SOCIAL COGNITION (Part 13)

Emellia Fahariah Binti Jamaludin, Farahiyah Binti Mohamad Zuki , Pazarina Binti Musa, Nazimah Binti Mohamad@Mohd Noor & Nor `Akmar Binti Yunus

The Influence Of Affect On Cognition

Researcher like James-Lange said that emotional experiences come from our perceptions of physiological reactions to events. While Cannon-Bard said that the stimuli simultaneously elicit both physiological reactions and subjective experiences. Therefore, Schachter-Singer two-factor theory -- when we experience physiological reactions we search for the causes which will determine the label we attach to that arousal; what external cues suggest we should be feeling.

Many studies show that cognitive and situational factors play a role in emotion -- supporting Shachter's approach. Of the older theories, more evidence for Cannon-Bard approach until recently. Sophisticated equipment indicates that different emotions have different physiological patterns -- consistent with James-Lange. Changing facial expressions sometimes produce changes in emotion. Facial feedback hypothesis -- Facial expressions may provide information that feeds back to brain to influence our experiences of emotion. Several studies (Laird, 1984; McCanne & Anderson, 1987) show that enhancing or suppressing tension in certain muscles associated with smiles or frowns affects participants' emotional reactions to stimuli.

There is considerable evidence of a mood-congruent judgment effect. There is often a good match between our moods and our thoughts and our judgments of other people. For example, when interviewers are in a good mood, they tend to assign higher ratings to job applicants (Baron, 1993). The evidence that being in a happy mood can sometimes increase creativity. Do positive and negative moods produce opposite effects on cognition? Insufficient evidence for firm answer, but despite evidence of the mood congruent judgment effect there is growing evidence that positive and negative moods do not always produce opposite effects.