The Rationality of Emotions

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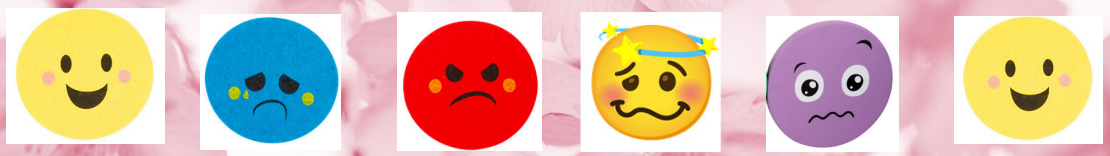
How are you feeling right now?



2

How do you want to feel?

Inside Out

Name this emotion

Anger

Name this emotion

Happy

5

Name this emotion

Surprise

6

Name this emotion

Disgust

7

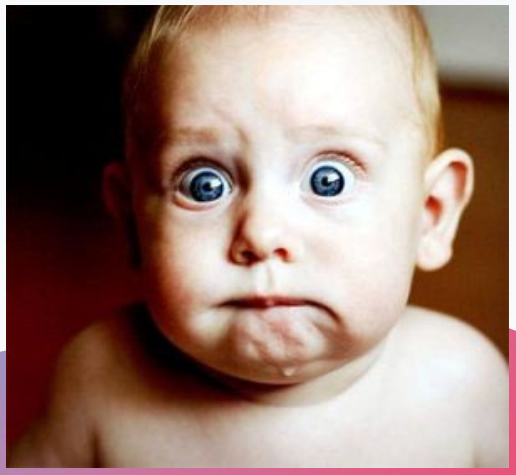
Name this emotion

Sad

8

Name this emotion

Fear



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Name this emotion

Pride

10

Name this emotion

Anxiety

11

Name this emotion

Calm

12

Name this emotion

Guilt

Shame

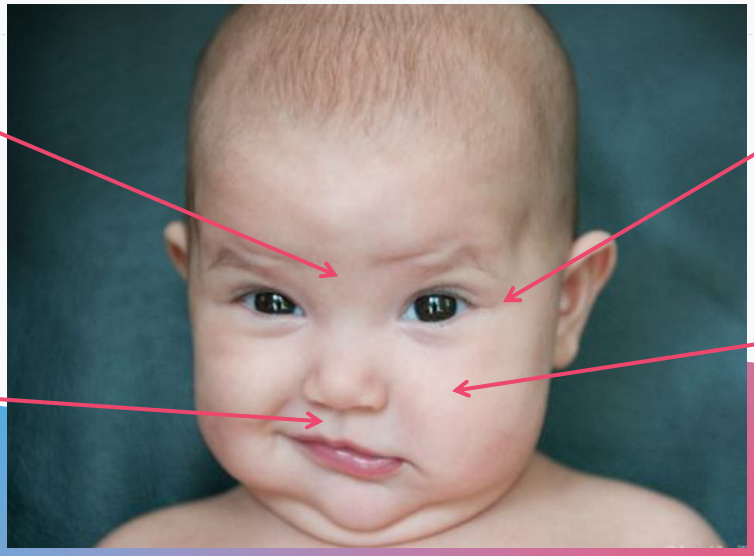
13

Name this emotion

Happy

14

How do we recognize emotions?



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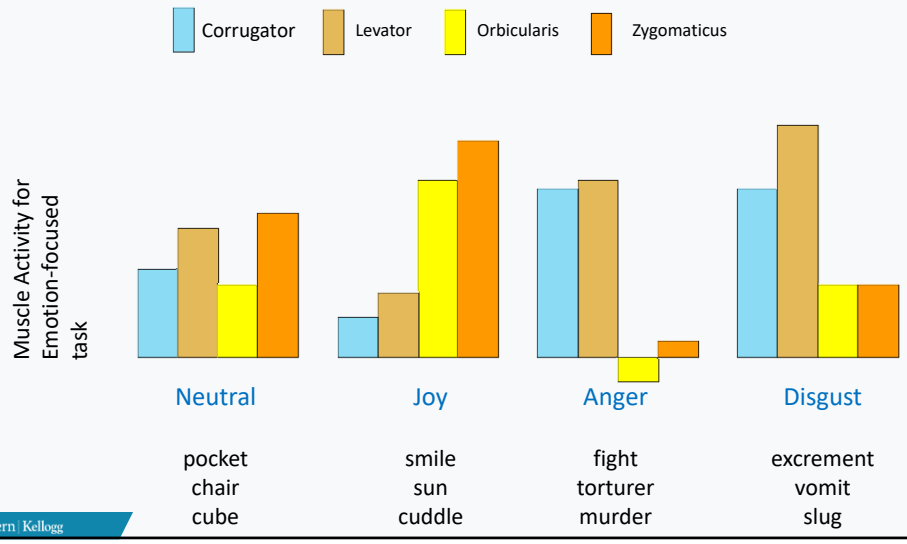
Processing emotions involves facial muscles



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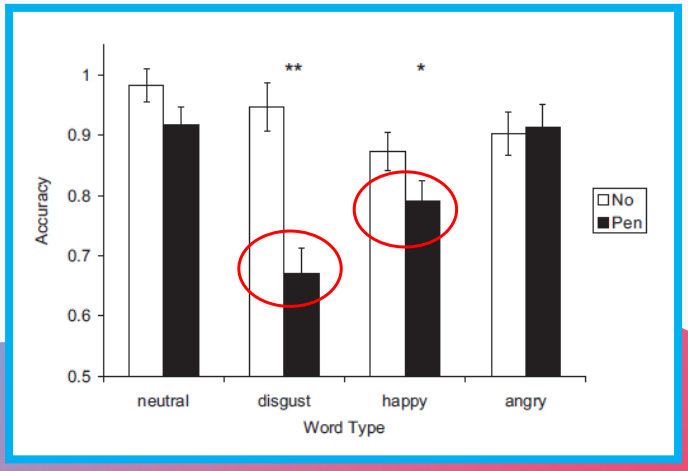
Limiting Facial Expression Hurts Emotion Recognition



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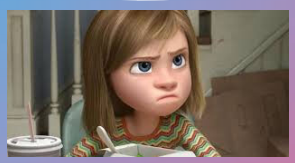
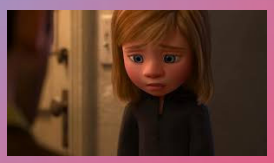
Inside Out (2015 Disney/Pixar film)

Riley Andersen, 11





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Emotions are functional

1. Informs situation
2. Facilitates social interaction
3. Directs attention and behavior
4. Promotes subjective well-being

Which job would you take?

Option A

High salary
Lower job security

Option B

High job security
Lower salary

Which gamble would you choose?

Option A

60% chance of winning $5

Option B

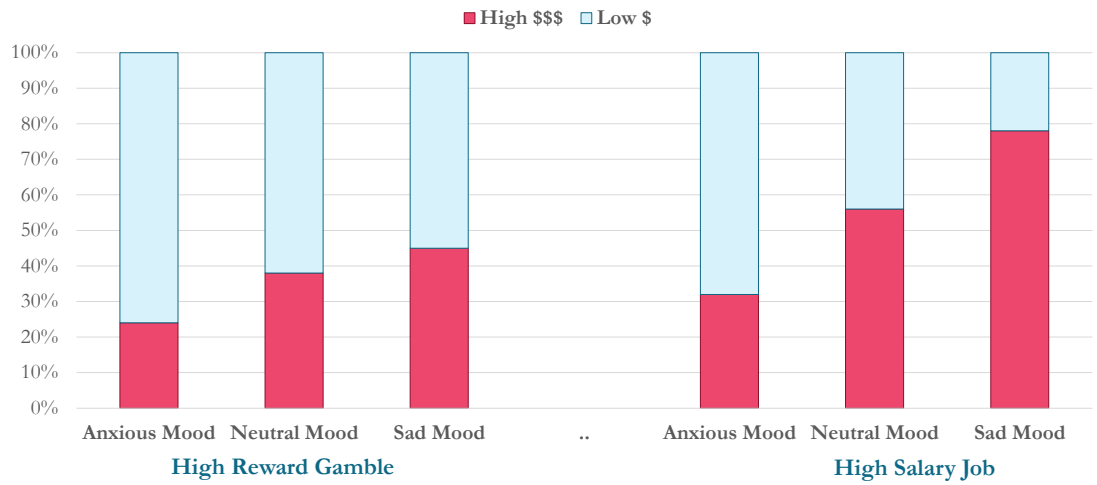
30% chance of winning $10

Imagine: Coffee Anxiety

You just watched...

All the Bright Places

Sadness seeks rewards | Anxiety reduces risk tolerance



Different appraisals → Different choices

Anxiety

- High in uncertainty and low in control
  - → seek certainty and avoid risk

Sadness

- Something important has been lost
  - → acquire something valuable

Affect Regulation

People are motivated to feel good

- Those in a negative mood want to feel better
- Those in a good mood want to continue to feel good

We are Motivated to Feel Better

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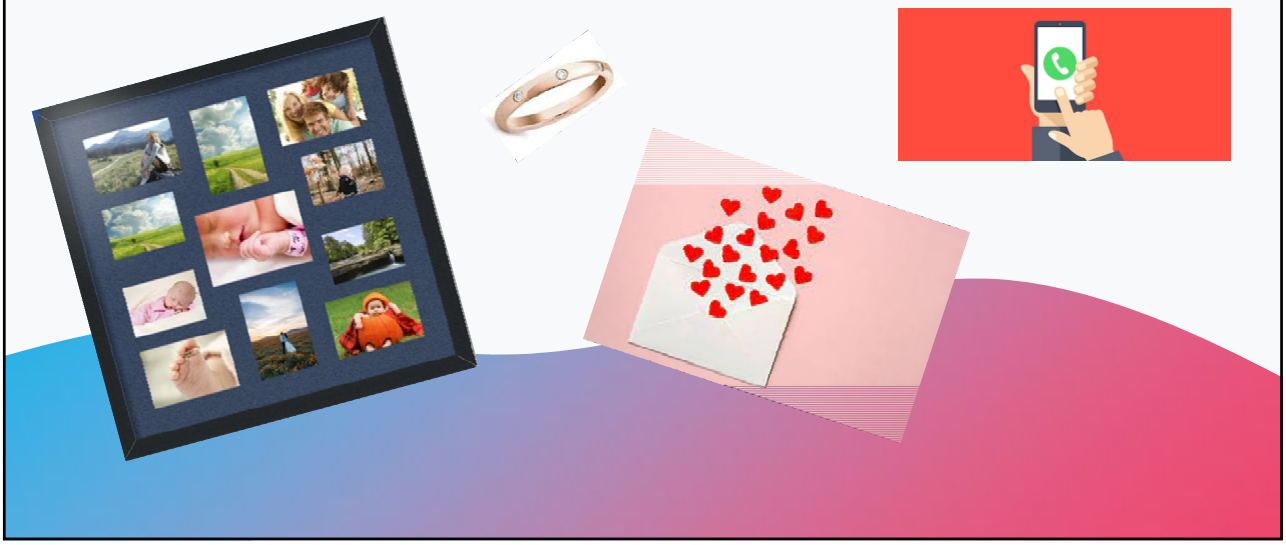
One Way to Feel Better ~ Social Snacking



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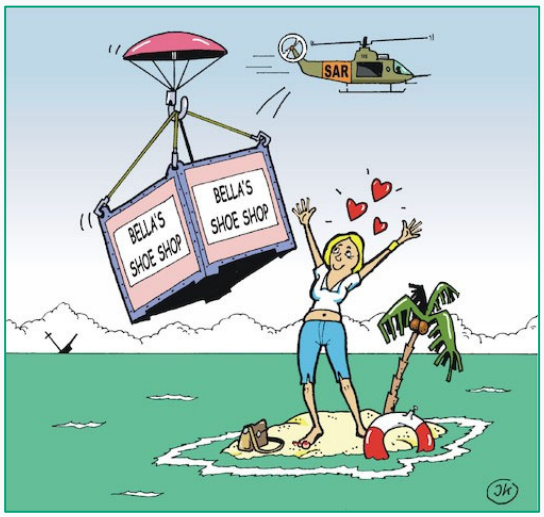
Getting what we want brings happiness



Our Emotions Drives What We Want

Affect regulation directs attention

- Sadness watches out for what may make them feel good
- Happiness watches out for what may make them feel bad

Female patients recalled a past event...

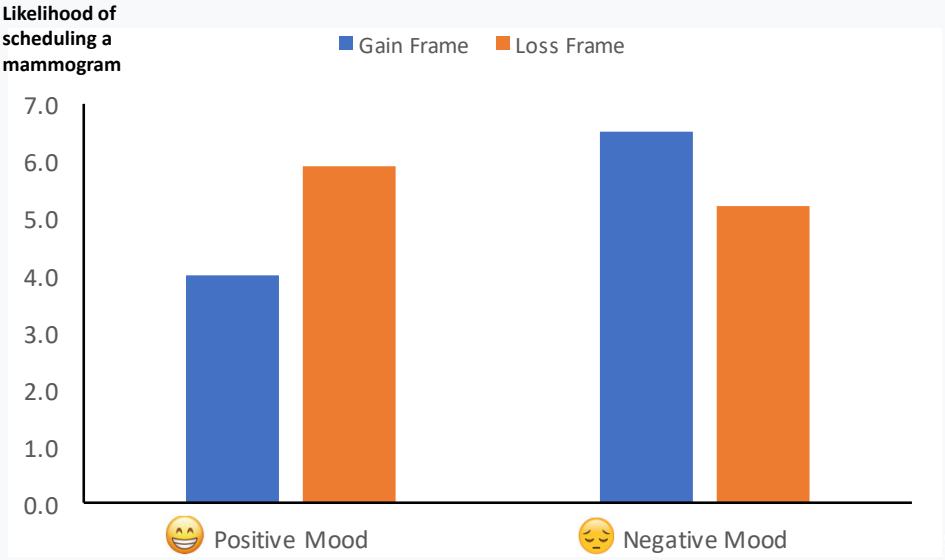
You can feel confident and have the peace of mind that you are doing the best you can to find breast cancer early

Gain Frame Appeal

You cannot feel confident nor have the peace of mind that you are doing the best you can to find breast cancer early

Loss Frame Appeal

Effectiveness of Gain vs. Loss Frame



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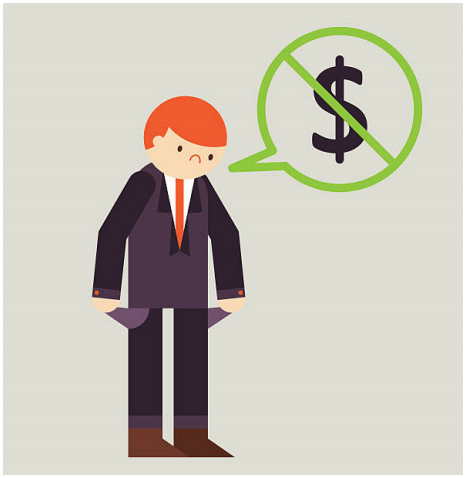
Not having enough



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Pride

Sense of Accomplishment

Personal Agency

The Daily W

Sunday, August 30, 2021

Earth's Resources Depleting

The world's population is rapidly depleting five natural resources. By the end of 2030 water, oil, natural gas, coal, and rare earth elements will all be a fraction of the amounts they are today.

Scarcity Condition

The Daily W

Sunday, August 30, 2021

America's 5 Largest Zoos

If you're reading this hi! I'm not sure what the 5 largest zoos are. I'm guessing it's probably in California? Or maybe New York? Whichever one has the pandas.

Control Condition

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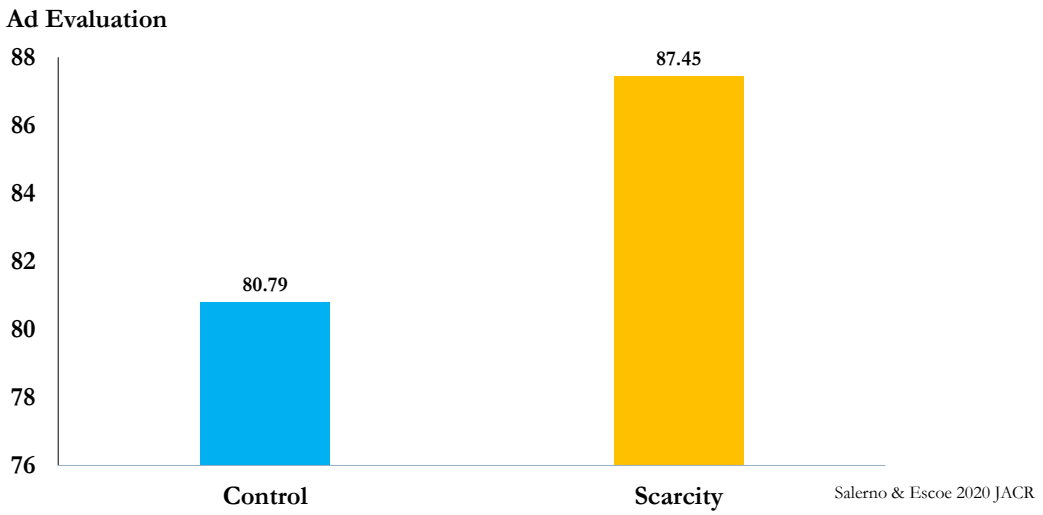
We appreciate pride more when resources are scarce



Salerno & Escoe 2020 JACR

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Value of Pride

- Write about a time when you did not have enough resources and that resources were scarce
- Write about a typical day in your life.

Salerno & Escoe 2020 JACR

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National Park Ad – 4 versions

Pride **Happiness** **Gratitude** **Awe**

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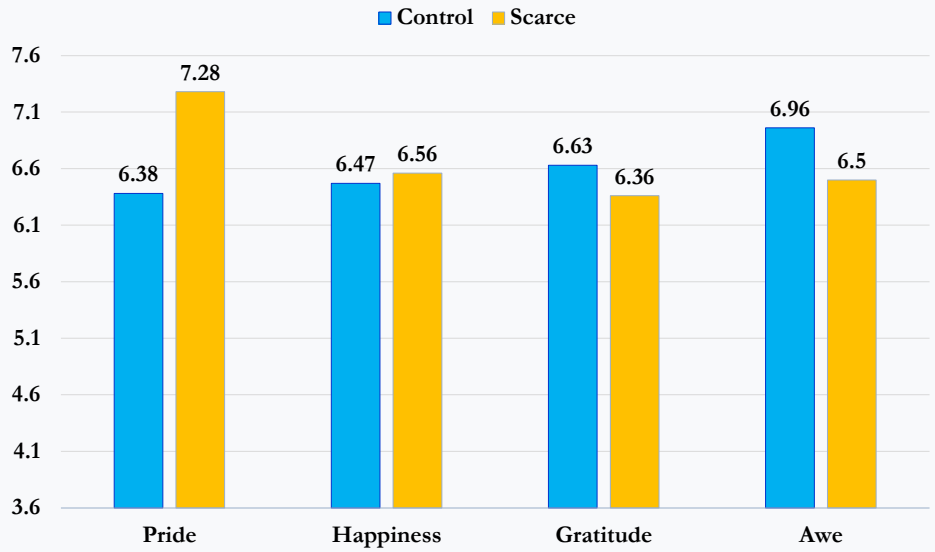
Ad Evaluation



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Pride

An emotional response to success or achievement

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Pride favors status

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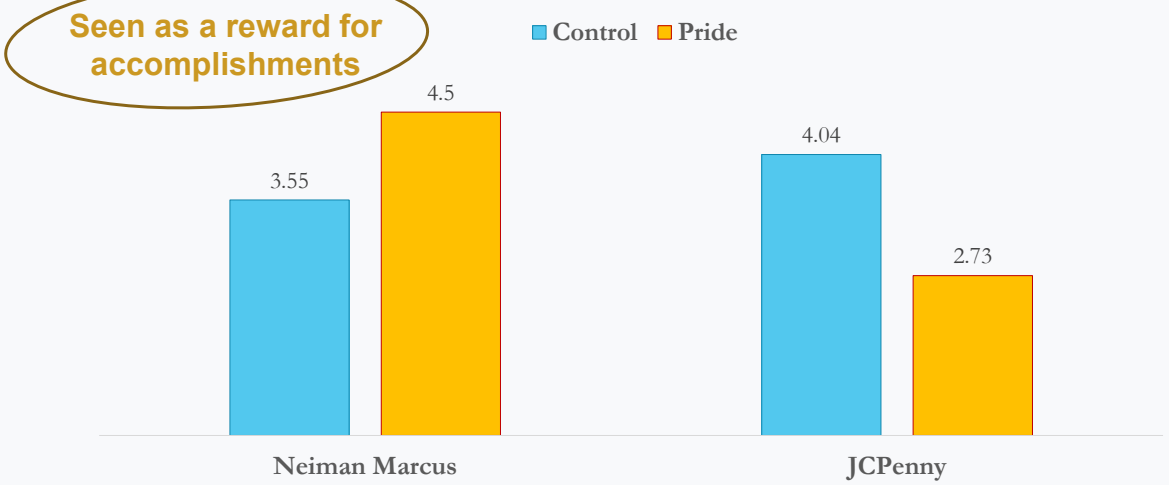
Pride increases Desire to Shop at luxury store

Seen as a reward for accomplishments



McGraw et al. 2010 JCR

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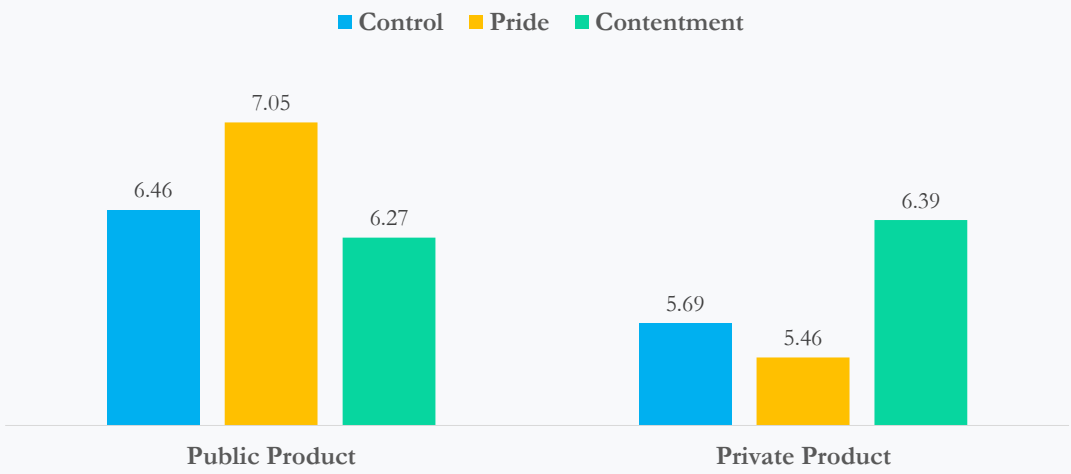
Pride increases appreciation for recognition






Gneezy, Lee, & Sadoff (2010) JCR

Pride increases Appreciation for Recognition



Gneezy, Lee, & Sadoff (2010) JCR

Jealousy also prefers luxury

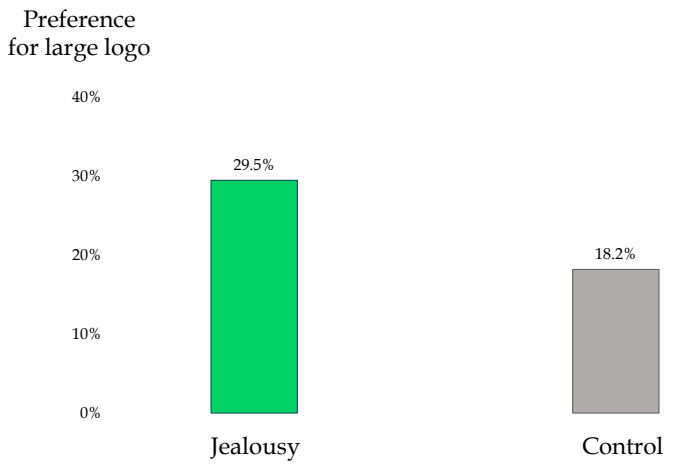
Jealousy seeks attention

Alma BB $1,960
Louis Vuitton

Graceful MM $1,890
Louis Vuitton

Jealousy seeks attention

Jealousy motivates attention seeking



Two Forces of Emotions

Motivational

- **Affect regulation**
  - We want to feel good

Cognitive

- **Thinking style**
  - Abstract vs. concrete

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☺ What Happiness Brings ☺

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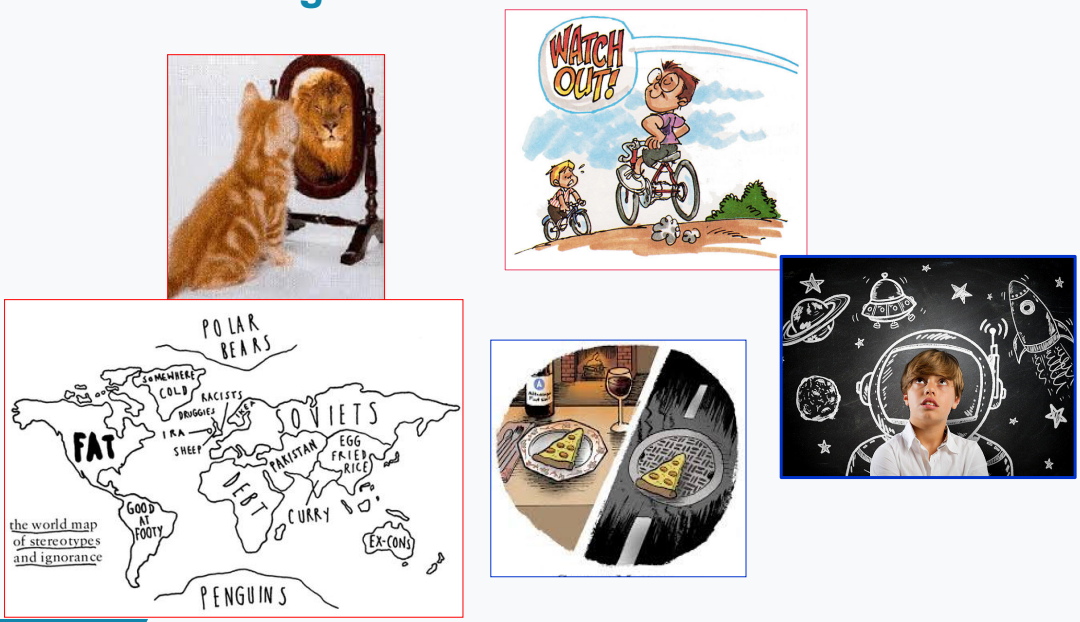
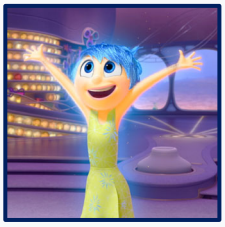
When we are in a good mood…

Downsides of good mood …



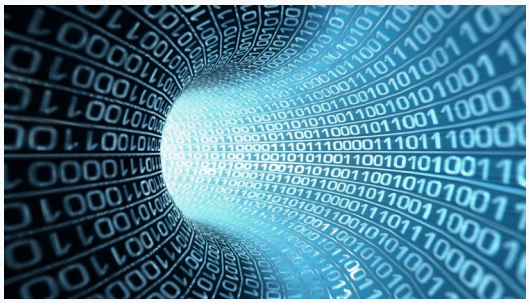
Mood Changes Perspectives



Mood Affects Thinking Style

- Positive mood cues positive material in memory
- Induces abstract thinking
  - Focus on WHY
  - See relationships
  - Distal perspective of space and time

Mood Affects Thinking Style



- **Negative mood is data-driven**
- **Prompts concrete thinking**
  - **Focus on HOW**
  - **Differentiates**
  - **Proximal perspective of space and time**

Class Survey

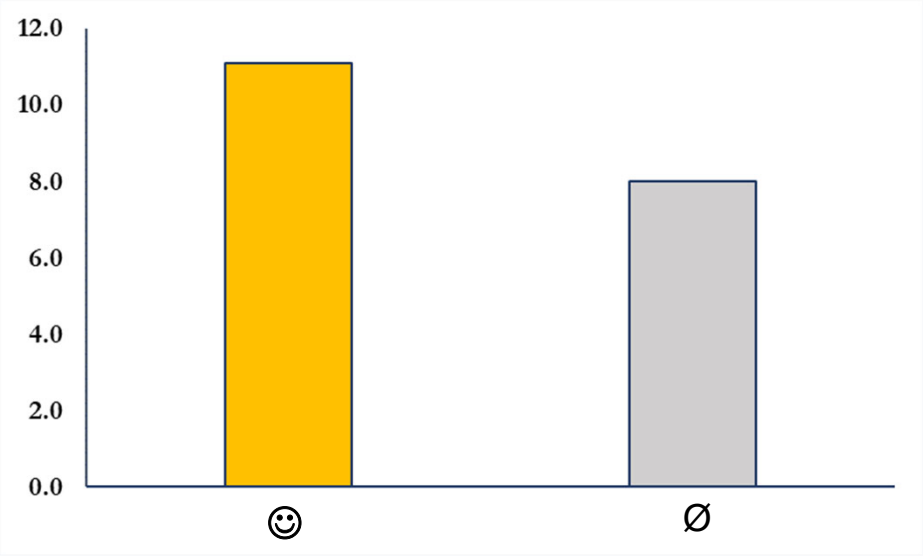
😷 Making a list
- Getting things organized
- Writing things down

😷 Locking a door
- Putting a key in the lock
- Securing the house

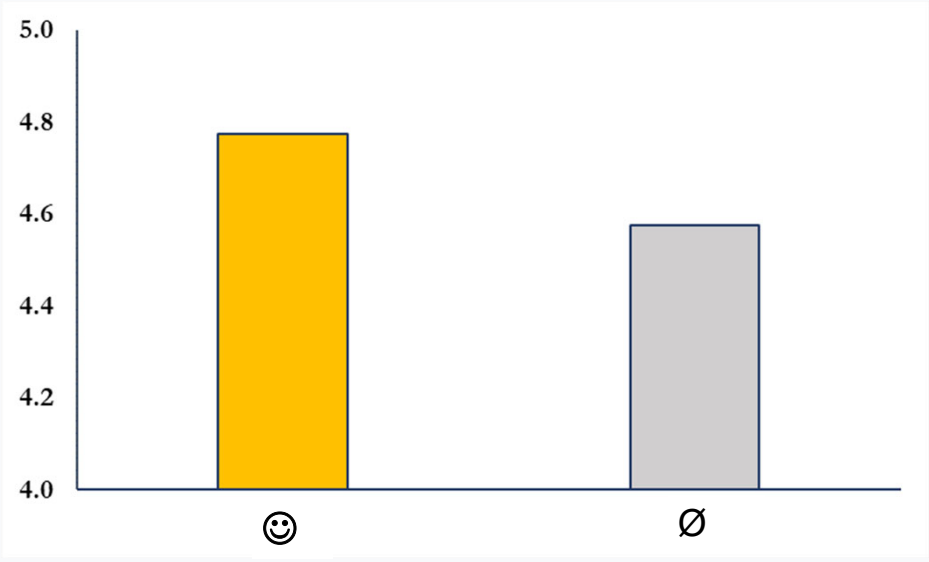
Ø Traveling by car
- Following the GPS
- Seeing the countryside

Ø Paying the rent
- Maintaining a place to live
- Writing a check

EMBA Class: Number of Abstract Choices



How happy are you with your current position?



Evaluating Brand Extensions

- An **electronic products** manufacturer recently produced a line of excellent TVs, and is now considering a line extension.

- **Participants solved easy or difficult anagrams prior to evaluating extensions**

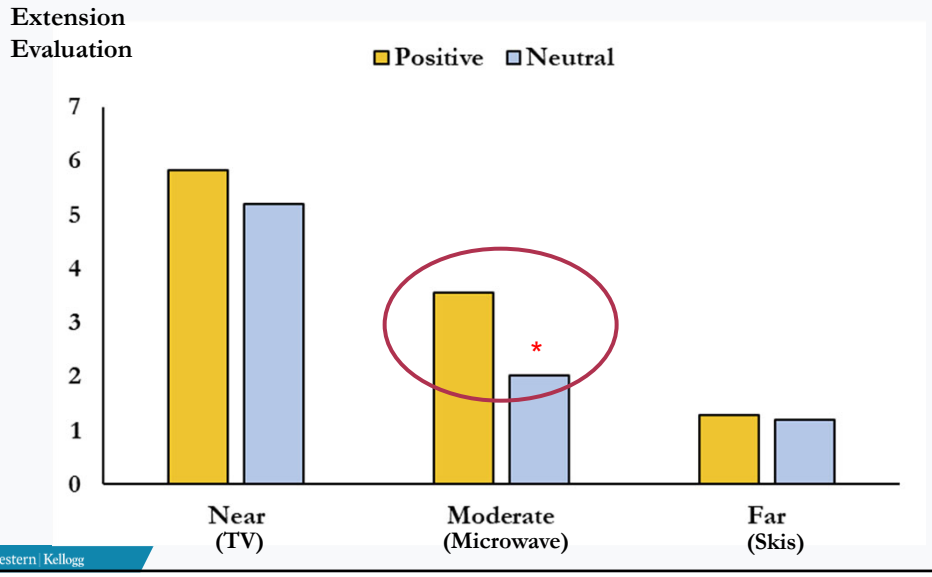
Possible brand extensions

Near extension
OLED TV

Moderate extension
Microwave

Far extension
Skis

Positive Mood Stretches Brand Extensions



Mood Changes Temporal Perspectives

Mood Effect on Product Positioning

Invest In Your Future Health!

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Invest in Your Health Today!

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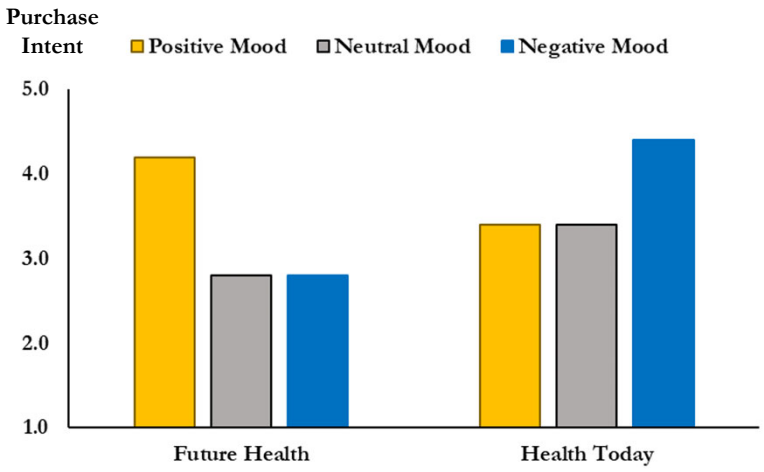
Mood affects perspective framing



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Detect Breast Cancer Early: Think About It

WHY

Detect Breast Cancer?

Detect Breast Cancer Early: Think About It

HOW to

Detect Breast Cancer

Detect Breast Cancer Early: Think About It

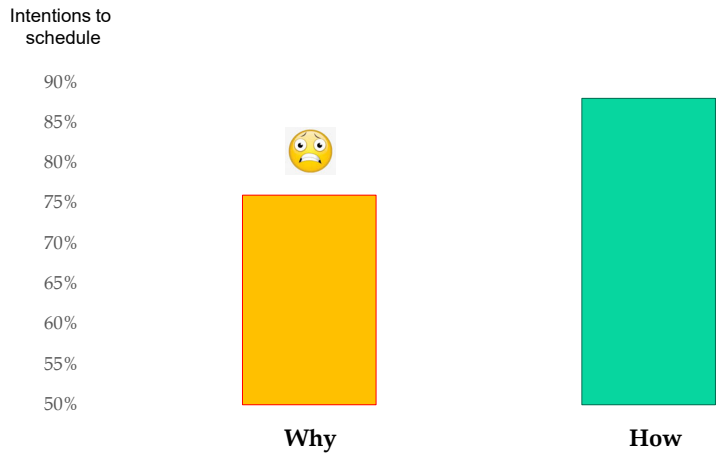
Many are reluctant to get a mammograph…

Do I have it? It's scary

Think about **WHY** you would want to detect breast cancer?

Think about **HOW** you would detect breast cancer?

Thinking "Why" for disease detection is scary



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Detection

A lotion to Detect Skin Cancer

People who use this lotion are taking advantage of a safe and effective way to detect areas of unhealthy skin and the early development of skin cancer cells…

Prevention

A lotion to Prevent Skin Cancer

People who use this lotion are taking advantage of a safe and effective way to prevent unhealthy skin and the early development of skin cancer cells…

Write about **why** | **how** you would use this lotion

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Concerns about…

Detection Prevention

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Concerns are Barriers

	Detection	Prevention
Think WHY	Scary !!	--
Think HOW	--	Can I do it ??

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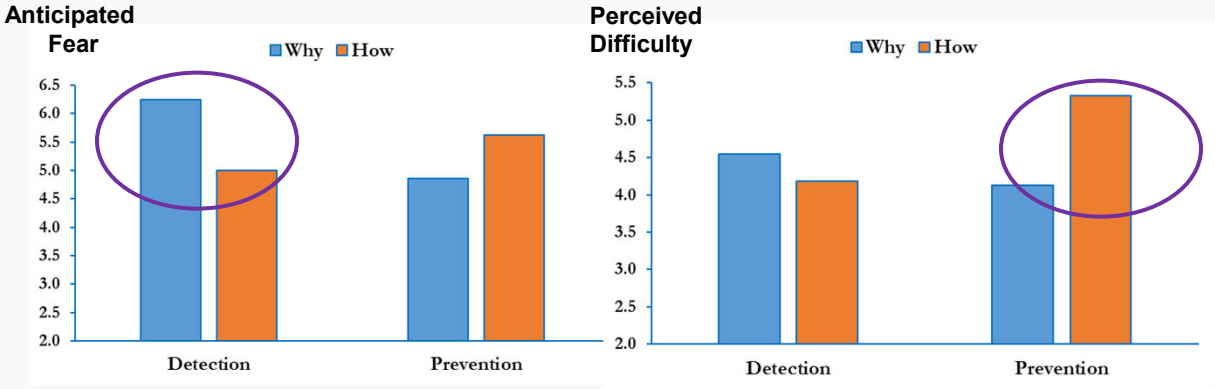
Fear Drives Detection Behavior

Difficulty Drives Prevention Behavior



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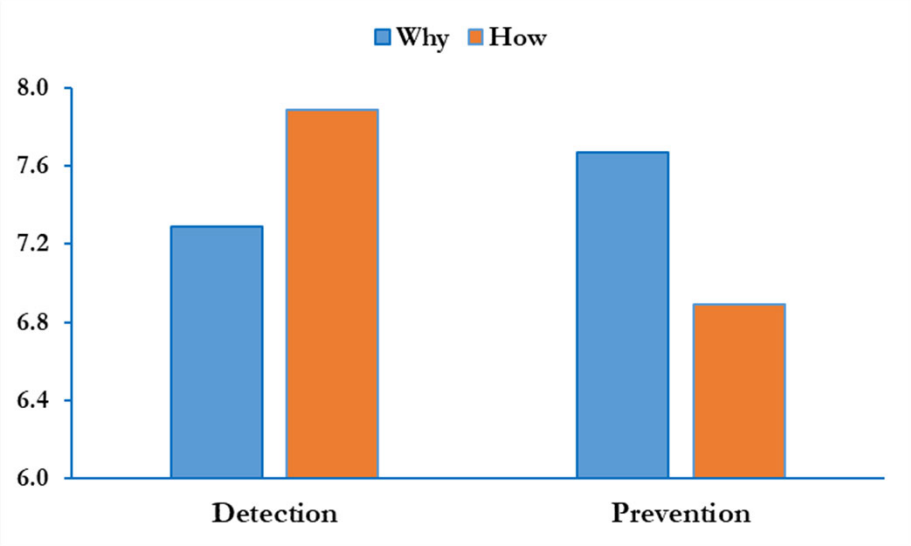
Intention to Use Lotion



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Disgust

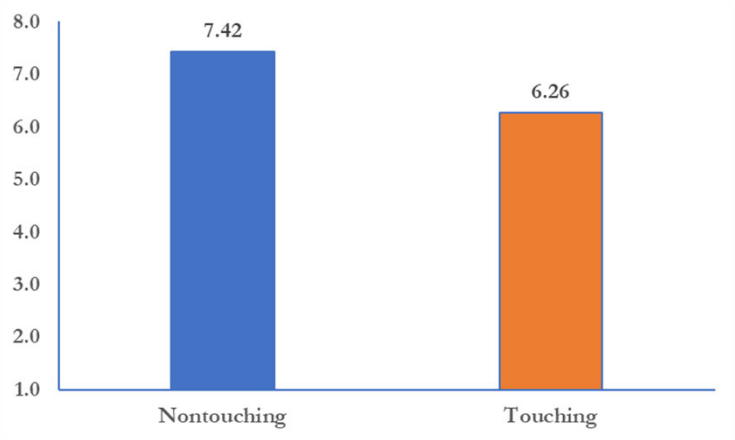
- Prompts a tendency to expel things and not take in anything new
- Emotion contagion effect

Product Evaluations

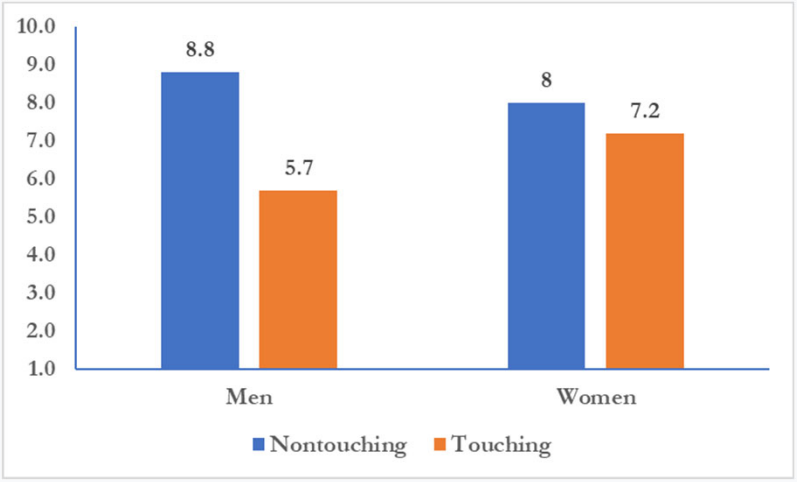
Non-touching

Touching

Evaluation of Cookies



Intention to taste cookies [one hour later]



Art Museum Ad Campaign

- **Social Proof**

  "Visited by over a Million People Each Year"

- **Unique**

  "Stand Out from the Crowd"

Fear prompts conformity, risk-averse, loyalty

Desire to be unique and be distinct from potential rivals

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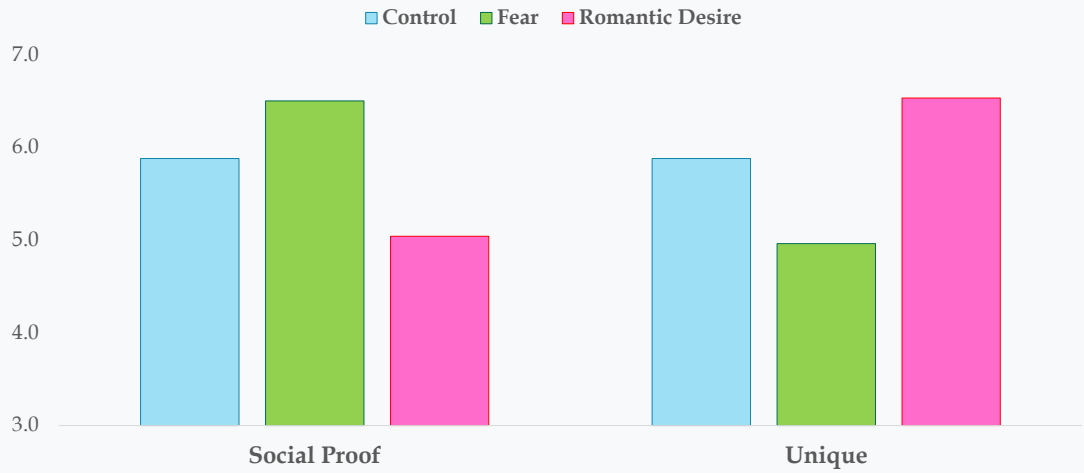
Fear favors "conformity"
Romantic desire prefers "limited edition"



Goldenberg et al. 2020 JMR

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Nostalgia

Prolong the experience ~ Patience

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WKDQN#RX

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