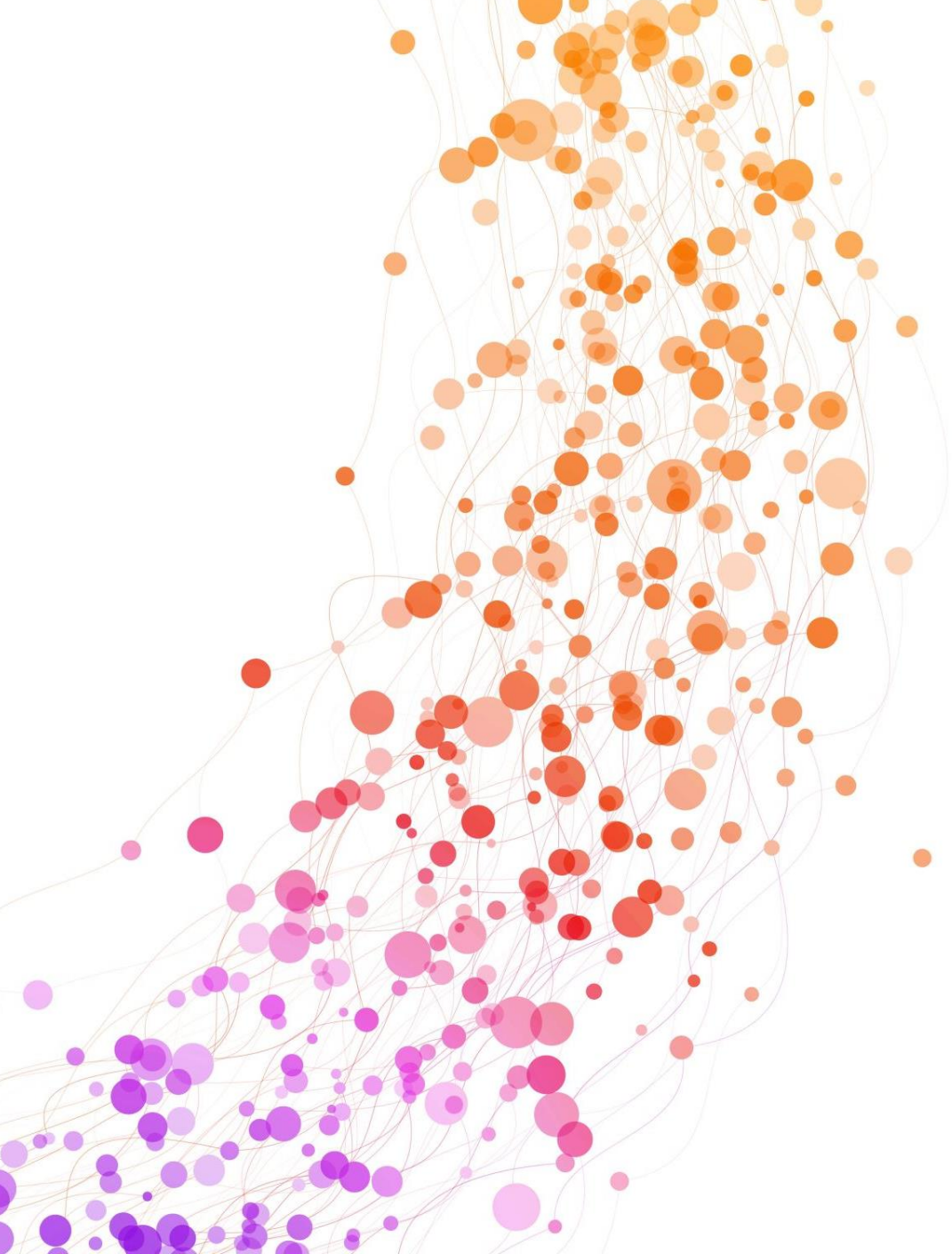




# **Mood and Emotion**

Stacey Coleman

# Lecture Outline

- + Affect, mood and emotion
- + Theories of Emotion
  - Physiological ; neurological ; cognitive
  - Basic primary emotions
  - Universal emotion expressions

# Mood and Emotion

- + The term *emotion* is usually distinguished from terms such as feelings, affect and mood



## Feelings

Subjective experience associated with an emotion



## Mood

Emotional state that is generated and extended with time

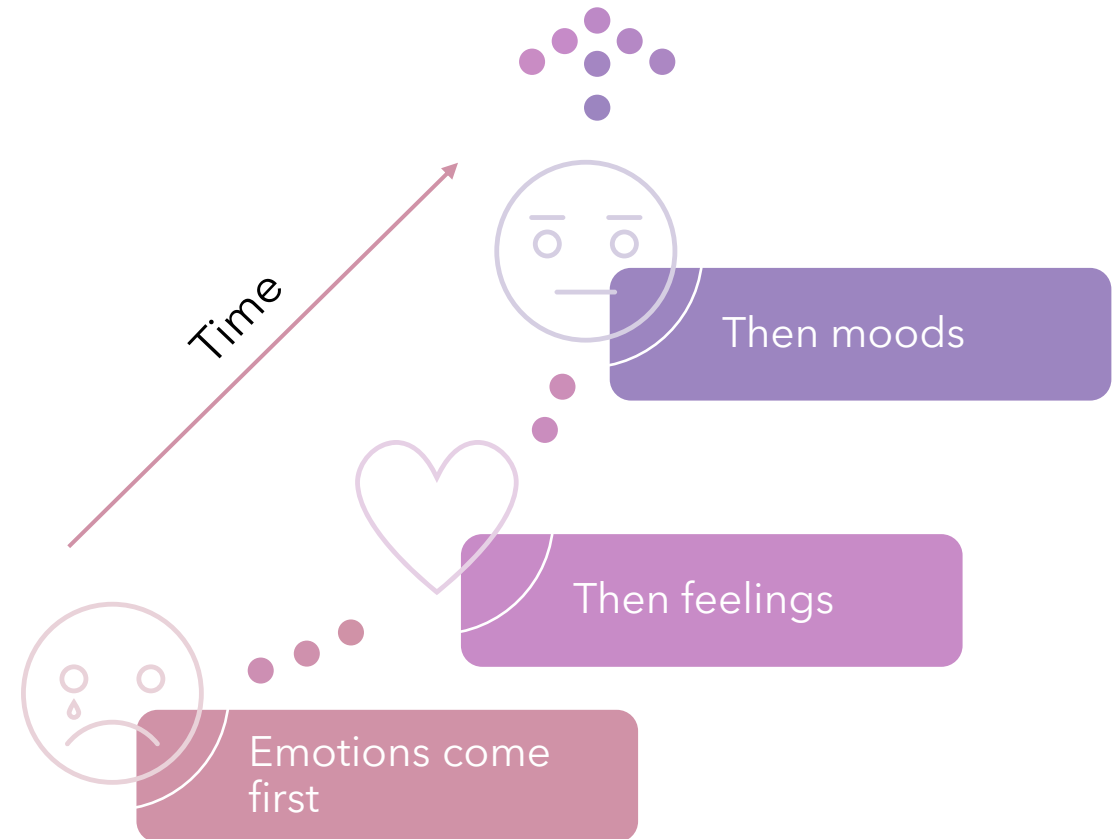


## Affect

Encompasses feelings and mood and categories of emotion (e.g., positive or negative affect).

# Mood and Emotion

- + Emotions result from a 'trigger' and last around 5-8 seconds
- + Feelings occur once we are able to think about the emotion(s)
- + Moods are less generalised, not related to specific incidents. Can last minutes, hours or days



Environment

Weather  
Lighting  
People we spend time with

Physiology

Level of exercise  
How healthy we are  
Food consumption

**Mood**

Where attention has  
been focused  
Current emotions

Mental state



# Function of Emotions

- + Emotions function to:
  - Increase, decrease or regulate arousal
  - Direction perception and attention
  - Influence learning and memory
  - Organise and motivate behaviour
  - Communicate with others

# Theories of Emotion



# Theories of Emotion

+ Three main categories:

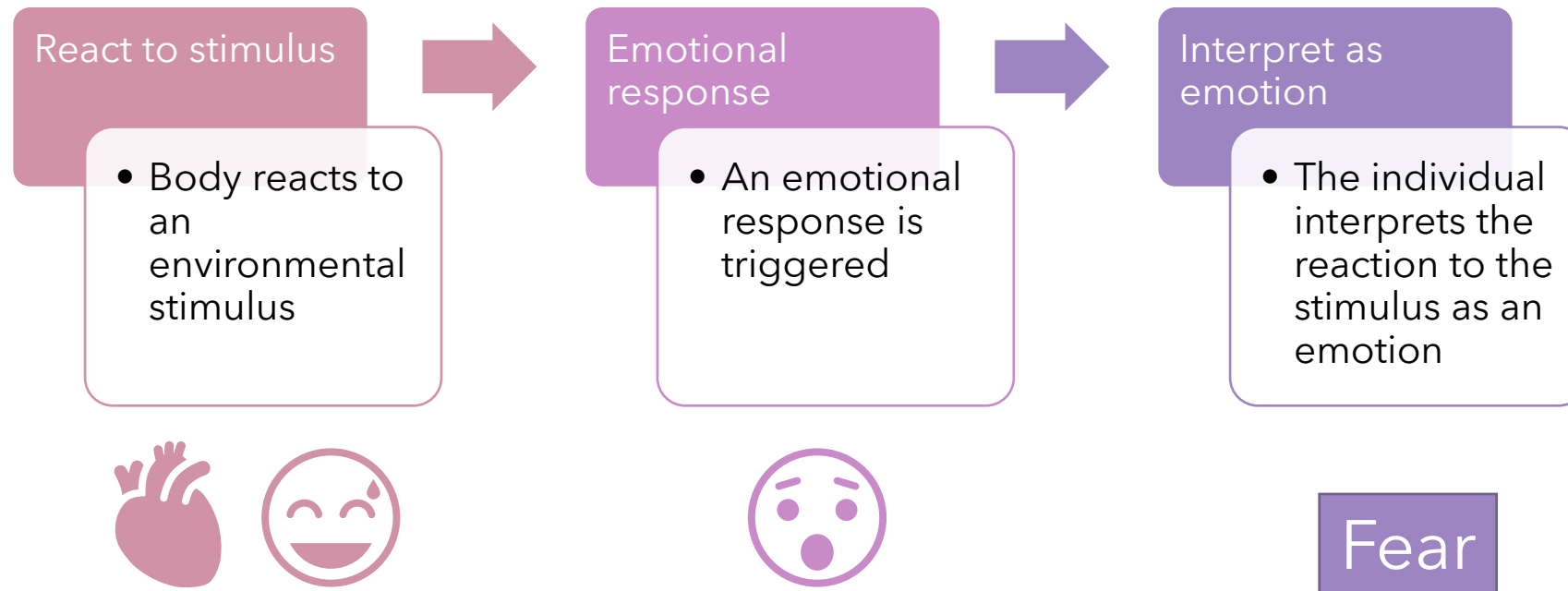
**Physiological:** Responses in the body are responsible for emotions

**Neurological:** Activity within the brain leads to emotional responses

**Cognitive:** Mental and thought processes play an essential role in forming emotions

# James Lange

- + Emotions are the result of physiological reactions to environmental stimuli
- + The theory suggests that:

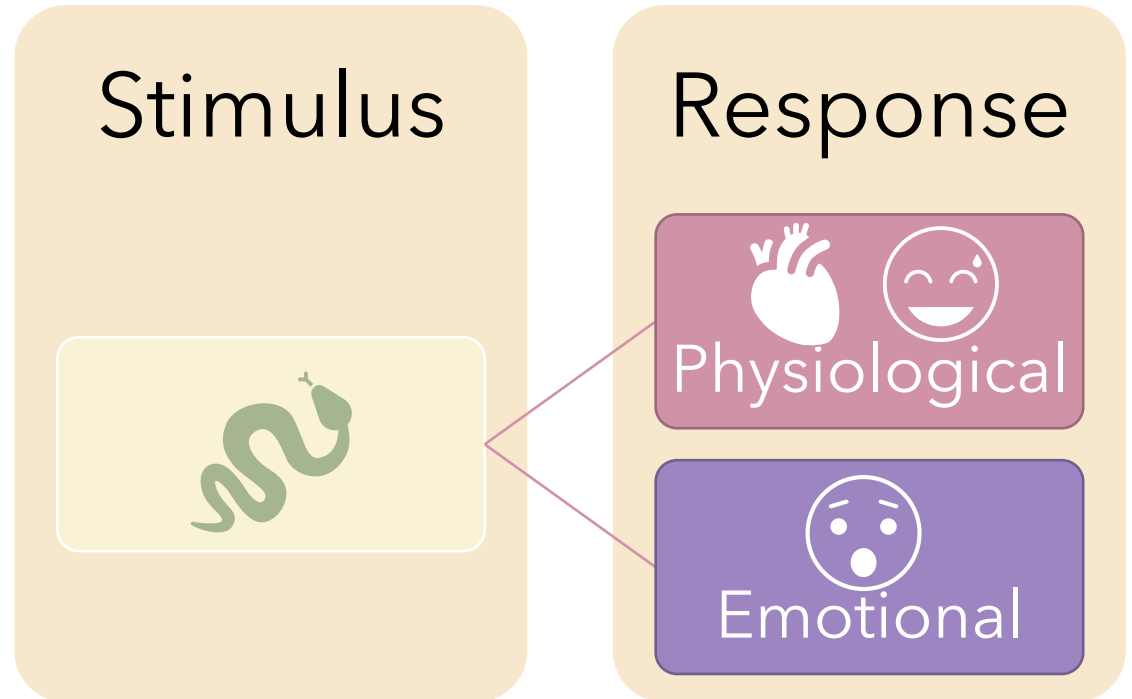


# Cannon-Bard

- + Similar to Lange, this theory proposes that emotions occur in reaction to a stimulus

- + Difference - proposed that emotions **and** bodily responses occur at the same time (yet independently) in response to a stimulus.

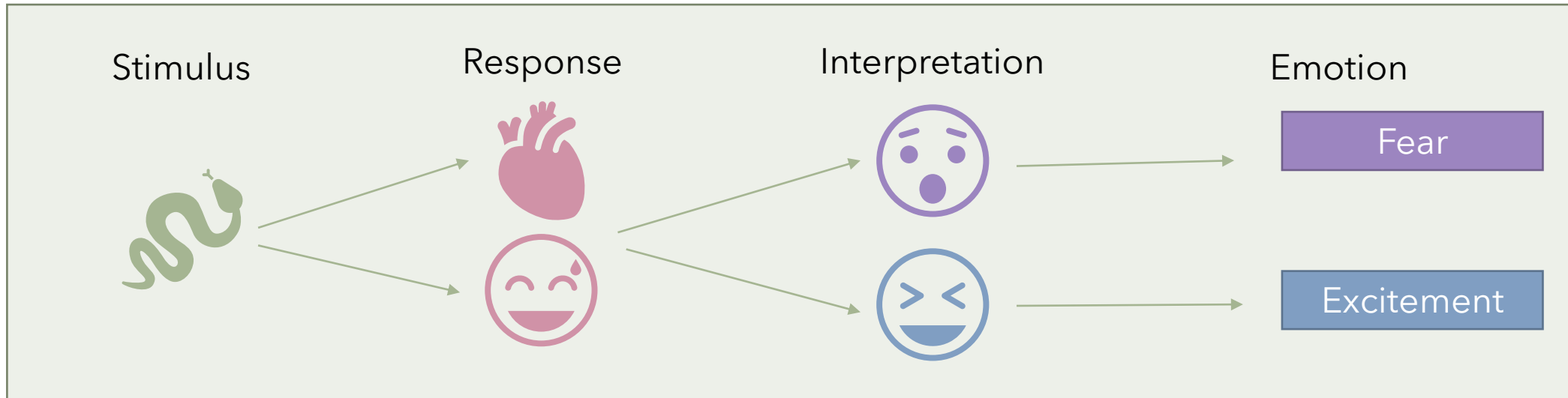
- + Suggests that emotions are complex and multi-faceted; combination of physiological responses and cognitive processing



# Schachter-Singer

## + 'Two factor theory'

Emotions are the result of both physiological arousal and cognitive interpretation of that arousal



# Facial Feedback Hypothesis/Theory

- + Suggests that emotional experiences are influenced by facial expressions

e.g, smiling should make a person feel happier, and frowning should make them feel more sad

Idea that contractions of facial muscles not only allow communication of what we feel to other people, but also to ourselves.

# The Six 'Universal' Emotions

## Ekman



- + According to the Ekman, there are **six** universal human emotion expressions
- + These basic emotions are innate and shared by **everyone**
- + Universal across cultures and language - universal facial expressions

# Universal Emotion Expressions?

- + Facial expressions are a huge part of human communication, and emotions play a vital role in shaping them
- + Are facial expression universal across cultures?
- + Or do they vary depending upon social or cultural factors?

# Universal Emotion Expressions

- + The seven EE's are not the **only** emotions that we ever express, so there must be some validity in the argument that our emotional (facial) expressions are not universal.
- + But the argument maintains that there is, at least, support for these seven being **universal**



# Universal Emotion Expressions

## Darwin

- Firmly maintained that facial expressions are universal, innate, and have evolved to ensure accurate communication of emotional states

## Paul Ekman

- Much research to support the idea's of Darwin: 6/7 basic emotions that are universally recognised across culture, and are expressed through very similar facial movements that are extremely difficult to fake, this supporting the idea of innate and automatic FE's

# Universal Emotion Expressions

- + Other researchers suggest that cultural differences can influence how emotions are expressed and interpreted

*Main criticisms of Ekman's methodology and argument re: ethnocentrism*

- + Engelmann and Pogosyan (2013) – exploration of culture influence on cognitive mechanisms involved in interpreting facial / emotion expressions

*Intensity of emotion*

# Universal Emotion Expressions



## Display Rules

Rules we learn in the course of growing up about who can show which emotion to whom, and when.

Related also to intensity of emotion expression; suppression, exaggeration, or masked altogether.



## Cognitive Styles

Related to how we generate the idea of what emotion we are observing

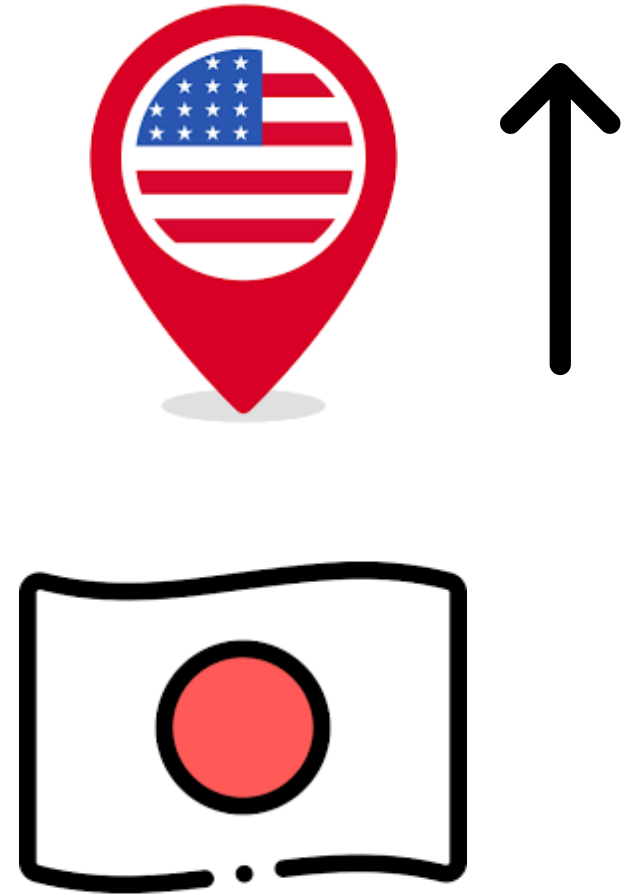
e.g., tendency to focus on very specific features of the face

# Universal Emotion Expressions

## 1. Facial expressions with varying levels of intensity are perceived and categorized differently across cultures

- + American participants rate the same expressions as being more intense than Japanese participants

*Supports Ekman et al. (1987) and Matsumoto (1990)*

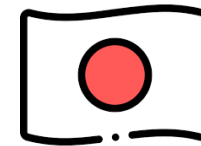


# Universal Emotion Expressions

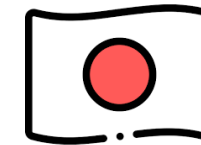
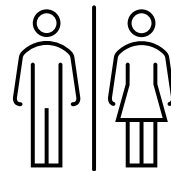
## 2. Display rules: Ekman (1971) classic study

- + American and Japanese Ps viewed 'stressful' films in two conditions;

*Researcher present or researcher absent (alone)*



Both produced similar facial expressions of basic emotions

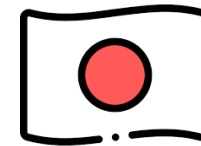


American Ps expressed negative emotions

Japanese Ps masked negative emotions through smiling

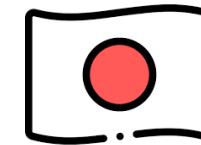
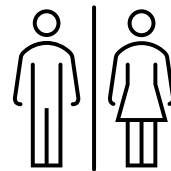
# Universal Emotion Expressions

This suggests that cultural display rules are being observed:



Both produced similar facial expressions of basic emotions

Japanese participants concealed negative emotions when in a social setting



American Ps expressed negative emotions

Japanese Ps masked negative emotions through smiling

# Universal Emotion Expressions

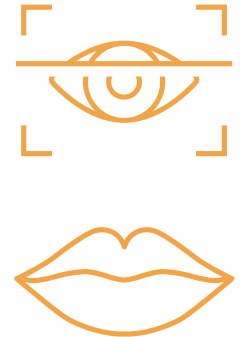
## 3. Eye tracking studies demonstrate differences in parts of face attended to when observing emotion

+ (*Blais et al., 2008*)

a) East Asian participants focus on the central region of the face around the eyes/nose



b) Western participants focus more broadly on the eyes and the mouth



# Universal Emotion Expressions

+ *Jack et al. (2009)*

+ Differences in categorisation of emotion:

a) East Asian Ps display significant deficit in ability to categorise fear and disgust - focus on eye regions



a) Western Ps make less categorisation mistakes - focus on eye and mouth

# Universal Emotion Expressions

+ Jack et al. (2012)

*Similar conclusions: East Asian participants attend to the eye region more, whilst Western participants attend to the eyes **and** mouth, making their focus more holistic.*

*Further suggested that **gaze** is considered to be a component of facial expressions*

- + EA p's consider a shift in gaze to be representative of a change in facial expression
- + Further supporting idea that EA focus on eyes of a person when interpreting expression

# Universal Emotion Expressions

+ Jack et al. (2012)

| The Difference Between Western and Eastern Emoticons |      |              |
|------------------------------------------------------|------|--------------|
| Emotion                                              | West | East (Korea) |
| Happy                                                | :)   | ^^           |
| Sad                                                  | :(   | ㅜㅜ           |
| Surprised                                            | :O   | >O<          |
| Bored                                                | :/   | =_ =         |

# Universal Emotion Expressions

- + *Yuki et al. (2007)*
- + Independent manipulation of eye and mouth regions
- + Japanese Ps weighted eye region more strongly (emotion = happy)
- + American Ps weighted mouth region more strongly (emotion = sad)

