

# Lecture 20 Emotion

→ Would you be happier in California or Michigan?

Ppl in both states say Cal, but actual difference is smaller

\* **Affective Forecasting** — overestimate the effect of one thing on emotion

## #1 What is Emotion

Theories:

1. Stimuli → emo. → muscle responses

2. Stimuli → muscle responses → emo ↘

→ Pencil in mouth (keep smile position)

Then rate how funny comic is.

Turns out some evidence suggest that this model works

↗ ↳ 'smiling' people find more funny.

Turns out replication is failing, but at the same time those comic no longer as funny to modern ppl.

3. Schachter - Singer Theory — Emo. is confluence of physical arousal and cognitive interpretation

→ Misattribution study — make ppl cross scary bridge. Make attractive person approach either on bridge or not on bridge

Interestingly more ppl on bridge get attracted

↳ misinterpretation of heart rate?

→ Similar study by playing fake heart rate. Faster heart rate → rate film more scary → ppl think the fake heart beat is their own and respond with emotion.

Counterfactuals: expect silver medalist happier than bronze

→ Person getting medal in Olympics — looks like silver medalist usually look less happy than bronze.

Bronze: thank god I'm here.

Silver: gosh I could have gotten gold.

## #2 Universality of Emotion

Everyone respond to same thing with same emotion?

Evidence for:

1. Brain: scary thing always light up amygdala
  2. Facial expression consistent — not smiling when sad, e.g.
  3. Language all have happy / sad
  4. Ask ppl about feeling to a thing — mostly consistent
- Some universal emo.s

- Happy      - Disgusted      - Sad      - Surprised  
- Contemptuous      - Afraid      ← opposit → - Angry

Evidence against:

1. Not every language have these 7 categories
  - Czech word litost no equivalence in many other language
  - German Schadenfreude
  - Ijirashi — seeing person you like overcome obstacle
  - Hagai — helpless anguish
  - Mehameha in Tahiti — all these things happening yet unaware
  - Isin in Indonesia — feeling of lowered self esteem.
2. Different frequency. Maybe emotion is cultural
  - Thibaten claim to never feel anger.
  - Eastern culture report less shame than East Asian.

### #3 Biases in Emotion

→ Baby Seals Dying (again)

\* Affective Heuristic — emotion too strong to resist that it overrides rational thinking.

Magical thinking

→ Toilet study: open new toilet & pour new apple juice into new toilet, open it → ppl can't drink it.

→ Comb your hair with Hitler's comb? — No.

Reverse contagion

→ Give me your comb and let Hitler use it — No.

Fading Affect Bias

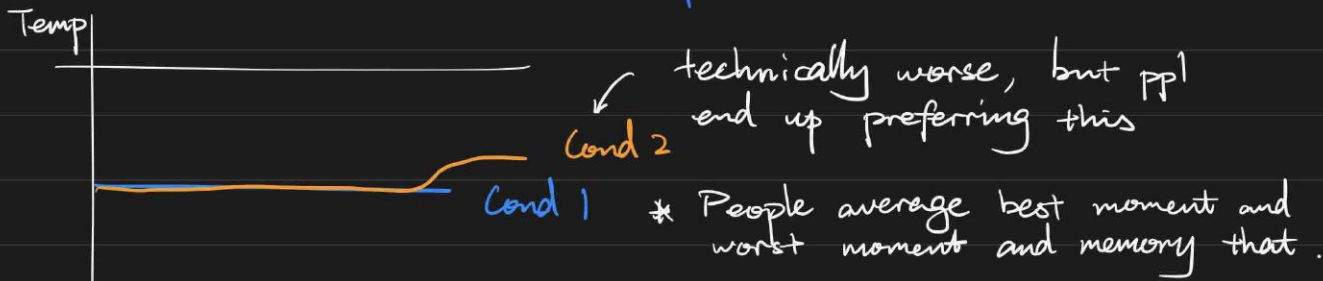
→ Negative emotion fade faster than positive!

→ Old ppl: college was so good — they forget those exams lol.

\* Memory vs. Experience.

- Do we maximise exp. or memory about exp.?

→ Put hands in ice water experiment.

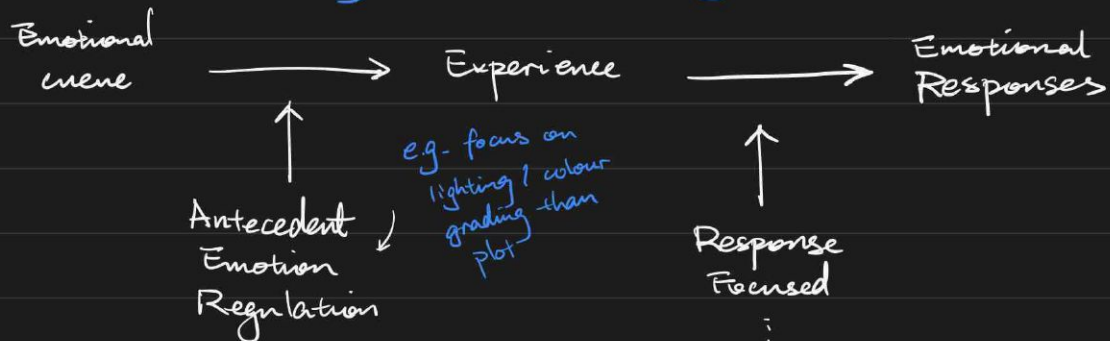




## #4 Emotion Regulation

We always control emotion

- CMU offer while friend next to you got rejected - probably not going to celebrate.
- Prize for tricking others for getting your emotion wrong.



- Reappraisal — try to alter emotional response
- Suppression — inhibit emotional expression ← Higher physiological cost

### - Consequences

1. More suppress — more physiological effort
2. Social — suppression unnatural because ppl know you're hiding sth.
3. Cognitive — takes up attention, working memory etc.