

Emotion and Judgment (part 2, con't from Lecture 12)

Lecture 13
The Psychology of Emotion
Professor David Pizarro

Positive moods and Persuasion

People in a negative mood are much more sensitive to the *strength* of an argument.

People in a positive mood are much more sensitive to *heuristic-based cues* like whether the source is an expert, famous, or attractive.



Positive Mood produces global processing

*This global processing style is
essential for creative thinking.*

A dealer in antique coins got an offer to buy a beautiful bronze coin. The coin had an emperor's head on one side and the date 544 B.C. stamped on the other. The dealer examined the coin, but instead of buying it, he called the police.

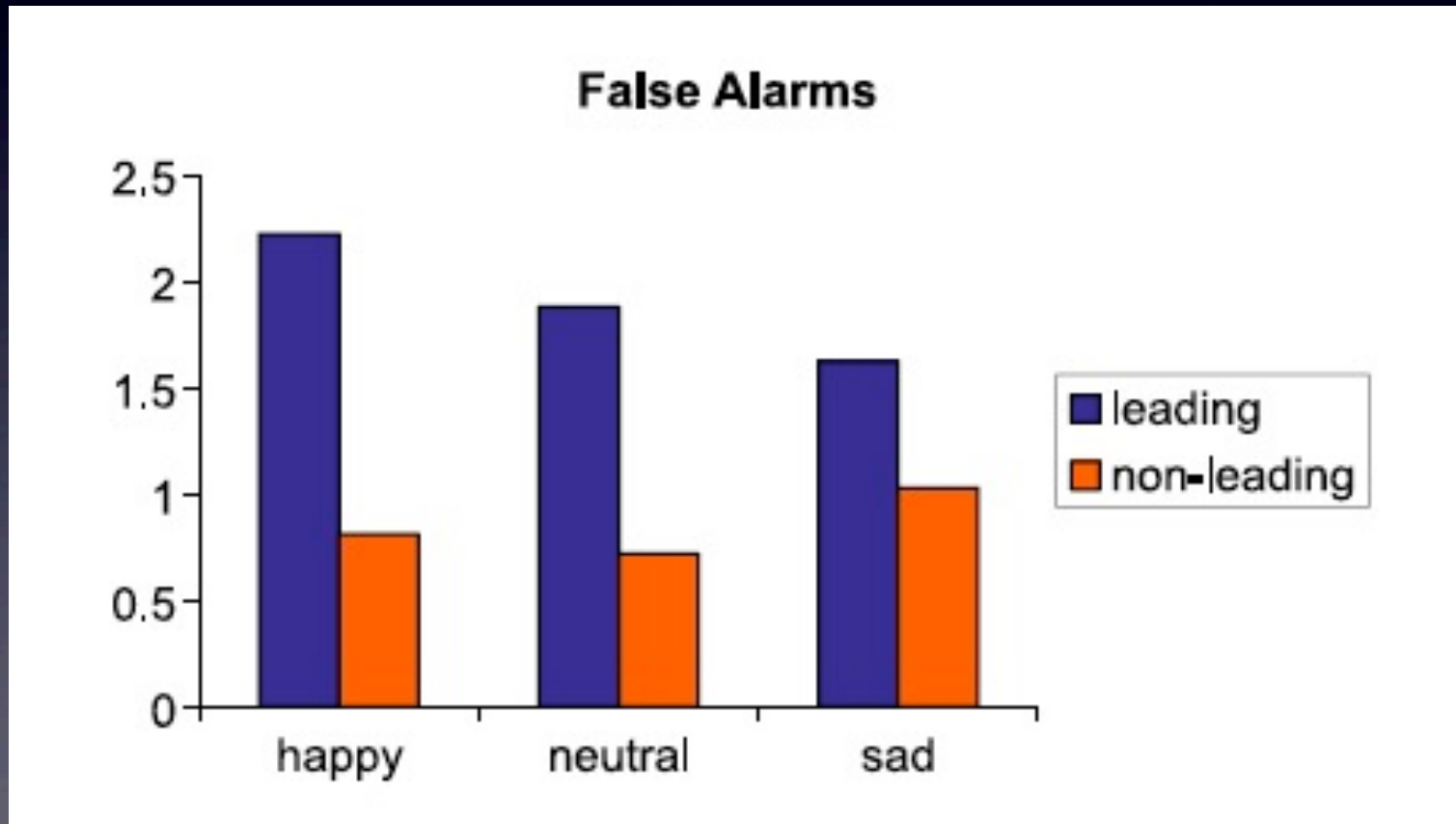
Mood and Eyewitness Identification (Forgas, et al., 2005)

Positive moods lead people to assimilative and constructive processing that tries to create global coherence.

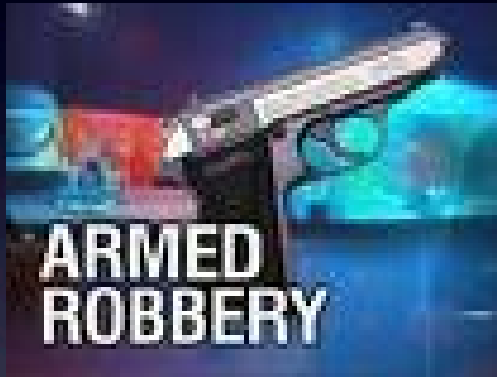
Negative moods focus on careful detail-oriented processing that strives for accurate perception of the external world.



Leading questions
“Did you see the
car that was on fire?”



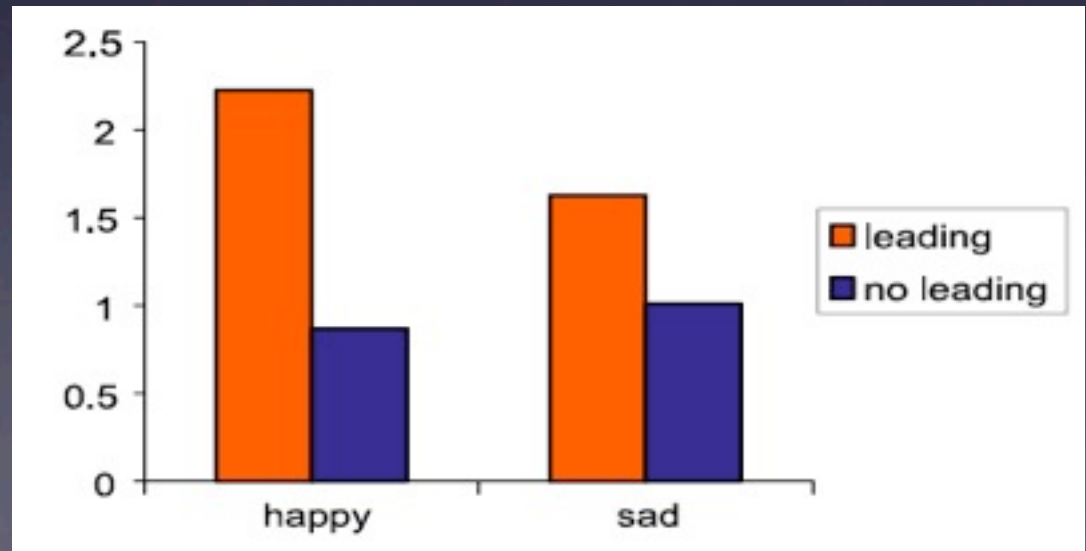
Can this effect be suppressed?



Some first told to suppress their emotional response.

Leading Qs

“Do you remember the robbers put handcuffs on the shopkeeper *before they gagged him?*”



Summary: Moods

- Serve as signals as to whether things are good or bad in the environment
 - Infuse our judgments about unrelated objects
 - Make mood-congruent concepts more accessible
 - Influence how carefully we evaluate information
 - Influence how creative/global our thinking style is
- Also, good moods make us more polite, more likely to help (unless helping might worsen our mood)

III. Specific Emotions

Moving toward emotion-specific effects on judgment

Lerner & Keltner (2000):

“Most theories of affective influences on judgment and choice take a valence-based approach, contrasting the effects of positive versus negative feeling states. We posit that each emotion is defined by a tendency to see new events and objects in ways that are consistent with the original cognitive-appraisal dimensions of the emotion.”



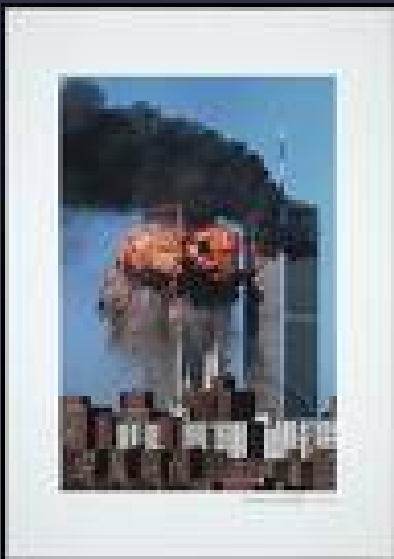
Fear and Chlamydia (Luce & Kahn, 1999)

- Test: POSITIVE
 - causes blindness, infertility, etc.
 - oh, but 1% false positive rate
- Retest: NEGATIVE
- The fear experience perseveres
 - leads to increased subjective vulnerability
 - 70% vs. 40% chance that will be retested



Making Judgments consistent with Emotions

- Emotional state increases judgments of emotion-eliciting events
 - Fear - terrorist attack (Lerner & Keltner, 2001)
 - Angry - mistrials of violent criminals (Desteno, *et al.*, 2000)



Emotional States Constrain our Attention (Broadbent & Broadbent, 1988)

First measure dispositional trait-anxiety.



Trait-anxious individuals are faster to recognize the dot when it is behind the word *danger*, than when it is behind the word *annals*

Emotion-specific signals: Endowment Effect (Lerner, et al., 2004)

- Endowment effect



Buy
or
Sell



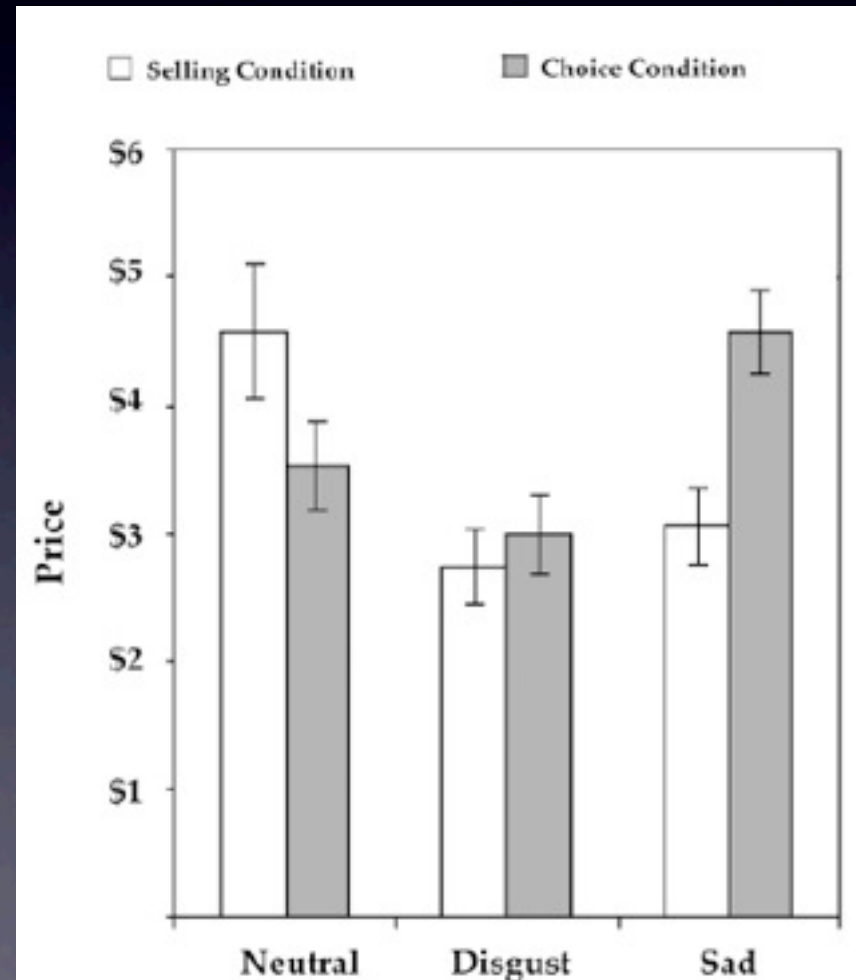
disgust



sadness



control



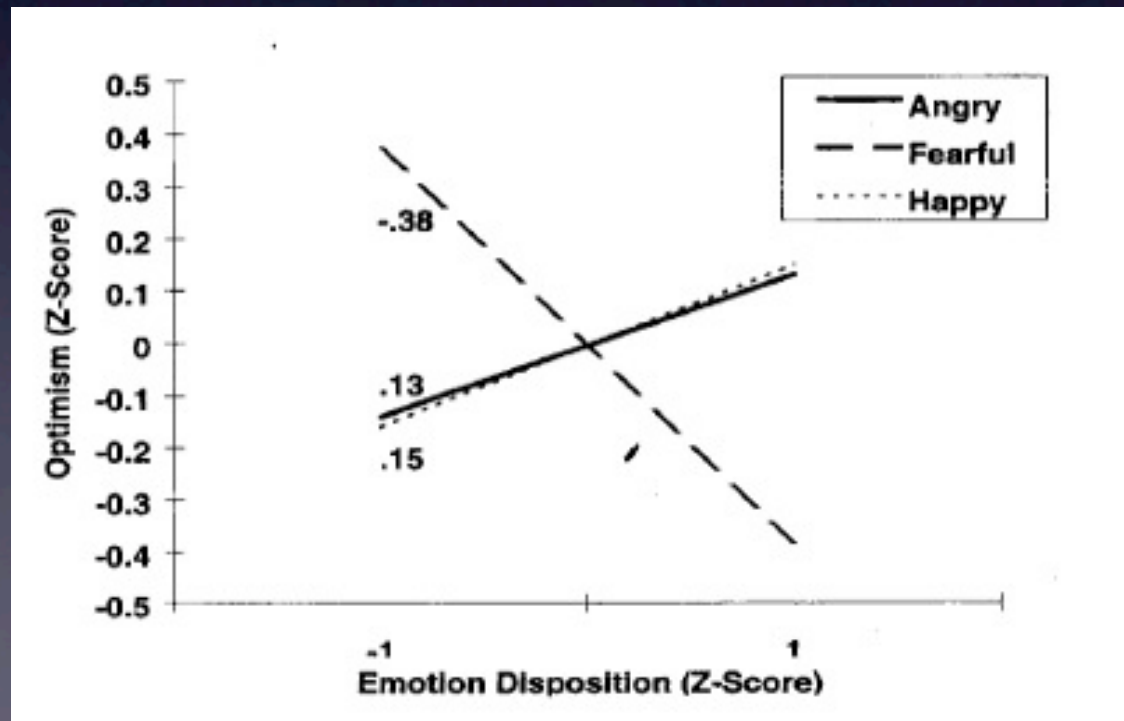
An appraisal-tendency approach to emotions and attributions

	<i>Illustration with negative emotions</i>		<i>Illustration with positive emotions</i>	
	<i>Anger</i>	<i>Fear</i>	<i>Pride</i>	<i>Surprise</i>
Certainty	High	Low	Medium	Low
Pleasantness	Low	Low	High	High
Attentional Activity	Medium	Medium	Medium	Medium
Anticipated Effort	Medium	High	Medium	Medium
Control Responsibility	High High	Low Medium	Medium Low	Medium High
Appraisal Tendency	Perceive negative events as predictable, under human control, & brought about by others	Perceive negative events as unpredictable & under situational control	Perceive positive events as brought about by self	Perceive positive events as unpredictable & brought about by others
Influence on Relevant Outcome	<i>Influence on risk perception</i> Perceive low risk Perceive high risk		<i>Influence on attribution</i> Perceive self as responsible Perceive others as responsible	

Fear, Anger, Happiness, and Optimism

Twenty-six items like, “I would be less likely than my average same-sex peer to contract a sexually transmitted disease.”

- Anger and Happiness are high certainty emotions
- Fear is a low certainty emotion



Guilt and Cooperation (Ketelaar & Au, 2003)



Guilty participants cooperated more (53%) than control participants (39%). The manipulation worked most for those participants who were dispositionally uncooperative.

Summary: Specific Emotions

- More than just valence and arousal, specific emotions influence our judgment consistent with the appraisals/functions of that emotion
- This, again, can be misattributed and shown to influence unrelated judgments.

IV.Visceral States

Visceral States

- Affective/Motivational states of strong arousal/desire (Loewenstein, 1996)
 - hunger
 - sexual arousal
 - drug cravings
- How do such visceral states lead people to disregard the sorts of consequences that seem so evident under “cooler” reflection?

Visceral states can lead us astray...

- When on an empty stomach people buy more groceries (Nisbett & Kanouse, 1968)
- When sick, we cancel appointments too far into the future.

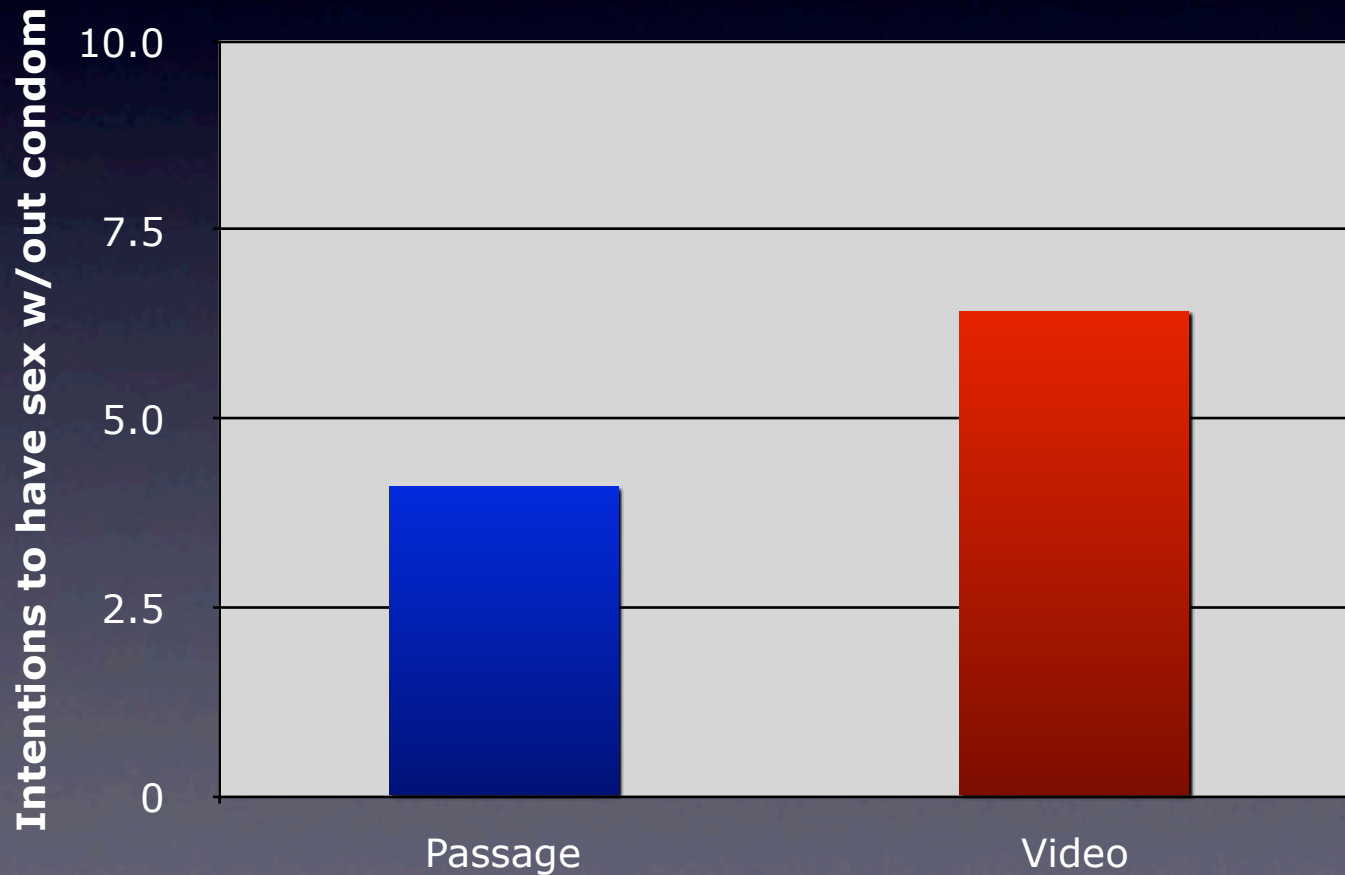
Sexual Decision-Making

(Ditto et al 2006)

- 23 sexually active, condom-using males, ages 18-25.
- Presented with manipulation on computer: Visceral vs. Non-Visceral.
 - Visceral: viewed video of 2 attractive students that meet at bar, go back to an apartment, and are faced with a decision to have sex without a condom.
 - Non-Visceral: read about scenario without watching video.

Results

“If I were in this situation, I would engage in sexual intercourse” 1 = very unlikely, 9 = very likely)



More on Visceral States later in the course...

- Including the famed “masturbation” study

Take-home points

- Emotion/affect is usually a reliable signal about how to approach the environment
- Affects our judgments and the way we think and perceive the world
- Nonetheless they can lead to certain biases that are difficult to eliminate.