


I think, therefore I feel

Appraisal Theory



Cognitive Perspective


- Born during heyday of behaviorism/ backlash
- Basic idea:
 - Emotion grows out of our understanding of events
- The conundrum comes in defining 'thought'
- We'll discover multiple ways of 'thinking'
- We'll explore the history of figuring out what 'thinking' is
- We'll begin to tie our theoretical perspectives together some




Including Thought: Two Influences

- Magna Arnold
 - 1960 published 'Emotion and Personality'
 - Trenchant critique of James
- Stanley Schachter
 - 1962: Two Factor Theory of Emotion
 - Attempted to extend James' theory

Let's look at each one a little more




American Psychologist
1903-2002

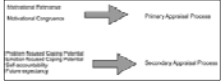



American Psychologist
1922-1997

Arnold



- Sees emotion through the Darwinian lens
- Each emotion carries a characteristic motivation to act
- Drive reduction:
- Emotion relates self to 'the object'
 - Emotion is essential relational; self to something else
- Distinguishes 'first movement' and 'second movement' of emotion
 - Primary appraisal is rapid, automatic, unconscious
 - Secondary appraisal takes longer, adds in a story aspect, more often conscious







Schachter

- Viewed as wrong, but historically important
 - Argued: Arousal with an emotional explanation is emotion/ either one without the other is not
- Two Factor Theory of Emotion
 - Factor one: physiological arousal
 - Factor two: interpretation of situational cues
- Famous early study, 1962

	Informed	Not Informed
Angry Situation	No emotion	Report Anger
Euphoric Situation	No emotion	Report Euphoria



Manipulation of Explanations

Interestingly ... these studies presume arousal for different emotions is the same
what do you think of that assumption?

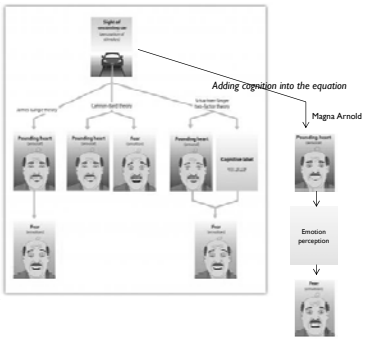



Misattribution Studies

- Strong support that
 - Anxiety without an obvious source will be understood via cues from the situation
- Clever studies - misattribution
 - Male subjects asked to cross a scary bridge or a stable bridge
 - Interact with a pretty woman in the middle
 - Scary bridge: take her phone number
 - Stable bridge: don't take her phone number





summary



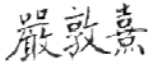
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
    graph TD
        A[Logical information] --> B[Controlled Emotion]
        A --> C[Uncontrolled Emotion]
        B --> B1[Positive Emotion]
        B --> B2[Neutral Emotion]
        B --> B3[Negative Emotion]
        C --> C1[Positive Emotion]
        C --> C2[Neutral Emotion]
        C --> C3[Negative Emotion]
        C --> D[Adding cognition into the equation]
        D --> E[Magna Arnold]
        E --> F[Emotion perception]
        F --> G[Emotion]
    
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Powerful Objections

- Cognitive perspective is too, well, cognitive
- Robert Zajonc –
 - emotion system and cognitive system are separate
 - Emotion can occur with minimal cognitive activity
- Mere Exposure Effect
- Priming Effects
- Automatic Appraisal






Richard Lazarus

- Stress & Cognition
 - Particular emotions arise from stress
 - Which emotion depends on the cognitive appraisal
- Three levels of cognition
 - Primary Appraisal:** good/ bad assessment
 - Secondary Appraisal:** assessment of coping approach & blame
 - Core Themes:** universal impact of situations

Universal Impact	Emotion
Demearing offense against the self	Anger
Uncertain threat	Anxiety
Immediate danger	Fear
Experiencing loss	Sadness
Progress toward a goal	Happiness
Participating in affection	Love
Moved by another's suffering/ wanting to help	Compassion

Tests of the Theory


- Carefully written scenarios
 - Accountability:** betrayed by a friend versus persecuted by a teacher
 - Goal Relevance:** loved one gets cancer versus low grade in a course
- Modifying thoughts, modifies emotional response & coping
 - Watched a gruesome film about ritualized rite of passage that involves incisions in the penis
- Can you see any therapeutic implications of this?



Change your mind, change your emotion


Zajonc & Lazarus

- Lazarus responded that Zajonc was an idiot (not really)
 - 'some level of appraisal is always necessary'
 - Zajonc countered
- This debate forced clarification of the definitions found in Lazarus' theory
 - Clarification of primary versus secondary appraisal
 - Clarification of what is meant by emotion
 - Primary assessments of good/ versus bad
 - Secondary assessments are complex evaluations of situation & coping



Conclusions

- Primary appraisal
 - Unconscious or automatic evaluations
 - Centered on simple good/ bad assessments
 - Or for some researchers, assessment of the 6 basic emotional states
 - Central to the experience of emotion
- Secondary appraisal
 - Conscious and intentional evaluations
 - Centered on coping responses
 - Some of this is idiosyncratic due to culture/ family/ personal experience
 - Gives rise to different emotional states
- Emotions correlate with predictable patterns of evaluation of situations supporting evolutionary theories' claims of universality



Knowledge of Emotion

Enables communication

- **Emotional lexicon**
 - Almost all cultures have words for anger/ fear/ happiness/ sadness/ disgust
 - Number of words for each emotion varies by culture
- **Hierarchical structure to the words**
 - Good versus bad
 - 6 common emotions
 - Specific emotions that cluster around the 6 basic emotions
- **Emotion metaphors**
 - Evoke 'pictures' to describe emotions
 - Natural forces – explosive anger/ tide of sadness
 - Opponents – struggle with depression
 - Diseases – sick with envy/ insanely jealous
 - containers – overflowing with joy
 - Creatures – beastly anger



How do we name an emotion

- We do this in two ways
- **Prototypes** – good for communication about emotion
 - Scripts that define the 'prime example'/ feelings shade together

Prototype of Sadness	
Causes	Death, not getting what you want
Feelings	Helpless, tired, run down
Expression	Drooping posture, crying
Thoughts	Blaming, criticizing self, irritable
Actions	Negative talk, taking action, saying sad things

- **Categories** – good for priming action
 - Distinct emotions, clear dividing lines between them

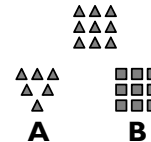
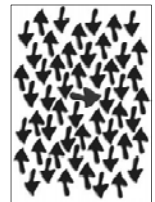
Does Emotion Impact Thinking

- Well, of course it does
- **Yerkes-Dodson Law**
 - learning [memory, performance, reasoning] is at its best when arousal is moderate.
- We'll examine the impact of emotion on
 - Attention
 - Memory
 - Reasoning
 - Decision-making






Focus/ Attention

- We hone in on fearful stimuli
 - Eye tracking studies: look at angry faces more than neutral or happy
 - EXCEPT – we then look away if anxiety arises
- Positive moods broaden our focus
 - More creative/ attend to global characteristic
 - EXCEPT – when the mood stimulates strong approach motivation



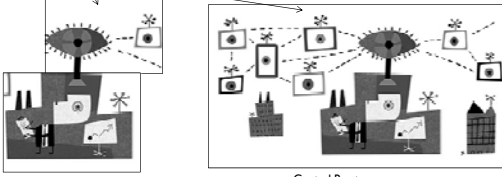
What do you remember?

- Better recall for what impacts us emotionally
- Breaking memory apart: encoding, storing, retrieving
 - Encoding:**
 - Higher levels of arousal correlate with strength of memory
 - Storing:**
 - Flashbulb memories – vivid, dramatic recall of every detail
 - Retrieval:**
 - Pleasantness of past experiences is reflection of the 'highlights'

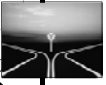
How you think about things

- Mood impacts judgments of blame
 - Anger leads to blaming others/ sadness leads to blaming 'fate'
- Mood impacts creativity
 - Humor and laughter lead to more creative solutions
- Mood impacts how well you consider details
 - Two routes to influence



Peripheral Route Central Route


Two routes/ both useful




<ul style="list-style-type: none"> Peripheral Surface level analysis Rely on stereotypes and rules of thumb Saves time/ effective for unimportant decisions Upbeat mood peripheral more likely More confident of correctness so not careful 	<ul style="list-style-type: none"> Central Deep, thorough analysis Look at all the important facts Much more effortful Sad mood pay more attention to facts Less certain of correctness so more careful
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No, you decide....


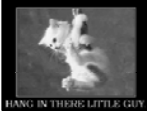
- Mood influences choices
 - Mood influences ratings of global well-being
 - EXCEPT, when you have an explanation for the current mood
 - More likely to 'buy' when happy/ 'save' when sad
- Somatic Marker Hypothesis
 - Generate 'models' of likely outcomes of different decisions
 - (do you recall the part of the brain involved in this?)



Gut Reactions




- Rating personal preferences
 - Gut instincts/ hunches lead to greater satisfaction
 - Rational response: listing pros and cons makes decisions harder


- Interestingly,
 - Waiting for a few minutes before choosing leads to even more liking

Moral Decisions




- The Trolley Dilemma
 - Emotional system prohibits hand to hand killing
- Sex Between Siblings Dilemma
 - Emotional system similarly prohibits this
- Death Penalty Opinions
 - Relevant facts don't influence opinions on either side
 - Emotional system guides the decision, justification applied later
- Is this OK???
- If you think the right decision is the one you can live with as a human being, then the emotional system is doing its job

Down Side of Emotional Decisions



- Gambling
- Would you bet \$1 for a 50% chance to win \$2
- Would you bet \$1 for a 1% chance to win \$100
- Would you bet \$10 for a one in a million chance of winning \$1,000,000
- Low probability, high payoff bets are most attractive
- The emotion system 'imagines' the pleasure of the win AND this pleasure is not 'corrected' for the low probability of it

WE CAN START TO ANSWER SOME OF THESE QUESTIONS



- What is and what is not an emotion? How are moods and feelings different?
- Is there emotion-specific physiology?
- Are there universal antecedents to emotion? Universal emotions?
- What is the function of emotion?
- Can emotion be unconscious? Can we control it?
- What is the relationship between cognition/ learning/ memory and emotion?
- How does emotion develop and can we alter our emotional responses as adults?
- How can we foster our own happiness and other positive states?