

AFFECT CONTROL THEORY: SENTIMENTS

Jan 27, 2023

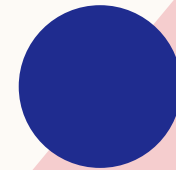
OUTLINE

20 Statements Task

Measuring Culture

Interact application

Lab!



**IMAGINE YOU HAVE BEEN ASKED
TO ANSWER THE QUESTION
“WHO AM I?” IN THE FORM OF 20
STATEMENTS STARTING WITH
THE PHRASE “I AM ...”**

CODES

Code	Description	Example
A	Physical characteristics/attributes	I am short
B	Roles, group memberships	I am a grad student. I am a Duke student. I am a friend.
C	Personal characteristics & emotional states	I am compassionate.
D	General more than specific, existential	I am a human.

DISCUSSION

- Count up the number of statements that fall into each category
- Report your summary **here:** <https://forms.gle/FidxJcw2frzNdFay7>
- **In a small group – 2-3 people, discuss your breakdown – how similar were you in terms of how many A, B, C and D statements you had?**
- If there are any differences, can you guess as to why?

The background features a series of concentric white circles on a light green field in the upper left. A large blue semi-circle is positioned in the upper center. The bottom left corner is divided into a light pink triangle and a reddish-pink triangle. The text is centered in the white space on the right.

IDENTITIES ARE THE INTERFACE BETWEEN THE SELF AND SOCIETY

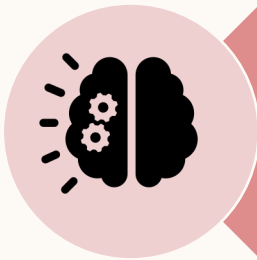
WHAT DOES THAT MEAN

- Self / self-concept:
 - how we define ourselves
 - how we feel about who we are
- Identities
 - Roles or social positions that are **socially defined** that we can embody to try to actualize our self-concept



AFFECT CONTROL THEORY

SOCIAL ENTITIES HAVE



Cognitive meaning

- definition

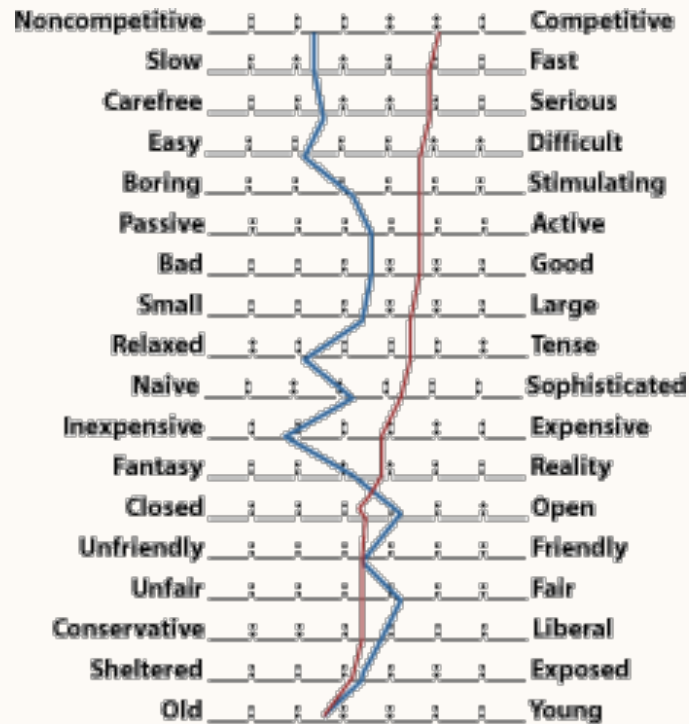


Affective/cultural meaning

- how we *feel* about the entity

CHARLES OSGOOD

SEMANTIC DIFFERENTIALS



MEASURING MEANING

Evaluation

Potency

Activity

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	High	High	Firefighter, Winner, brain
High	High	Low	
High	Low	High	
High	Low	Low	
Low	High	High	
Low	High	Low	
Low	Low	High	
Low	Low	Low	

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	High	High	
High	High	Low	Grandparent, writer
High	Low	High	
High	Low	Low	
Low	High	High	
Low	High	Low	
Low	Low	High	
Low	Low	Low	

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	High	High	
High	High	Low	
High	Low	High	Baby, toddler, Infant, child
High	Low	Low	
Low	High	High	
Low	High	Low	
Low	Low	High	
Low	Low	Low	

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	High	High	
High	High	Low	
High	Low	High	
High	Low	Low	Shrimp, doll
Low	High	High	
Low	High	Low	
Low	Low	High	
Low	Low	Low	

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	High	High	
High	High	Low	
High	Low	High	
High	Low	Low	
Low	High	High	Mobster, gangster, pimp
Low	High	Low	
Low	Low	High	
Low	Low	Low	

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	High	High	
High	High	Low	
High	Low	High	
High	Low	Low	
Low	High	High	
Low	High	Low	
Low	Low	High	Crybaby, telemarketer
Low	Low	Low	

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	High	High	
High	High	Low	
High	Low	High	
High	Low	Low	
Low	High	High	
Low	High	Low	
Low	Low	High	
Low	Low	Low	Do nothing, deadbeat

LET'S TRY IT OURSELVES

- <https://forms.gle/yvfsi2TnZjHEKyJm6>

INTERACT

The image features decorative geometric shapes in the corners. The top right corner is composed of two triangles meeting at a point, one in a light olive green and the other in a slightly darker shade. The bottom right corner is composed of two triangles meeting at a point, one in a light pink and the other in a slightly darker shade. A solid dark blue circle is positioned on the light pink triangle in the bottom right.

DOWNLOAD IT:

<https://kb-research.ca/interact/>

INTERACT

Interact 2.1 build 3 commit 7bf7230c47a795f1d8cd2e13c4e1d3ce3416b5e

Mode: Gender comparison

Culture: USA Combined Surveyor 2015

Complexity: Advanced functions

Operations: Define situation

For viewer Person 1

in setting

Person 1 is

abortion clinic

adult bookstore

airplane

amusement park

April Fools Day

assembly line

athletic club

auction

ball game

banquet

bar

barber shop

basketball game

battlefield

beach

beauty salon

bed

bedroom

board room

bowling alley

brothel

bull session

bus stop

bus

business meeting

Air_Force_enlistee

Air_Force_officer

Air_Force_reservist

American

Army_enlistee

Army_officer

Army_reservist

Asian

Asian_American

Australian

Austrian

Black

Buddhist

CEO

CPA

Catholic

Chinese

Christian

German

God

Hindu

Hispanic_American

Jew

Marine_Corps_enlistee

Marine_Corps_officer

abandoned

able_bodied

absentminded

abusive

accommodating

acquiescent

active

adaptive

adventurous

affable

affected

affectionate

afraid

aggravated

aggressive

aggrieved

agitated

agreeable

aimless

alarmed

alert

aloof

ambitious

amorous

amused

1.04 2.59 1.09

Institution

All institutions

Combination

Interact 2.1, © 2020 David Heise.

INTERACT STRUCTURE

- Top bar = navigation plane
- Can navigate through pages for different functions.
- Today and for lab one, we will focus on 2 pages:
 - One for choosing identities, modifiers/traits, and settings: **Define situation**
 - One for choosing behaviors: **Define events**

NAVIGATION BAR

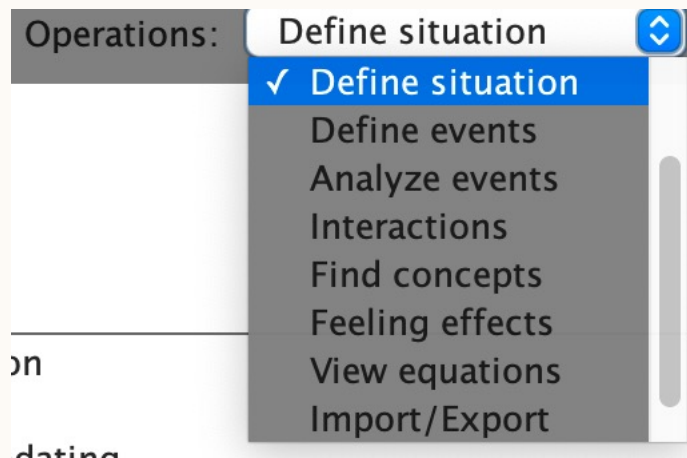
Mode: Culture: Complexity: Operations:

NAVIGATION BAR - CULTURE




How to choose which **ACT dictionary** you want to get estimates from

NAVIGATION BAR - OPERATIONS



How to choose which type of ACT operations you want to calculate

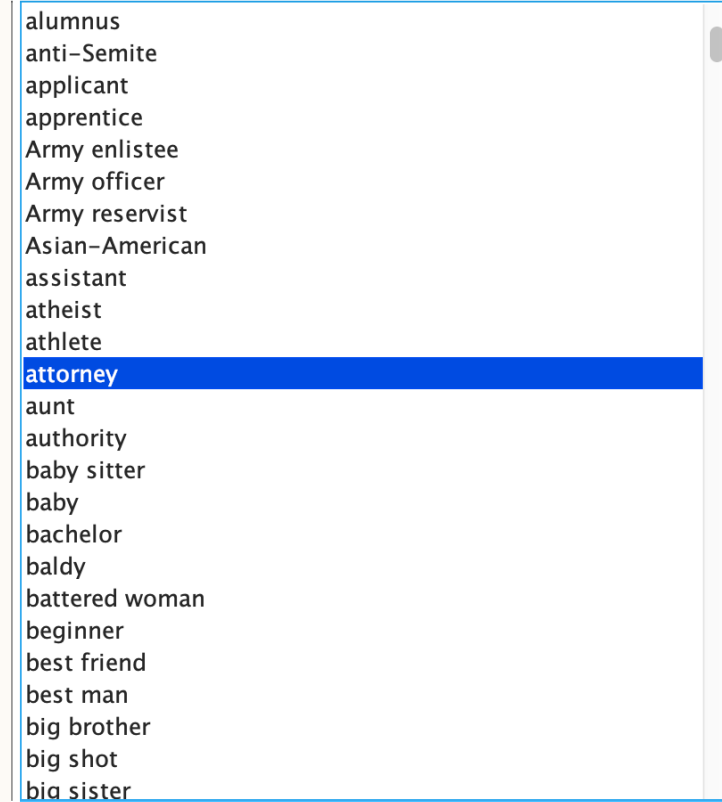
OPERATIONS – DEFINE SITUATIONS

in setting		Person 1  is
abortion clinic	abortionist	no emotion
adult bookstore	adolescent	abusive
airplane	adult	accommodating
amusement park	adulterer	adventurous
April Fools Day	adulteress	affectionate
assembly line	advisor	afraid
athletic club	Afro-American	aggravated
auction	agnostic	aggressive
ball game	aide	agitated
banquet	Air Force enlistee	alarmed
bar	Air Force officer	aloof
barber shop	Air Force reservist	ambitious
basketball game	alcoholic	amused
battlefield	alumnus	angry
beach	anti-Semite	anguished
beauty salon	applicant	annoyed
bed	apprentice	antisocial
bedroom	Army enlistee	anxious
board room	Army officer	apathetic
bowling alley	Army reservist	apprehensive
brothel	Asian-American	arrogant
bull session	assistant	ashamed
bus stop	atheist	at-ease
bus	athlete	authoritarian
business meeting	attorney	awe-struck

DEFINE SITUATIONS

The middle column consists of all identities in the dictionary.

Clicking on one will display the EPA estimates in the bottom box.



alumnus
anti-Semite
applicant
apprentice
Army enlistee
Army officer
Army reservist
Asian-American
assistant
atheist
athlete
attorney
aunt
authority
baby sitter
baby
bachelor
baldy
battered woman
beginner
best friend
best man
big brother
big shot
big sister

0.66 1.60 0.94

DEFINE SITUATIONS

abortionist	no emotion
adolescent	abusive
adult	accommodating
adulterer	adventurous
adulteress	affectionate
advisor	afraid
Afro-American	aggravated
agnostic	aggressive
aide	agitated
Air Force enlistee	alarmed
Air Force officer	aloof
Air Force reservist	ambitious
alcoholic	amused
alumnus	angry
anti-Semite	anguished
applicant	annoyed
apprentice	antisocial
Army enlistee	anxious
Army officer	apathetic
Army reservist	apprehensive
Asian-American	arrogant
assistant	ashamed
atheist	at-ease
athlete	authoritarian
attorney	awe-struck

-0.33 -0.32 0.06

-1.56 -0.31 0.34

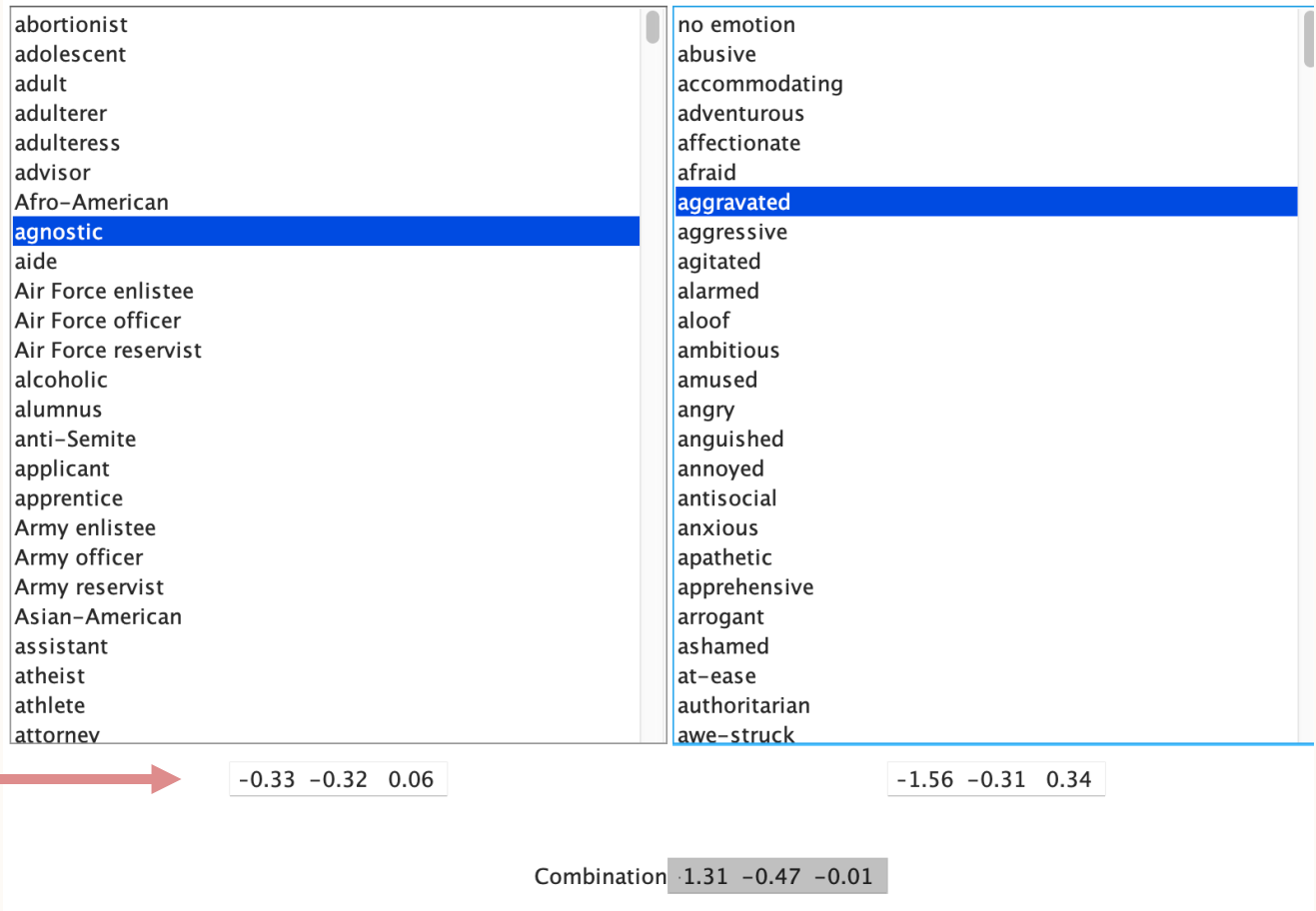
Combination .131 -0.47 -0.01

The right column consists of all modifiers/traits in the dictionary.

Clicking on one will display the EPA estimates in the bottom box.

Note: You **must** select an identity first before selecting a modifier

DEFINE SITUATIONS



DEFINE SITUATIONS

abortionist	no emotion
adolescent	abusive
adult	accommodating
adulterer	adventurous
adulteress	affectionate
advisor	afraid
Afro-American	aggravated
agnostic	aggressive
aide	agitated
Air Force enlistee	alarmed
Air Force officer	aloof
Air Force reservist	ambitious
alcoholic	amused
alumnus	angry
anti-Semite	anguished
applicant	annoyed
apprentice	antisocial
Army enlistee	anxious
Army officer	apathetic
Army reservist	apprehensive
Asian-American	arrogant
assistant	ashamed
atheist	at-ease
athlete	authoritarian
attorney	awe-struck

-0.33 -0.32 0.06

-1.56 -0.31 0.34

Combination

-1.31 -0.47 -0.01

EPA for
aggravated

DEFINE SITUATIONS

abortionist	no emotion
adolescent	abusive
adult	accommodating
adulterer	adventurous
adulteress	affectionate
advisor	afraid
Afro-American	aggravated
agnostic	aggressive
aide	agitated
Air Force enlistee	alarmed
Air Force officer	aloof
Air Force reservist	ambitious
alcoholic	amused
alumnus	angry
anti-Semite	anguished
applicant	annoyed
apprentice	antisocial
Army enlistee	anxious
Army officer	apathetic
Army reservist	apprehensive
Asian-American	arrogant
assistant	ashamed
atheist	at-ease
athlete	authoritarian
attorney	awe-struck

-0.33 -0.32 0.06

-1.56 -0.31 0.34

EPA for
aggravated agnostic



Combination 1.31 -0.47 -0.01

LAB

- Spend the rest of class working on the lab
- It's okay to work with each other on part 1
- If you have any issues, Prof. Smith-Lovin and I are here to answer your questions and help
- You can also come to office hours
- Due on February 10 at 8:00 am
 - Please email to em.k.Maloney@duke.edu