

COGNITION AND EMOTION

On-campus Session: Appraisal Theory

1

What is Emotion?

- **Key Questions:**
 1. What distinguishes emotion from non-emotion?
 2. What are the constituent parts involved?
 3. What distinguishes one emotion from another?
 4. What is the process involved?
 5. Why do we have emotions?
 6. What is the relationship between emotion, mood, and temperament?
 7. How many emotions are there?
 8. What is the difference between "normal" emotions and emotional disorders?

2

Cognitive Appraisal Theory

- Work your way through the H5P presentation and quiz questions on the module Moodle page under this week's tile



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APPRAISALS LINKED TO EMOTION AND DECISION-MAKING

POSITIVE AND NEGATIVE FRAMING

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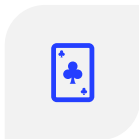
Time



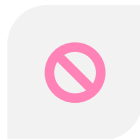
- This study is expected to take *one hour*.
- In a moment you can decide whether to GAMBLE or NOT GAMBLE with your time here today.
- Before making your decision, please read the rules of the game.
- If you decide to NOT GAMBLE you will perform a reading task and you will **have to stay for 40 minutes**.
- The task involves reading a paper on Probability theory. You will be asked to turn in a summary of each section.
- If you decide to GAMBLE you will be asked to choose one of three cards. One of the cards has a yellow tab on it.
- If you choose the yellow tab, you will not perform the reading task and **you will not have to stay at all**.
- If you choose a card without a yellow tab you will perform the reading task and you will **have to stay for one hour**.
- Therefore, you will have 1/3 chance of **not staying at all** and a 2/3 chance of **staying for one hour**.

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What do you choose to do?



GAMBLE?



OR NOT?

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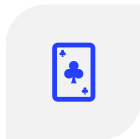
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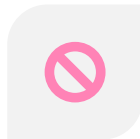
- This study is expected to take *one hour*.
- In a moment you can decide whether to GAMBLE or NOT GAMBLE with your time here today.
- Before making your decision, please read the rules of the game.
- If you decide to NOT GAMBLE you will perform a reading task and you will **be allowed to leave 20 minutes early**.
- The task involves reading a paper on Probability theory.
- You will be asked to turn in a summary of each section.
- If you decide to GAMBLE you will be asked to choose one of three cards. One of the cards has a yellow tab on it.
- If you choose the yellow tab, you will not perform the reading task and **you will be allowed to leave one hour early**.
- If you choose a card without a yellow tab you will perform the reading task and you will **not be allowed to leave one hour early**.
- Therefore, you will have 1/3 chance of **leaving one hour early** and a 2/3 chance of **not leaving early**.

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What do you choose to do?



GAMBLE?



OR NOT?

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Message compliance design

- Scenario 1 was negatively framed
- Scenario 2 was positively framed
- Most students took the gamble, especially in the negatively framed condition.

Paese, P. W. (1995). Effects of framing on actual time allocation decisions. *Organizational Behavior and Human Decision Processes*, 61(1), 67-76.

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Healthcare

- The National Cancer Institute has 2 possible treatments for cancer, which could become standard treatments across the country.
- If treatment 1 is adopted, of every 1000 people who get cancer 400 will be saved.
- If treatment 2 is adopted, there is a $\frac{2}{5}$ chance that 1000 of every 1000 will be saved and a $\frac{3}{5}$ chance that no people of every 1000 will be saved.
- There are adequate resources to implement only one treatment program.
- Which of the two programs would you favour for national implementation? 1 or 2?

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Healthcare

- The National Cancer Institute has 2 possible treatments for cancer, which could become standard treatments across the country.
- If treatment 1 is adopted, of every 1000 people who get cancer 600 will die.
- If treatment 2 is adopted, there is a $\frac{2}{5}$ chance that no people of every 1000 will die and a $\frac{3}{5}$ chance that 1000 of every 1000 will die.
- There are adequate resources to implement only one treatment program. Which of the two would you favour for national implementation? 1 or 2?

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Healthcare

- What were the rationales for your choices in each scenario?
- Can you tell which scenario was framed positively and which was framed negatively?
- Most students chose risk averse irrespective of framing.

Fagley, N. S., & Miller, P. M. (1987). The effects of decision framing on choice of risky vs certain options. *Organizational Behavior and Human Decision Processes*, 39(2), 264-277.

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Job loss

- Because of recent economic losses, a large car manufacturer may have to eliminate as many as 6,000 jobs. The vice-president of production has been exploring alternative ways to avoid this situation.
- She has developed two plans:
 - Plan A: Under this plan, 2,000 of the possible 6,000 jobs will be saved.
 - Plan B: This plan has a 1/3 probability of saving all 6,000 jobs, and has a 2/3 probability of saving no jobs.
- Which plan should she adopt? A or B?

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Job loss

- What if her plans were as follows:
 - Plan A: Under this plan, 4,000 of the possible 6,000 jobs will be lost.
 - Plan B: This plan has a 1/3 probability of losing no jobs, and has a 2/3 probability of losing all 6,000 jobs
- Which plan should she adopt? A or B?

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Job loss

- Scenario 1 plans were framed as Positive/Gains prospects
- Scenario 2 plans were framed as Negative/Loss prospects
- Risk seeking higher in loss prospects than gain prospects. But a small effect.

Highhouse, S., & Paese, P. W. (1996). Problem domain and prospect frame: Choice under opportunity versus threat. *Personality and Social Psychology Bulletin*, 22(2), 124-132.

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Is there any difference between the 3 examples?

Does any difference influence the option you would choose?

Kühberger, A. (1998). The influence of Framing on Risky Decisions: A Meta-analysis. *Organizational Behavior and Human Decision Processes*, 75, 23-55.

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SESSION CLOSE

Any final
questions?



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