

# Social Attention Holding Potential (SAHP)

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## Outline

### - Resource Holding Potential

- “An evaluation that animals make about themselves relative to other animals regarding their relative strengths and weaknesses” (Buss, 2008)
- Attack, Flee, Submit
- Innate explanation “of the relationship between two or more animals” (Buss, 2008)

### - Social Attention Holding Potential (SAHP)

- Quality and quantity of attention for a certain person (Buss, 2008)
- Humans compete to feel valued by other, results determine status
- How? Performing a function valued by others (Gilbert, 1995)
  1. Rise in status produces mood boosts and kindness (Buss, 2008)
  2. Drops produce envy, anxiety, depression, rage, and shame (Buss, 2008)

### - Rise in Status

- Status increase (more attention)
  - Happy / better moods
  - A greater likelihood to help others and be kind (Buss, 2008)
- Body language of winners
- Reactions to promotions

### - Drops in Status & Helpful Emotions

- Envy
  - Encouragement to imitate
    - Positive and negative (Buss, 2008)
- Depression
  - Submitting to others, prevent further loss (Buss, 2008)

- Rage
  - Motivation for revenge (Buss, 2008)
- Anxiety
  - Caution and situation evaluation (Gilbert, 1995)
- Shame
  - Body language and avoidance, prevent further loss. (Buss, 2008)
    - People have shame avoidance behavior (Gilbert, 1995)
- **Outcomes**
  - Fitting in
  - How to channel favorable attention to yourself
    - What to invest time and energy in for + or - attention (Gilbert, 1995)
  - Not always positive returns come from this (Good, 2008)
    - Child celebrities
    - Can become problematic when your status raises too much
  - “a dilemma between ‘getting along’ and ‘getting ahead’ (Gilbert, 1995)
- **Examples in Real Life**
  - Spartans
  - Kings / Pharaohs
- **Modern Day**
  - Surgeon / Doctor
  - Music Producers
- **Businesses / Titans of Industry**
  - Camp Nou
  - Cristiano Ronaldo
  - Nike and Victoria’s Secret on Social Media

**- Insight**

- “many aspects of human emotional life, from elation to depression, are evolved features of psychological mechanisms designed to deal with the adaptive problems of status hierarchies” - (Buss, 2008)
- “SAHP attention is a resource, human have evolved cognitive capacities to attend to and evaluate self and other in terms of group roles, status, and +/- attention recieved.” (Good, 2008)

**- Questions?**

**- Citations**