

# Culture, Emotion, and Expression - Workshop

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# Tentative Outline

- 1<sup>st</sup> session: Some thoughts about doing research on emotion across cultures
  - What is an emotion
  - Selecting emotions for study
  - Conceptualizing them
  - Judgment studies
  - Emotion elicitation studies
  - Culture?
- 2<sup>nd</sup> session: Group work according to topic



# What is an Emotion?

- Need a conceptual definition
- Need to operationalize your conceptual definition
- My definition: a bio-psycho-social reaction to events that have consequences to one's welfare and that often require immediate action

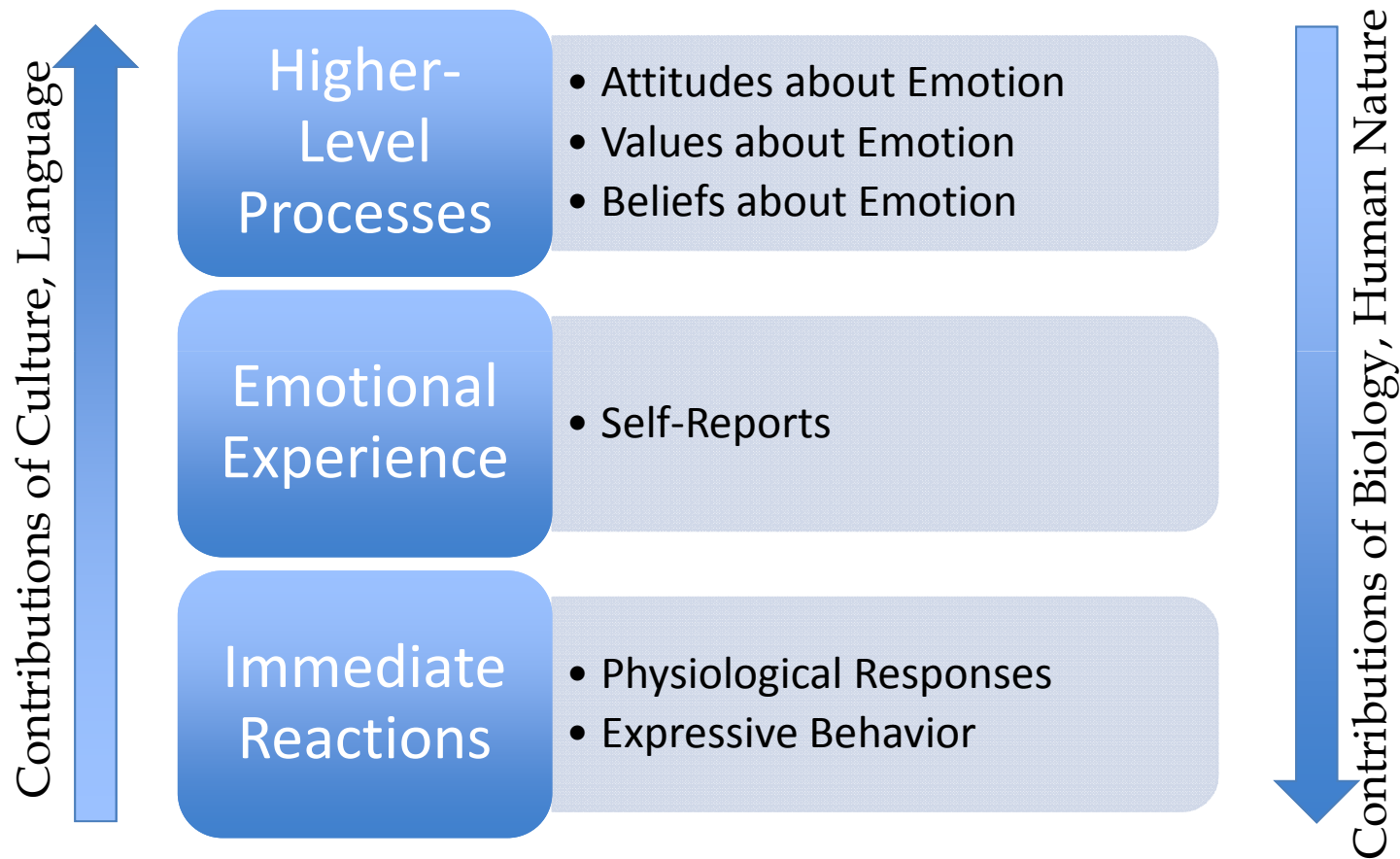


# What Emotion(s) do you want to Study?

- Conceptual Issues
  - What is your definition of emotion?
  - How is your definition similar or different to others?
  - What is the range of emotion?
  - Emotion taxonomies? Categories?
- Operationalization Issues
  - How do you measure emotion?
  - Validity?
  - Reliability?
  - Cross-cultural equivalence?



# A Way of Thinking about the World of Emotion and Emotion-Related Processes



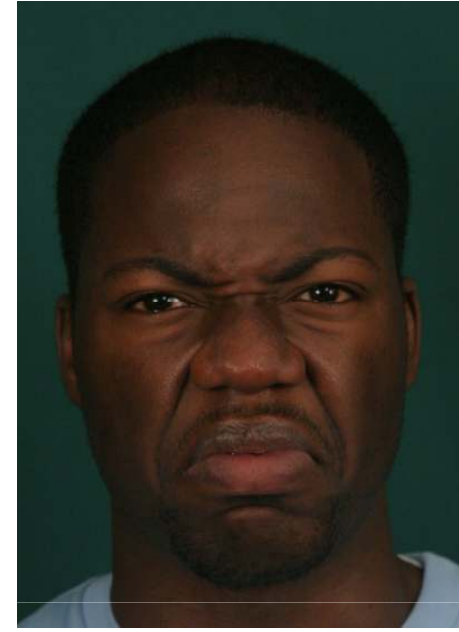
# Don't be Fooled!

- Emotions in an experiment cannot be defined by the attempt to elicit them



## Conducting Judgment Studies of Emotion

The most important aspect of any judgment study concerns the validity of the stimuli. Researchers need to demonstrate that the stimuli they use in a judgment study is a valid representation of an emotional expression. How would you go about doing so?



# Conducting Experiments to Elicit Emotion

- Two central research issues:
  - What's the nature of the elicitor? How does one know that it validly and reliably elicits the intended emotional reactions (and nothing else)?
  - How do you measure emotion when it occurs?
- Elicitation
  - Video
  - Computer tasks
  - Interactions
- Measurement
  - Multiple measures always best
    - Self-report
    - Physiology
    - Expressive behavior



And then we have to deal with  
Culture!

# Group Work