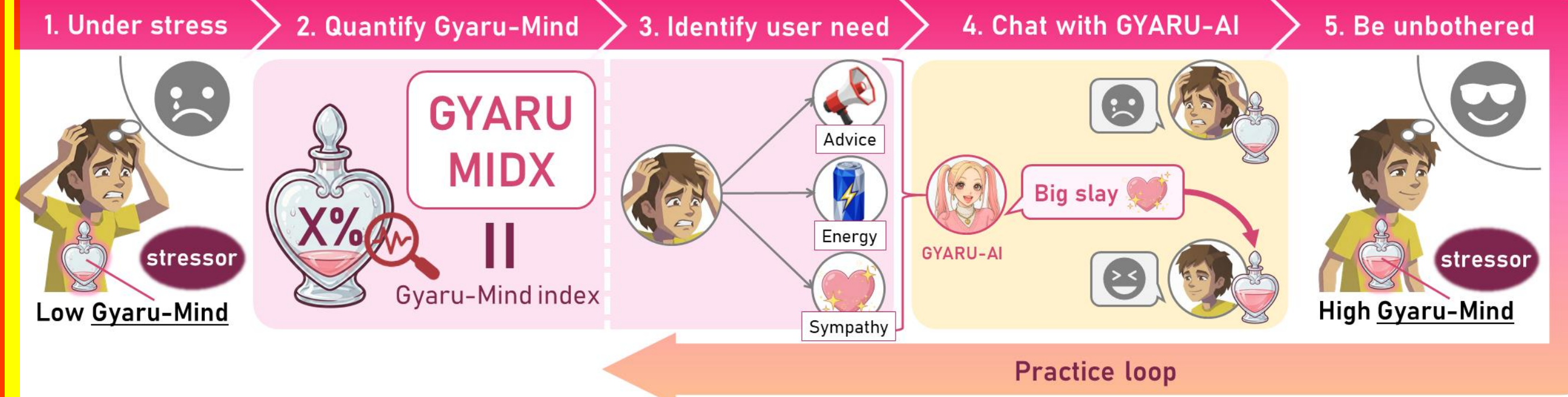
FOR ADOPTING A POSITIVE MINDSET TO PREVENT AND MITIGATE NEGATIVE EMOTIONS

CHI’26



Momoka Ikegami¹, Masaki Kuribayashi², Takuya Kato¹, Saizo Aoyagi¹, Tatsunori Hiral¹ ¹Komazawa University, ²Waseda University

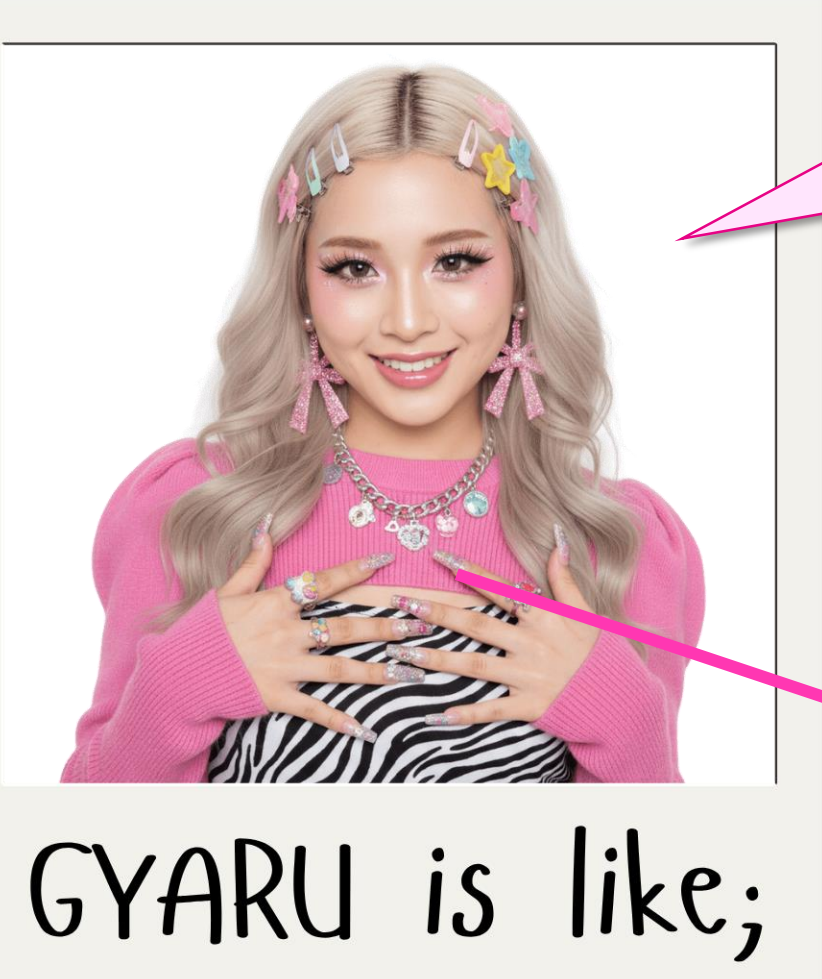
- ★ **Problem** Many conversational systems focus on post-hoc coping and empathy.
- ★ **Method** We propose GYARU-CHAT to help users practice Gyarumind.
- ★ **Result** A gyaru-minded LLM increased users’ positive affect.



Introduction

What is GYARU and GYARU-MIND?

I’m totally genius, period.



- Gyaru is a Japanese cultural identity known for glamorous self-expression.
- Gyarumind is a positivity-first, self-affirming mindset rooted in gyaru.

Why GYARU-MIND?

Gyarumind has resilience against negative emotions and encourages approaching challenges with lighthearted confidence.

Our proposal

We built “GYARU-CHAT,” a dialogue system that helps users adopt Gyarumind and build resilience to negative emotions.

What can GYARU-CHAT do?

Interface

In GYARU-CHAT, users can chat with GYARU-AI, an AI agent based on GPT-4.1-mini that behaves gyaru-minded style.

Speaker	Translation (JP→EN)
1. User	Lately I just can't get myself motivated.
2. GYARU-AI (Lilymoo)	User, I'm injecting you with MAX power and charge up that sparkly glow-energy back
3. User	How do I get my sparkly energy back, tho—?
4. GYARU-AI (Lilymoo)	User, start your day with a lil dance and charge up that mega-energy
5. User	That's nice—counts as exercise too! What kind of dance should I do?
6. GYARU-AI (Lilymoo)	So slay! How about K-POP? It's so nasty-good I'm ASCENDING

How does GYARU-AI generate responses?

GYARU-AI switches its response mode from users’ input to generate context-aware responses.

Advice: candid advice (e.g. “Nah babe, don’t.”)

Energy: energized nodding (e.g. “Yesss!”)

Sympathy: positive empathy (e.g. You slayed!)

How to measure gyaru-mind

GYARU-MIDX

GYARU-AI estimates GYARU-MIDX, a quantitative score that shows how gyaru-minded users are.

How to estimate GYARU-MIDX

The eight factors in the right table were defined based on a Japanese book on Gyaru-mind.

$$GYARU - MIDX = \beta_0 + \sum_{j=1}^8 \beta_j x_j$$

- Input: Users’ text
- x_j : factor score (0–5)
- β_j : learned weight from training
- Final score of GYARU-MIDX ranges from 0 to 50.

Factor x in [0,5]	Weight β
Emotional Intensity	1.535
Linguistic Creativity	1.133
Self-acceptance	1.371
Self-esteem	1.106
Optimism	0.875
Authenticity	0.477
Other-Respect	0.133
Self-Other Boundary	-0.043

User study

Study 1: Whether a Gyaru-minded persona positively affects users’ emotions

Setup n=24, 15-min chat (Gyaru vs default persona)

Measures PANAS, self-efficacy

Result

- Positive affect \uparrow ($p = .021$)
- Negative affect \downarrow ($p = .022$)
- Gyaru-mind persona can promote positivity.
- No significant change in self-efficacy

Study 2: Whether GYARU-CHAT has the potential to support users in adopting Gyaru-mind

Setup 2 participants used GYARU-CHAT daily for 14 days.

Findings

- GYARU-CHAT’s positive effect was temporary.
- Changes in GYARU-MIDX aligned with participants’ mood changes.
- GYARU-AI helped users avoid overthinking.

Limitations

- ✓ Broader multi-rater annotation is needed.
- ✓ larger and more diverse studies are needed.